



Crystal Lake Area Branch Strategic Plan (adopted 2019)
Beyond Aspirations: Advancing Equity for Women and Girls

In support of AAUW's strategic plan, the branch has adopted the following four macro areas of work:

I. Education and Training:

- A. Address the barriers and implicit biases that hinder advancement of women.
 - 1. Provide information on advancement and equity for women through meeting programming, special events, the branch newsletter, branch internet media (emails, website, Facebook pages), and local media.
 - 2. Raise awareness of AAUW's policies and positions, both within our membership and the broader community by utilizing AAUW publications and website materials.
 - 3. Practice AAUW's mission by collaborating with civic groups through the Community Inter Action programs to increase knowledge about and support for women.
- B. Champion equal access to all levels and fields of education free from gender discrimination for all women and girls.
 - 1. Strengthen the link to area colleges, universities, and schools, utilizing the AAUW College/University Members where possible.
 - 2. Provide local scholarships to meet the needs of women seeking to continue their education.
 - 3. Make AAUW research, publications, and resources available to area schools and colleges.

II. Economic Security: *Champion pay-equity for women and deepen financial security during retirement years.*

- A. Work with area educational institutions to promote programs such as Start Smart and Work Smart, if possible.
- B. Publicize pay-equity issues within the community.

III. Leadership: *Advance leadership opportunities in education and non-profits.*

- A. Ascertain new members' interests and talents in order to engage them with a mentor or in a branch task early on.
- B. Assign co-chairs or staggered terms as per the branch by-laws to give everyone a chance to lead.
- C. Encourage attendance at state and national meetings/conferences/convention, including financial support.
- D. Encourage members to take advantage of AAUW leadership materials or training.
- E. Become better informed and more involved citizens through such means as; Newsletter articles, the Action Network, Two Minute Activists, and Get out the Vote program.

IV. Governance and Sustainability: *Ensure the strength, relevance, and viability of AAUW well into the future.*

- A. For AAUW National:
 - 1. Support AAUW Fund and the work of the organization.
- B. For the Branch:
 - 1. Maintain active and engaged membership.
 - 2. Provide an open and welcoming atmosphere for guests; and provide varied programming to appeal to a wide audience of potential members.
 - 3. Enhance Branch visibility and communication: publicize meetings, projects and our mission in the newsletter, on the website, on Facebook, and other media such as area newspapers.