

AAUW_National Strategic Plan_2020

EDUCATION & TRAINING

GOAL: Champion equal access in education, emphasizing STEM.

- *Increase success for girls and women of color in STEM through improvement of and access to learning environments.*
- *Support educational pathways for women and girls, particularly STEM and with increased focus for women and girls of color.*

GOAL: Ensure education at every level is free from sex discrimination.

- *Protect and expand compliance with Title IX and other civil rights laws across all U.S. states and territories.*

ECONOMIC SECURITY

GOAL: Shrink the gender pay gaps.

- *Champion pay equity federally and in all U.S. states and territories.*
- *Lead nation in providing salary negotiation programs for employees and tools for employers, reaching 1 million women.*

GOAL: Bolster inclusive career pathways for women in skills and training.

- *Develop blueprint and scalable plan for women of color to access STEM careers.*
- *Expand Empower career development series for women in the workforce by at least 15%.*
- *Support employers with tools and best practices to create inclusive pipelines and pathways for women, particularly women of color.*

LEADERSHIP

GOAL: Expand number of women in leadership, particularly in STEM.

- *Encourage early and midcareer women of color to pursue leadership pathways.*
- *Showcase the impact of leadership development for advancing women, particularly women of color.*
- *Advocate for leadership transparency & change in education and nonprofit sectors.*

GOVERNANCE & SUSTAINABILITY

GOAL: Implement continuous improvement and best practices in governance, inclusion and organizational functioning.

- *Embody the goals and spirit of equity, inclusion, diversity and intersectionality across all AAUW activities and participants, prioritizing women of color. Conduct a SWOT of AAUW's work to ensure inclusion and equity lens and review of structural racism in all work.*
- *Evaluate and competitively assess AAUW's governance model, ensuring best practices in nonprofit board structure and service.*
- *Modernize AAUW's technology infrastructure and build strategic, integrated, comprehensive, forward-looking communications and program platforms.*

GOAL: Enhance financial sustainability by increasing and diversifying revenue.

- *Complement existing membership model with new modes to engage new audiences, increase donor populations, and achieve greater impact through partnerships.*
- *Showcase ways affiliates can support national initiatives and priorities in ways that round out the local impact affiliates are making.*
- *Explore feasibility of a fundraising campaign that will embolden national priorities.*

* 145,000 represents the last two years. Total trained in our negotiation programs to date is 176,000