

AAUW Florida Strategic Plan 2025-2029

Mission: Advancing equity for women and girls through research, education and advocacy

Vision: A Florida where all women have equal access to leadership, education, and opportunity.

Alignment: This plan is based on AAUW Florida's SWOT analysis and aligns with:

- **AAUW National Strategic Plan Priorities:**
 1. **Funding Higher Education**
 2. **Removing Barriers in Education & the Workplace**
 3. **Supporting Local & National Capacity**
- **AAUW Five-Star Program Areas:** Programs, Advancement, Communications & External Relations, Public Policy & Research, Governance & Sustainability

1. Leadership & Membership Engagement

Goal: Build sustainable leadership pipeline; expand membership diversity

AAUW National Alignment: Priority 3 – Supporting Local & National Capacity

Five-Star Alignment: Governance & Sustainability, Advancement

Key Actions:

- Statewide leadership training series (virtual + in-person)
- Succession planning toolkit for branches
- Mentoring program pairing experienced leaders with emerging members
- Recruitment campaign targeting younger, diverse women
- Onboarding & welcome packet for new members

2. Advocacy & Public Policy Impact

Goal: Position AAUW Florida as leading voice on women's issues

AAUW National Alignment: Priority 2 – Removing Barriers in Education & Workplace

Five-Star Alignment: Public Policy & Research, Programs

Key Actions:

- Advisory Committee on Lawful Advocacy
- Lobby Days & advocacy training
- Build partnerships & coalitions with Chambers, women's organizations, and advocacy groups
- Host issue-based forums leveraging current events

3. Brand & Communications

Goal: Increase visibility, name recognition, influence

AAUW National Alignment: Priority 3 – Supporting Local & National Capacity

Five-Star Alignment: Communications & External Relations, Advancement

Key Actions:

- Develop statewide slogan & visual identity
- Merchandise tied to advocacy themes (t-shirts, pins, tote bags)
- Member training on Zoom, Canva, and social media tools
- Enhance website with interactive features & timely updates
- Share member stories, Tech Trek successes, and advocacy wins via media

4. Higher Education & Career Development

Goal: Support access to higher education, research funding, and career advancement

AAUW National Alignment: Priority 1 – Funding Higher Education

Five-Star Alignment: Programs, Advancement

Key Actions:

- Promote AAUW scholarships & fellowships
- Support a Florida student for NCCWSL
- Campus advocacy projects & partnerships
- STEM outreach programs including Tech Trek
- Offer Work Smart / Start Smart workshops

5. Organizational Effectiveness

Goal: Ensure financial strength, operational efficiency, strategic alignment

AAUW National Alignment: Priority 3 – Supporting Local & National Capacity

Five-Star Alignment: Governance & Sustainability, Programs

Key Actions:

- Secure sponsors & donors
- Launch merchandising for fundraising
- Annual branch program review for mission alignment
- Streamline reporting & provide training for branch leaders