

AAUW STRATEGIC PLAN

- I. AAUW Westchester Branch of NYS will be recognized as the leading advocate and resource in our area for equity for women and girls through advocacy, education, and research.
 - A. Promote AAUW Westchester Branch of NYS as an important organization to consult on women's issues.
 - B. Continue to develop our contacts with schools, colleges, libraries, community organizations, women's advocacy groups and institutions, state and local officials and elected representatives and become a resource as opportunities arise.
 - C. Continue to offer awards and programs to local students from the middle school through the college level.

- II. AAUW Westchester Branch of NYS will continue to grow by retaining current members and attracting new members.
 - A. Develop educational and engaging programs that promote the mission of AAUW.
 - B. Continue to examine the structure, location and timing of Branch and Board meetings in order to encourage participation of new and current, working and non-working members.
 - C. Develop an active program to enhance the image and recognition of AAUW, gain new members, and successfully advocate for our policy goals.
 - D. Coordinate and disseminate information about Branch activities through our newsletter, CHIPS, website, Facebook page, partners, coalitions, branch information cards and other media resources. Each Interest Group, Branch Project or Action Group will coordinate publicity with the newsletter, website, and Facebook editors and other contacts as appropriate.
 - E. Develop innovative ways to increase attendance at Branch and Board Meetings.
 - F. Provide awareness of the various levels of membership: Branch, District, State and National to the membership.
 - G. Nurture new members by developing innovative ways of incorporating them into Branch activities.
 - H. Increase member retention by encouraging increased participation in mission related activities.
 - I. Survey members when appropriate, particularly new members and members who have not renewed.
 - J. Increase member attendance at meetings through extensive use of email, our newsletter, our co-sponsors, partners, and community resources.
 - K. Stress with both old and new members the mission of AAUW, and encourage their participation in mission related activities through Action Groups or other venues.
 - L. Encourage all members to lend their assistance by offering their services to Branch related activities.

- III. AAUW Westchester Branch of NYS will develop strategies for increasing our celebration, understanding and advocacy of diversity through its Action Groups, Branch Projects, and Interest Groups.

- A. Reach out to local organizations with diverse memberships, such as colleges, and women's advocacy groups. Explore common grounds for cooperation.
 - B. Encourage the participation of diverse communities in our programs.
 - C. Continue to expand coalitions with other groups.
 - D. Emphasize and celebrate diversity in our community through programs, activities and outreach for new members.
- IV. AAUW Westchester Branch of NYS will continue to work on effective Branch management.
- A. Continue to examine the leadership structure in order to accommodate and manage growth.
 - B. Encourage members with specific expertise to use their talents to work on short-term projects.
 - C. Create new Board and non-Board positions to meet the Branch's changing needs.
 - D. Actively encourage newer members to take part in Branch activities, and assume leadership roles, by becoming co-chairs with experienced members of Action Groups, and Branch Projects.
 - E. Redesign the Branch brochure and the Branch Record Form to conform to current Branch needs.
 - F. Develop and promote the use of technology as a means of communicating with our membership and recruitment community while ensuring that non-technology members are kept informed.
- V. AAUW Westchester Branch of NYS will maintain a sound financial base to assure present and future effectiveness.
- A. Strengthen financial management capabilities and continue to refine financial planning.
 - B. As needed, update record keeping procedures to conform to bylaws, State, 501(c)(3) and National requirements as well as the operational needs of our Westchester Branch.
 - C. Clearly communicate Branch financial needs to our membership and accept member feedback on financial priorities.
 - D. Hold fundraisers and direct member solicitations to benefit the AAUW Funds, Explore Your Opportunities (EYO), local scholarships, and other Branch projects and activities as approved by the Board of Directors.

Revised: 12 August 2020