

AAUW Florida Strategic Plan 2017 – 2019

Mission

AAUW Florida advances equity for women and girls through advocacy, education, philanthropy, and research.

Value Promise

AAUW Florida promotes programs and research to break through educational and economic barriers so that all women and girls have a fair chance.

Vision Statement

AAUW Florida empowers all women and girls to reach their highest potential.

Diversity Statement

AAUW Florida seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

GOALS

Goal 1 - Membership - Increase and sustain the number of branches and members in AAUW-FL.

- ✓ Increase awareness and exposure through communication of AAUW-FL and its branches (Example - Board liaison use)
- ✓ Increase and sustain the number of college/university partner members (Example - Vero Beach NCCWSL support in exchange for c/u student commitment)
- ✓ Increase AAUW-FL and branch outreach to attract individuals in the workforce (Example - cocktails and conversations, young women's task force)

Goal 2 - Public Policy - Engage and support branches in strengthening AAUW-FL efforts and initiatives.

- ✓ Increase Lobby Day attendance
- ✓ Increase AAUW-FL and branch collaborations with allies and coalitions on mutual areas of interest
- ✓ Provide branch participation and public policy workshops for AAUW-FL and branches

Goal 3 - STEM - Promote and increase branches engagement in AAUW-FL and branch STEM activities and initiatives.

- ✓ Engage and support the development of four lead branches to host an annual AAUW-FL Girls' STEM Day (Example - Jacksonville Expanding Your Horizons STEM focused)
- ✓ Ensure financial sustainability of AAUW-FL Tech Trek (Example - Corporate sponsorship)
- ✓ Regularly communicate STEM news to branches (Example - Every two months)

Approved, January 29, 2017

Approved, January 29, 2017