

AAUW McLean AREA BRANCH STRATEGIC PLAN 2022-2025

MISSION:

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

McLean Branch: The Branch actively supports the national mission through programs, philanthropy, activities and service.

VISION: To be the leading organization in McLean influencing and actively supporting increased empowerment and equity for girls and women in the classroom and the workplace.

GOAL I: Champion equal access to all levels and fields of education, with a particular focus on STEM and on girls and young women of color.

- Continue branch program that annually recognizes high achievement by high school junior female students in STEM programs at McLean High School, Langley High School. Investigate adding an additional school (TBD) that primarily serves minority and low-income students.
- Continue branch program that annually recognizes four middle-schoolers who have best researched and written about accomplishments of a woman in STEM, including women of color.
- Continue branch program that annually recognizes a young woman excelling in the Fairfax County Regional Science and Engineering Fair in the field of engineering.
- Establish branch program with an area elementary or middle-school primarily serving minority and low-income students to provide tutoring and other supports to increase girls access to higher learning.
- Continue program offering financial support to women to complete their college degrees, with particular focus on colleges serving minority and low-income students.
- Identify and advocate for a policy change(s) within Fairfax School District and the State of Virginia that advance equity for girls and young women.

- Develop program(s) and materials that provide parents and students with timely information on an issue(s) affecting access to and completion of higher education.
- Continue branch program that recognizes students at McLean and Langley High Schools who engaged in creating a more diverse, equitable and/or inclusive campus. Investigate adding an additional school that primarily serves minority and low-income students.

GOAL II: Champion equity in career pathways, compensation and advancement of women, with a particular focus on historically marginalized or at-risk women.

- Continue to identify and advocate for national and state policies affecting the economic security of women, with a yearly focus on an issue of particular importance in Northern Virginia area. Coordinate, as appropriate, with organizations engaged in similar work.
- Continue to provide financial support to National AAUW Conference on Leadership for Women.
- Establish branch program that provides services to women who are experiencing barriers to employment or continued employment. Collaborate with organizations already engaged in such work.
- Continue to develop branch programs to educate members on issues affecting the economic security of women.

GOAL III: Improve membership recruitment, participation and involvement in branch activities and program.

- Develop and test a new activity or program specifically designed to be of interest to a younger demographic; e.g., networking event for area women having participated in Start Smart or Work Smart.
- Continue, within constraints of COVID, to hold coffees or luncheons to welcome new members and to introduce the many options for service and social activities.
- Develop a list/matrix of all services, social activities and committee assignments that members can choose to participate in and prepare annual report on level of participation for planning purposes.
- Continue with revamped new member mentorship program.

- Identify one or two organizations sharing a common purpose or focus and explore joint membership or shared activities, with specific focus on increasing diversity and inclusion.
- Institute the Friendship Project to invite potential members from diverse backgrounds to share their experiences and learn about AAUW.
- Continue to include introductions of new members in the newsletter.

GOAL IV: Ensure the strength, relevance, and viability of the branch.

- Continue to provide a range of activities to support continuous learning and socialization among members.
- Continue to participate in the 5 Star program as a measure of commitment to National AAUW mission and goals.
- Develop and implement a fundraising strategy that incorporates several smaller activities (or solicitation of corporate and community partners) requiring shorter time commitments while developing a major fundraising activity that can be used to rebrand the work of AAUW, as needed.
- Develop detailed board orientation materials (modified for new member) to both recruit and guide the work of board committees and chairs.
- Continue to create an environment of camaraderie and belonging by sharing news about members, holding major events such as the December and May luncheons and offering continuous learning opportunities and special interest groups.
- Develop a communication strategy that addresses the need for improved branding, including an updated website, increased publicity in local media of branch activities and accomplishments and effective and timely use of social media outlets.
- Continue the branch newsletter as the principal method of communicating with members.
- Develop a succession plan to guide the development of leadership for the branch.