



AAUW AURORA BRANCH STRATEGIC PLAN—2020-21

I. EDUCATION & TRAINING

Addressing the barriers and implicit biases that hinder advancement of women.

SWOT ANALYSIS:

Strengths:

- fundraising associated with scholarship
- scholarship committee/scholarship selection process

Weaknesses:

- Lack of strong relationships with local schools/colleges
- Lack of outreach regarding Start Smart

Opportunities:

- Host virtual events and promote through newsletter, email blasts, website and Facebook postings.
- Build relationships with fellow women organizations, especially women of color

Threats

- Overall lack of knowledge regarding AAUW's mission & presence
- Unknown member interest in pursuing AAUW's mission and goals
- National AAUW college degree membership requirement

GOALS:

- 1) Hold major fundraising event by June 30, 2021 to raise \$6,000 to support scholarship awards.
- 2) Award 3-5 scholarships totaling \$6,000 by June 30, 2021 to 3rd and 4th year college students
- 3) Grow relationship with Aurora Public Schools, Cherry Creek Schools and Community College of Aurora
- 4) Establish a relationship with Aurora high school Title IX Coordinators & provide support where & when needed
- 5) Gift donations of personal items to the Gathering Place women's shelter

PROGRAMS:

- Scholarship Recipients Recognition Event (Sept. 2020)
- Regular meeting featuring panel of Financial Aid reps from local colleges (Apr. 2021)
- Ongoing used book sales to support scholarship fund

II. ECONOMIC SECURITY

Ensuring livelihoods for women

SWOT ANALYSIS:

Strengths:

- Branch membership includes local and state government leaders
- National AAUW resources
- Branch membership representing professions
- Support of national AAUW projects via fundraising for the Greatest Needs Fund

Weaknesses:

- Inability to gain traction with CCA regarding Start Smart partnership
- Inadequate focus on Economic Security issues

Opportunities:

- Grow partnerships with female employers and entrepreneurs via Aurora Chamber Women in Business
- Committee (Start Smart/Work Smart instruction)
- Outreach to CCA to provide Start Smart program, whether online or in person

Threats:

- Lack of community knowledge regarding AAUW & Start/Work Smart
- National AAUW college degree requirement for membership

GOALS:

- 1) Reach 50% of Aurora Branch members to complete the Work Smart online program and promote with their personal contacts.
- 2) Establish Start Smart program on CCA campus by December 31, 2021
- 3) Establish relationship with Aurora Chamber Women in Business re: Work Smart

PROGRAMS:

- One regular branch meeting focused on *Women Leading in the Military* with BG Laura L. Clellan, Colorado Adjutant General. (Nov. 2020)
- Advancing Equal Justice for All – A talk with Colorado Attorney General Phil Weiser (Jan. 2021)
- Member participation in national AAUW webinars

III. LEADERSHIP

Closing the gender gap in leadership opportunities.

SWOT ANALYSIS:

Strengths:

- Leadership expertise available within branch membership.
- Relationships with community leaders in government, education, healthcare, and business

Weaknesses:

- Lack of focus on leadership opportunities

Opportunities:

- Build on existing relationships to grow leadership opportunities for members
- Possible leadership collaboration activities with other similar organizations

Threats:

- Lack of interest within the branch membership to pursue new leadership opportunities
- National AAUW college degree membership requirement

GOALS:

- 1) Empower early and midcareer women to seek and succeed in leadership opportunities
- 2) Expand leadership opportunities for women over 55 years of age or retired.
- 3) Achieve 50% of membership as 2 Minute Activists by June 30, 2021.
- 4) Promote National Conference of College Women Student Leaders (NCCWSL) at CCA (perhaps help fund an attendee) by April 1, 2021 (CO deadline for app).
- 5) Establish partnership with DU Women's Alumni Association
- 6) Complete AAUW Leadership Succession template

PROGRAMS:

2020 Candidate Forum (Oct. 2020)

2021 State Public Policy Day (Feb. 2021)

Women in the Military leadership – General Laura Clellan (Nov. 2020)

IV. GOVERNANCE & SUSTAINABILITY / MEMBERSHIP

Ensuring the strength, relevance, and viability of AAUW well into the future.

SWOT ANALYSIS:

Strengths:

- Strong, engaged board
- Willingness to try new things
- Variety of interest groups

Weaknesses:

- Age gaps across membership
- Lack of diversity across membership
- Lack of member engagement in social media

Opportunities:

- New members getting involved / sharing ideas
- Untapped potential for new members. In-migration to Colorado
- Collaboration with other organizations

Threats:

- Busy schedules
- Many competing opportunities and organizations
- Negative perception of "membership organizations"
- National AAUW college degree membership requirement

GOALS:

- 1) Increase attendance & involvement at branch meetings & activities/events by 10% over 2019-20 by June 30, 2021.
- 2) Increase branch membership by 10% by June 30, 2021 (from National's removal deadline).
- 3) Increase Interest Group involvement in branch activities by 10% by June 30, 2021
- 4) Establish a list of area women's and/or related organizations – visit & present info on AAUW to a minimum of three by June 30, 2021. (e.g., Aurora Chamber Women in Business, Business and Professional Women (BPW) of Colorado, Colorado Women's Foundation)
- 5) All Board Members read Bylaws & Operating Procedures by June 2021 Board Meeting
- 6) Review & update all Job Descriptions by June 30, 2021

PROGRAMS:

- Membership Drive