

AAUW NC Strategic Goals 2022-2023

Goal Focus	Measures
1. ADVANCEMENT – Membership	a. Survey branch leadership and members for concerns about recruiting and retaining members
	b. Work with national to help solve individual’s issues with Community Hub related to creating profile, joining and renewal
	c. Recruit a Board Membership Chair
	d. Hold meeting with branch Presidents and Treasurers in August to discuss continuing issues with membership renewals
	e. Seek to identify methods to increase diversity of board and branch membership
	f. Collaborate with other like-minded community organizations, including colleges and universities, to introduce them to AAUW’s mission and include them in local branch activities
2. COMMUNICATION – Internal with branches	a. Survey branch leadership and members to gather “bottom up” information important to the branches
	b. Determine actions to address branch issues and assist with making needed changes that are identified
	c. Hold a Presidents’ meeting every other month – Janet to chair the first meeting and then have group select chair
	d. Hold in person meetings with at least 75% of the branch leadership, either individually or in regions, including branch members whenever possible
	e. Support branch fundraising efforts by providing ideas and suggestions
3. LEADERSHIP	a. Assist branches in developing succession plans
	b. Develop a process for onboarding new board members
	c. Support branches in determining ways to foster election of candidates who value AAUW priorities for gender equity in November voting in their communities
4. PROGRAMS	a. Continue with branch initiated programming offered to all state members by Zoom

	b. Recruit a Programs Chair for the state
5. PUBLIC POLICY	a. Support self-determination of one’s reproductive health decisions, focusing on state abortion policies
	b. Support a strong system of public education that promotes gender fairness, equity, diversity, and inclusivity, and address the barriers and implicit biases that hinder the advancement of women and girls, focusing on Leandro Case and Title IX
	c. Support universal access to quality, affordable health care, focusing on Medicaid Expansion
6. STEM	a. Assist branches as requested in participation with STEM activities in their communities
	b. Recruit STEM Chair or Co-Chair for the state
7. EXTERNAL COMMUNICATIONS	a. Publish Connect monthly and email to members
	b. Update aauwnc.org a minimum of twice monthly
	c. Recruit a Communications Team to share Zoom responsibilities, write web articles, post on Facebook at least 1x/week. A Team meeting will be held at least 3 times to share ideas and information
	d. Pilot a YouTube channel and then record at least 4 state programs
	e. Review the Guidelines and Procedures Manual annually for changes
8. DIVERSITY, EQUITY AND INCLUSION	a. Focus on Inclusion with board and branches for the year
	b. Assist individual branches to further develop their DEI Committees or to help create a DEI team
	c. Bring DEI branch Chairs and/or Presidents together by Zoom at least 3 times for guidance and sharing information and ideas