

AAUW Crystal Lake Area (IL) Branch Strategic Plan (Adopted 2023)
Our Mission: Advancing gender equity through research, education, and advocacy

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 member communication, media outreach (e.g., Branch website, Facebook, press releases, media calendars), 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. Communicate with area educational institutions to promote AAUW programs advancing economic security, 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 bylaws 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: member communication, Public Policy initiatives, 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 communication, on the branch website, on Facebook, and other media such as area newspapers.