

## **2008-2011 Strategic Plan of the State College Branch of AAUW**

The State College Branch of AAUW affirms its commitment to the Association's Mission:

*Advancing equity for women and girls through advocacy, education, and research.*

The Branch's 2008-2011 Strategic Plan focuses on four inter-related areas which will ensure the viability of the Branch and its strong community presence, and underscore its commitment to the Association's Mission. They are: Societal change; Leadership; Organization; and Visibility.

### **GOALS AND ACTIONS**

**GOAL ONE: We are committed to societal change that promotes the equity of women and girls.**

#### **ACTIONS:**

1.1 We will encourage participation and a presence in the political process.

Tactics: Capitalize on the Power of One Vote initiative; support women candidates who are aligned with our mission and goals; use our public policy stance to support engagement in political action.

1.2 We will continue and expand our public policy initiatives.

Tactics: Continue CSI program; explore Let's Read Math program; support the passage of the ERA, support adequate state funding for local schools.

1.3 We will support initiatives for pay equity.

1.4 We will use our programming to create an awareness of inequities for women and girls and to contribute to positive societal change.

Tactic: Use mentoring program to promote equity for women; continue with diversity-related activities; develop engaging and informative programs on topics relating to equity issues

**GOAL TWO: We will cultivate leadership among our Branch members to foster the skills needed to support our strategic plan, to ensure succession planning, and to develop community leaders.**

**ACTIONS:**

2.1 We will explore and support leadership development among our Branch members.

Tactics: Actively recruit Leadership Centre County (LCC) graduates to become active in AAUW; support participation of our leaders in LCC; encourage participation in state and national AAUW programs; develop a succession plan to ensure strong leadership of the Branch.

2.2. We will increase members' participation in Branch committees and initiatives.

Tactics: Identify ways to engage new members on committees; provide orientation for new Board members; consider having members-at-large on the Board, explore use of conferencing to expand Board members' participation in meetings.

**GOAL THREE: We will evaluate the organization of the Branch and the structure of the Board to ensure that they are flexible, responsive, and well-positioned to allow us to support AAUW's mission into the 21<sup>st</sup> century.**

**ACTIONS:**

3.1 We will explore ways to improve our Board and its responsibility to govern the Branch.

Tactics: Ensure current job descriptions; codify obligations of Board members; increase participation in Board meetings; involve new members; ensure redundancy.

3.2 We will evaluate the effectiveness of our committee structure and make changes as necessary.

3.3 We will revisit the Branch's name to determine if it reflects our current and potential constituency.

3.4 We will explore how to create a physical presence in the community.

Tactic: Continue participation in CASE initiative.

**GOAL FOUR: We will ensure that the State College Branch is a visible presence in the community and recognized for its contributions to the Centre Region and the Association.**

**ACTIONS:**

4.1 We will explore every means to make sure that the Branch is easily accessible to anyone who wants or needs to contact it.

4.2 We will invest in improving our website by hiring a professional web developer to create a fresh, new look.

Tactics: Include photographs; incorporate the Handbook; create a members-only segment of the website; create a process for continual updating; use the Association's website as a model.

4.3 We will explore the use of new technologies as a means of attracting and retaining younger members.

Tactics: Promote the Branch through social networking sites such as Facebook; podcast programs and other Branch information; use blogs and listservs to communicate.

4.4 We will identify community groups that have similar missions and goals and develop partnerships with them.

4.5 We will develop a more aggressive promotional stance.

Tactics: Increase number and influence of press releases; explore uses of media including more varied uses of free media support, e.g., letters to the editor, etc.; participate in community fairs; appoint a Used Book Sale publicity committee to develop and manage a publicity plan; capitalize on the visibility of the Used Book Sale, promote special initiatives such as CSI and the Mentoring Program.

4.6 We will create a brand for our Branch and a consistent marketing message.

Tactics: Invest in the use of color, photography, and other means to portray the Branch as dynamic; develop a new and more attractive membership brochure; ensure consistent design across all of our promotional materials.