

## AAUW Greater Naples Branch Strategic Plan 2018-2023

### **AAUW's Mission, Vision, and Values**

AAUW advances gender equity for women and girls through research, education, and advocacy. The AAUW vision is equity for all. AAUW values: Nonpartisan; Fact-based; Integrity; Inclusion and Intersectionality.

### **Purpose**

The AAUW Greater Naples Branch ("the Branch") will remain nonpartisan and align its priorities and actions to:

- Engage and attract members through programs, community service, interest groups, public policy activities and communications;
- Make a positive difference in the community by supporting the programs of the Greater Naples AAUW Charitable Foundation, Inc. including the Local Scholarship Fund, supporting the STEAM Girls Count Conference for 5th-grade Girls, and StartSmart/WorkSmart, and advocating for change in alignment with AAUW National priorities; and
- Focus on pay equity, public education excellence and educational equity for girls and young women, emphasizing STEM.

### **Value Promise**

By joining the Branch, members also join AAUW and become part of a community that breaks through educational and economic barriers so that all women have a fair chance.

### **Goals**

#### **1. Growth**

The Branch will:

- A. Seek a diverse membership and leadership team and will be welcoming to all eligible persons, regardless of age, disability, ethnicity, gender, gender identity, national origin, race, religious beliefs, sexual orientation, and socioeconomic status, offering the camaraderie of educated, informed women and the mental stimulation of life-long learning to all.
- B. Increase its visibility in the community.

#### **2. Vitality**

The Branch will:

- Coach, mentor and recognize new leaders;
- Recognize and encourage participation;
- Recognize and celebrate successes;
- Continue to foster the interest groups, programs and activities which maintain Branch vitality; and
- Continue to focus on pay equity and public education excellence and educational equity for girls and young women, emphasizing STEM.

#### **3. Organizational Sustainability**

The Branch will:

- Take action to ensure funding for Branch activities, needs and goals and for Foundation programs.
- Identify and implement changes, if any, needed to by-laws and policies to support Branch goals and needs.

## **Implementation**

The Communications, Development, Membership, Nominating, Programs, and Public Policy committees will each develop a plan to achieve the goals pertinent to that committee, for review and approval by the Board.

This plan will be reviewed annually.