



AAUW MORGAN HILL STRATEGIC PLAN

MISSION: Advance gender equity and economic security for women and girls through Education and Advocacy.

VISION: Engage with our community to empower women and girls to reach their highest potential through supporting their education, promoting economic security, and nurturing leadership.

GOAL #1: Support education for women and girls by:

- a. Funding middle school girls for annual Tech Trek participation
- b. Funding scholarships for women and girls in high school and community college
- c. Funding leadership opportunities
- d. Educating the community through relevant programs with speakers and panels
- e. Supporting AAUW Fund financially

GOAL #2: Promote economic security for women and girls through:

- a. Keeping in Touch (KIT) grants for former scholarship recipients currently enrolled in higher education
- b. Encouraging participation in StartSmart and WorkSmart workshops
- c. Awarding Community Action Grants to local organizations for programming that supports the AAUW mission
- d. Publicizing Equal Pay Day

GOAL #3: Foster leadership skills through:

- a. Sponsoring member participation in local leadership training and development program
- b. Organizing and presenting leadership skills workshops for members
- c. Sponsoring attendance at National Conference for College Women Student Leaders (NCCWSL)
- d. Mentoring and advising Young Women Leaders (high school girls) in the planning and implementing of community and social justice activities, including climate change awareness, and an annual leadership youth conference.
- e. Funding college scholarship for high school student who has demonstrated leadership capabilities

GOAL #4: Increase visibility in the community through:

- a. Organizing, promoting, and implementing our annual Wildflower Run fundraiser, a 39-year Morgan Hill tradition
- b. Inviting the community to participate in monthly programs held at the library
- c. Awarding Community Action Grants to local organizations
- d. Promoting branch activities through print and social media
- e. Organizing and presenting Women's Week program with Chamber of Commerce and other community organizations
- f. Organizing and implementing Earth Day festival
- g. Organizing candidate forums for local elections

GOAL #5: Retain current members and engage new and prospective members by:

- a. Encouraging all members to volunteer with the annual Wildflower Run
- b. Surveying members for their interests and skills to increase branch involvement
- c. Providing opportunities for members to connect through monthly Wine and Whine get togethers and other social activities
- d. Expanding outreach to new members via email and personal contact
- e. Planning and implementing events for new members, including Meet-Up orientation and special Wine and Whine event
- f. Encouraging members to participate in interest groups
- g. Appointing Diversity, Equity, Inclusion (DEI) officers to promote inclusivity

GOAL #6: Inform members about and encourage advocacy for current issues and legislation supported by AAUW national and state by:

- a. Encouraging members to participate in AAUW CA Lobby Week
- b. Encouraging use of Two-Minute Activist
- c. Organizing candidate forums for local elections
- d. Participating in marches for important issues that support the mission
- e. Providing weekly email updates on Public Policy issues