

AAUW Greater Naples Branch 5-Year Strategic Plan (2025-2030)

AAUW's Mission is to advance equity for women and girls, hinging on the foundational belief that economic empowerment and education are essential for gender equity. The AAUW Greater Naples Branch will align its Priorities and Actions to the AAUW National and State Strategic Plans.

The AAUW Vision is Equity for all.

AAUW Values are Nonpartisan; Fact-based; Integrity; Inclusion and Intersectionality.

Value Promise:

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

Purpose of the Greater Naples Branch

- Engage and attract members through meetings that include speakers, programs, community service, interest groups, public policy activities and communications.
- Make a positive difference in the community by supporting branch programs through our Greater Naples AAUW Charitable Foundation, Inc. Programs include Local Scholarship Fund, STEAM Girls Count for 5th-grade girls, Janet Martin Welch Reading is Fun!, StartSmart and AAUW Florida's Tech Trek
- Advocate for change in alignment with AAUW National priorities.
- Focus on pay equity and public education

Actions

Leadership

- Focus on Mission, Vision and Values
- Encourage mentoring and shadowing of Board positions
- Encourage recruitment of diverse members
- Participate in the Annual Branch Survey
- Strive to Maintain 5 Star status
- Increase individual giving to the AAUW Greatest Needs and other funds and the GNB Charitable Foundation.
- Participate in leadership training and webinar opportunities provided by AAUW and AAUW Florida
- Increase attendance at the AAUW Florida conferences

Governance and Sustainability

- Branch Board will develop, review and update the Strategic Plan annually to align with the AAUW and AAUW Florida strategic plans.
- Maintain all Board positions filled, maintain and follow a succession plan
- Take actions and devise strategies to Increase membership and broaden membership base

Programing

- Hold at least 4 programs per year that align with AAUW's Strategic Plan.
- Increase activities to promote pay equity
- Provide Branch support for Tech Trek
- Collaborate with organizations that share a common mission and organize special events together
- Hold special fundraising programs for members and the community
- Increase Special Interest Group (SIG) leader involvement, including the sharing of information regarding upcoming events and opportunities

Education and Training

- Provide Scholarships for women in underserved communities and in fields where women are traditionally underrepresented, including STEM fields
- Increase participation in the Scholarship Program for women whose education was interrupted
- Deepen the pipeline of women in STEM through early education engagement, including, Reading is Fun (for early elementary level) and STEAM Girls Count program (for fifth grade girls)
- Support college and university students, staff and faculty with salary negotiation and financial literacy training, and other equity and inclusion efforts by presenting Start Smart and other pay equity workshops especially in underprivileged communities
- Present Diversity, Equity, Inclusion (DEI) programs to the Branch

Public Policy and Economic Security

- Champion legislation supporting women's success in higher education including pay equity, paid family and medical leave, paid sick days, robust workplace harassment protections, access to affordable child and elder care, and access to healthcare

- Promote the Two Minute Activist to members and friends
- Identify Florida legislation that aligns with AAUW's policy priorities in education, economic security and fundamental rights
- Participate in Florida Lobby Days
- Participate in and promote Equal Pay Days events by providing information and social media tools
- Provide voter education/registration to branch members and community
- Conduct meetings with elected officials Including Collier County Board of Education, and local, state and federal officials regarding AAUW Public Policy priorities
- Organize a group action—such as letter-writing, attending a School Board meeting, hosting a Town Hall—aligned with AAUW Action Network calls to action
- Hold at least one Branch program focused on justice, equity, diversity or inclusion topics
- Utilize the monthly newsletter to update members on Public Policy issues
- Send one letter/month informing the membership of pertinent legislation
- Mentor new Public Policy members

Communications

- Share 3-5 posts aligned with AAUW's mission per quarter on Branch social media accounts (can be shared/reposted from AAUW National accounts).
- Include information from AAUW national in Branch Newsletters at least quarterly
- Ensure all Branch leaders subscribe to AAUW emails and share the email re-subscribe link with members quarterly in member communications.
- Twice a year, assess the national and Branch websites and include updated information (especially linking to new Strategic Plan pages, sharing latest content updates, sharing latest membership information)
- Expand the use of social media to enhance Branch growth and participation
- Develop flyers and other physical materials that can be given to promote the Branch especially to less represented areas

Passed by the AAUW GNB Board of Directors December 1, 2025