

# AAUW WASHINGTON Strategic Plan Framework

2019-2021:  
Where we are now?  
Where should we go?

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## Introduction to Strategic Planning

- Prior to the 2018 Leadership Conference, the State Board invited Rebecca Norlander, a former leader at the state level, and a member of the National Board of Director's Team that developed AAUW's National Strategic Plan, to facilitate a discussion of the role of our National and State organization that would lead to a Washington State Strategic Plan.
- Interested members across the state were invited and participated in the process

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## What we learned

- We discussed the process used to develop the National Strategic Plan
- We discussed the differences between our National and State organizations
- We discussed how the National Strategic Plan could be used as a model despite the differences we identified.
  - National establishes policy that will be followed by the State and Branch level units
  - State facilitates the successful implementation and adoption of these policies
  - State facilitates communication between Washington members, branches, and National
  - Our State organization helps branches succeed

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## Critical Success Factors

Deciding the Mission, Vision and Values Statement for our State Organization

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## Critical Success Factors

- AAUW-WA is committed to providing quality programs and services to support the mission of AAUW by providing an infrastructure that will facilitate the success of the state's 36 branches.
- The state leadership team recognizes that its role is to enhance the relationship between branches, the national organization and the unaffiliated national members who live in Washington State.

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## Critical Success Factors

- Leadership: AAUW-WA maintains an open-minded, forward-thinking decision-making process. We value engagement and participation from all members of the organization as we work together to create policies and plan for the future.
- Responsible Fiscal Policy: AAUW-WA maintains its fiscal health by recognizing the need to offer high-quality services that draw on the efficiency of scale and utilize member dues in a respectful and prudent manner.

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## Mission Statement

- **National**
  - To advance gender equity for women and girls through research, education and advocacy.
- **Washington State**
  - AAUW Washington provides leadership and training to invigorate and inform local branches and affiliates, and advocates as one voice to achieve our state objectives and support the national mission of advancing gender equity for women and girls.

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## Vision

- **National**
  - Equity for all
- **Washington State**
  - A cohesive and empowered state organization that advances equity for women and girls

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## Values

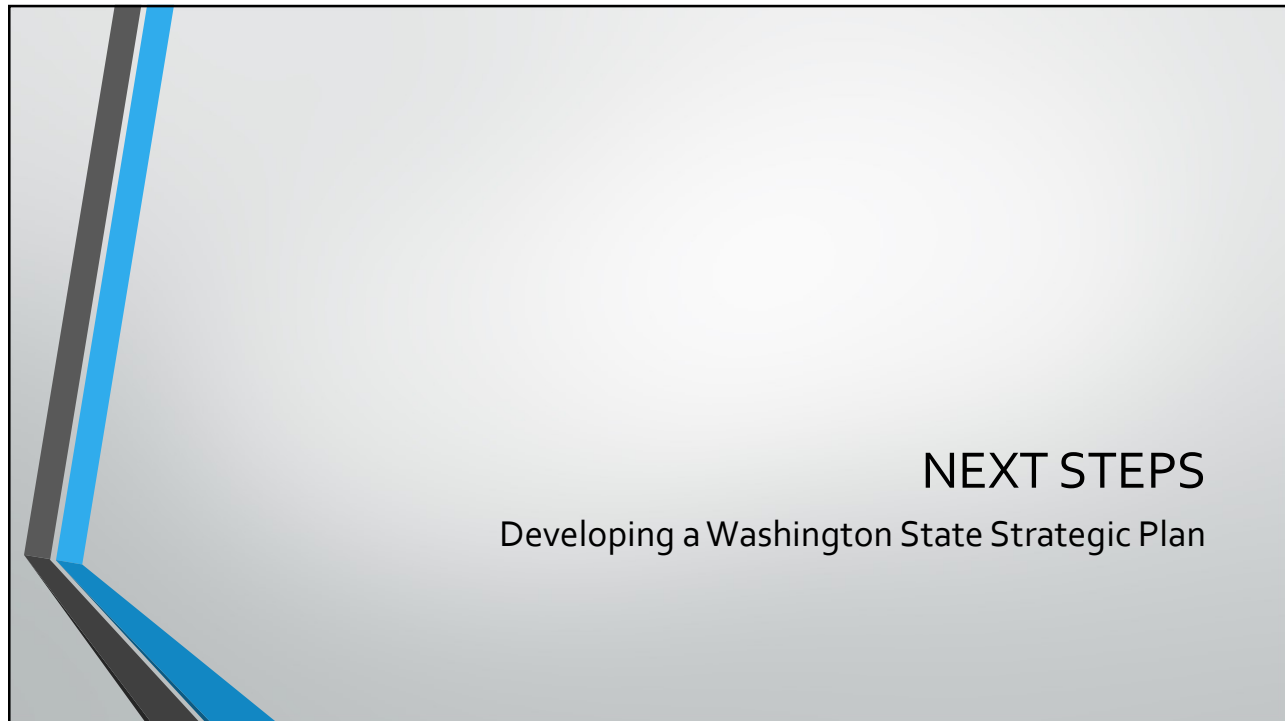
National	Washington State
Non-partisan	Collaborative
Fact Based	Diversity, Inclusion and Intersectionality
Integrity	Fact-Based
Inclusion	Activism
Intersectionality	Non-Partisan

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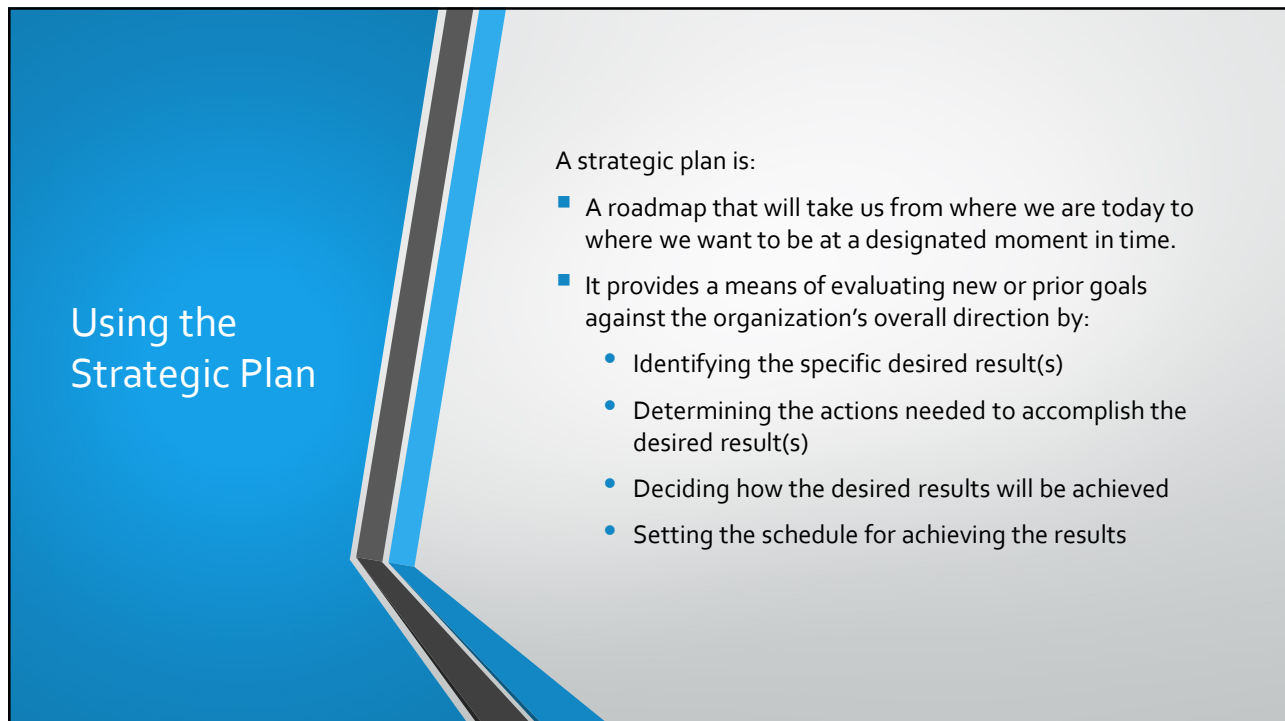
## Strategic Areas of Focus

- **National**
- Education and Training
- Economic Security
- Leadership
- **Washington State**
- Mission based programing
- Leadership Development
- Partnerships and Collaboration
- Public Policy and Advocacy
- Membership Development and Sustainability

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Establishing our Objectives

Based on the Strategic Areas of Focus, the Board adopted five Objectives for AAUW – Washington State:

AAUW WASHINGTON STATE WILL:

1. Emphasize/Focus on Programs at the State and Local Level that are Mission Based
2. Facilitate the Development of Strong and Capable Leaders at the State and Branch Level
3. Develop Partnerships and Collaboration
4. Develop Practices Leading to Membership Development and Sustainability
5. Sustain and Develop an Effective Public Policy and Advocacy Program

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Objective 1:  
AAUW –  
WASHINGTON  
STATE

Will  
Emphasize/Focus  
on Programs at  
the State and  
Local Level that  
are Mission Based

- Provide support for state and national programs
  - Publish information in the Evergreen Leader regarding National initiatives
  - Disseminate Washington State specific information on relevant organizations, activities, events, and publications related to these programs.
- Support mission-based programming in local branches
  - Create a website-based catalog of program materials
  - Develop a statewide list of speakers on mission-based issues
- Ensure that State programs support our mission, vision, and goals

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Objective 2:  
AAUW –  
WASHINGTON  
STATE

Will Facilitate the  
Development of  
Strong and  
Capable Leaders at  
the State and  
Branch Level

- Provide leadership training to potential branch and state leaders
  - Investigate providing regional training for branch members interested in leadership roles
  - Provide leadership training at the annual State Leadership Conference
  - Develop procedures manuals and/or websites for branch leadership functions
- Identify and publish programs encouraging women to seek leadership roles
  - Publicize programs such as Elect Her so that women are aware of them
  - Develop a resource list of programs available to potential women leaders
- Provide an effective and up-to-date State Website with links to and information about the National Website

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Objective 3:  
AAUW –  
WASHINGTON  
STATE

Will Develop  
Partnerships  
and  
Collaborations

- Encourage regional participation between branches and like-minded organizations.
  - Working with the Public Policy Chair, identify key organizations with whom to collaborate on public policy related programs and on legislative lobbying.
  - Conduct regional meetings to encourage collaboration between branches.

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**Objective 4:  
AAUW –  
WASHINGTON  
STATE**

**Will Develop  
Practices Leading  
to Membership  
Development and  
Sustainability**

- Maintain and recruit a diverse membership using Mission Based Programming and Engagement opportunities.
  - Identify and/or develop recruiting materials that can be shared and adapted by all branches.
  - Create and develop lists of potential speakers on topics related to our mission for each region.
  - Provide training on issues related to and disseminate information through the website.
- Provide training on intersectionality (social stratification based on factors such as class, race, sexual orientation, age, religion, creed, disability, gender, etc.)

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**Objective 5:  
AAUW –  
WASHINGTON  
STATE**

**Will Sustain and  
Develop an  
Effective Public  
Policy and  
Advocacy  
Program**

- Continue Lobby Day
  - Improve communication with members on Lobby Day arrangements
  - updating state website at least one month in advance
- Develop Advocacy Programs to Seek Introduction and Support of Key Bills Prior to the Legislative Session
  - Work with the AUW-WA lobbyist to identify ongoing legislative priorities and legislators to between sessions.
  - Encourage branches to update the Public Policy section of their websites to include contact information on their legislators and current information about how they voted on AAUW priority legislation.

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## Objective 5 - Continued

- Update and maintain the State website to include information on public policy issues, concerns, and contacts.
- Provide materials to branches on dialogues with legislators, joint programs and constituent meetings
- Work with other organizations to identify new legislative goals
- Coordinate public relations efforts for our legislative priorities
- Identify and Develop partnerships with like-minded non-partisan organizations
  - Encourage branches to hold programs on barriers to women's economic and educational equity.
  - Foster two-way communication with branches

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## Next step: An Action Plan

- Based on the Goals that were adopted, the State Board developed potential strategies that will contribute to achievement of these goals.
- These strategies were revealed to the Washington State membership at the Annual Meeting held in April in Bellingham.
- State members were given an opportunity to prioritize these strategies.
- Following that exercise, the Board identified the top 20.
- In June, the State Board met to review this prioritization and begin the process of establishing an Action Plan.
- Using this Action Plan, members of the Board have developed SMART goals. These goals will be Specific, Measurable, Achievable, Realistic, and Time Based.

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