

**American Association of University Women  
St. Paul Branch  
2024 – 2028 Adopted Strategic Plan**

**Mission**

To advance gender equity for women and girls through research, education, and advocacy.

**Vision**

Equity for all.

**Values**

Nonpartisan.  
Integrity.

Fact-based.  
Inclusion and Intersectionality.

**1. Governance and Sustainability**

**Ensuring the strength, relevance, and viability of AAUW well into the future.**

1. Build and support a culture of continuity in our organization.
  - a. Streamline committee structure and responsibilities to operate more efficiently.
    - i. Document specific responsibilities of all Board Officers and Committees.
    - ii. Reduce redundancy and overlap wherever possible.
  - b. Develop a succession plan for governance of our branch.
    - i. On board and off board committee officers.
    - ii. Outreach to new members to encourage their participation on committees.
  - c. Ensure that members understand the separate roles of the St. Paul Branch and the Saint Paul College Club (business) and the Scholarship Trust.
2. Increase connections and interaction among AAUW St. Paul members.
  - a. New member chats – assign officers or committee chairs to each session.
  - b. New members table - assign officers or committee chairs to each table.
  - c. Survey all St. Paul members to identify their skills and interests and their desire to get involved in branch committees and special projects.
3. Expand membership.
  - a. Broaden membership by not requiring a bachelor's or associate's degree.
    - i. Encourage members to support the National AAUW in its initiative to eliminate post-secondary degrees as a membership requirement.
4. Increase the visibility of the AAUW St. Paul Branch.
  - a. Develop a plan to prepare and distribute press releases highlighting our accomplishments.
    - i. Scholarship recipients.
    - ii. Action Fund donations that put our "profits" to work in the community.
  - b. Seek collaborations and partnerships with other organizations that support our mission and goals.
5. Be open to alignment with the state and national AAUW.
  - a. Encourage member advocacy on selected issues identified by the state and national AAUW.

## 2. Education and Training

### Addressing the barriers and implicit biases that hinder advancement of women.

1. Support educational opportunities for women.
  - a. Continue our priority of making scholarships available to area women.
  - b. Support diversity of scholars through outreach to area schools.
  - c. Explore opportunities to support women pursuing post-secondary education and training other than four-year college degrees.
2. Offer a robust continuing education program for members.
  - a. Provide increased programming that engages members on issues related to our mission and goals.
  - b. Focus and connect with community needs related to our mission and goals.
  - c. Investigate opportunities for providing some programs that highlight the work and accomplishments of the state and national AAUW organizations.
  - d. Explore opportunities to offer post-secondary students class projects and internships to assist in branch projects (e.g. technology).

## 3. Leadership

### Closing the gender gap in leadership opportunities.

1. Continue to provide scholarship support for the NCCWSL initiative.
2. Align with other organizations working on the MN ERA.

## 4. Economic Security

### Ensuring livelihoods for women.

1. Take an interest in learning about and supporting women in post-secondary education and training, including but not limited to four-year college degrees.
2. Advocate for policies that aim to achieve pay equity at the local, state, and national levels.

## Implementation

### Ensure that the St. Paul Strategic Plan is a living document.

1. Present to the Board of Directors on March 4, 2024, schedule a meeting to present the Strategic Plan to the membership during a monthly branch business meeting.
2. Consider adoption of the strategic plan at the St. Paul Branch membership at the annual meeting on May 7, 2024.
3. Create a webpage for the Strategic Plan.
4. Work with incoming and outgoing committee chairs to develop an action plan to address strategies.
5. Develop a reporting system to track activities that address strategies.
6. Establish regular Strategic Plan reviews.
  - a. Conduct semi-annual reviews of the Strategic Plan with the Board of Directors in June and December.
  - b. Provide semi-annual reports to the membership during the annual meeting and at least one other time to be approved by the Board of Directors.
7. Determine the ongoing role of the Strategic Planning Committee.
  - a. Provide coordination and communication on branch activities related to the Strategic Plan.
  - b. Develop a process to review the Strategic Plan annually and to update it as needed.