

## **2012-2013 Strategic Plan of the State College Branch of AAUW**

Through this Plan, the State College Branch of AAUW affirms its commitment to AAUW's Mission:

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

### **GOALS AND ACTIONS**

**GOAL ONE: We will commit to fostering societal change that promotes the equity of women and girls.**

#### **ACTIONS:**

1.1 We will continue efforts to increase members' and women's engagement in the political process.

Tactic: Sponsor a program featuring the Center for Women in Politics from Chatham University.

1.2 We will continue our public policy initiatives.

Tactic: Continue the CSI, GaLS, and Let's Read Math programs, and initiate the STEM program with the Bald Eagle School District.

1.3 We will continue our commitment to diversity and to other initiatives that contribute to positive societal change.

Tactic: Continue to lead and participate in the Cultural Empowerment Program and in other diversity-related activities.

**GOAL TWO: 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:**

2.1 We will explore ways to improve our Board, its committee structure, and its members' responsibility to govern the Branch responsibly.

Tactic: Implement the new Bylaws and review current Branch policies.

2.2 We will explore improved ways of prioritizing and managing our philanthropic commitments.

Tactic: Implement the Board-approved recommendations of the Financial and Philanthropic Priorities Task Force.

2.3 We will identify new and improved ways of managing our finances.

Tactic: Implement the Board-approved recommendations of the Funds Investment and Management Task Force.

2.4 We will consider the future of the Used Book Sale in light of increasing digital book sales and decreasing print publishing.

Tactic: Explore structural and procedural changes and improvements to the Used Book Sale in order to keep it solvent for several more years.

Tactic: Commence discussions about alternative fund-raising opportunities.

**GOAL THREE: We will ensure that the State College Branch continues to be a viable and visible presence in the community and recognized for its contributions to the Centre Region and AAUW.**

**ACTIONS:**

3.1 We will focus on increasing and retaining our membership.

Tactic: Explore more use of web technologies and social networking sites such as Facebook and Twitter to promote the Branch.

3.2 We will explore means to ensure that the Branch is accessible to anyone who needs to contact it.

Tactic: Continue participation in CASE initiative.

Tactic: Ensure that appropriate contact information is available on the website and other Branch publications.

3.3 We will continue to invest in using the web as an informational and promotional tool.

Tactic: Work with the new webmaster to improve the website.

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

Tactic: Continue joint programming and explore initiatives with other community groups.