



## AAUW AURORA BRANCH STRATEGIC PLAN—2021-22

### 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
- many members are educators or in science professions

##### 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

- Public's overall lack of knowledge regarding AAUW's mission & presence
- Unknown member interest in pursuing AAUW's mission and goals

#### GOALS:

- 1) Hold major fundraising event by June 30, 2022, to raise \$5,000 to support scholarship awards.
  - a. Fundraising goal exceeded this year by \$4,145 for a total of \$9,145!
- 2) Award 3-5 scholarships by June 30, 2022, to 3<sup>rd</sup> and 4<sup>th</sup> year college students
- 3) Strengthen relationship with Community College of Aurora, and explore initiating relationships with University of Colorado Denver, Metro State University (all Hispanic Serving Institutions), and University of Denver.
- 4) Gift donations of personal items to the Gathering Place women's shelter

#### PROGRAMS:

- Scholarship Recipients Recognition Event (Sept. 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
- Effect of COVID on women dropping out of the workforce

#### 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 April 2022
- 3) Establish relationship with Aurora Chamber Women in Business re: Work Smart

#### PROGRAMS:

- Member participation in national AAUW webinars
- Colorado Public Policy Day focused on Women in the Workplace (Feb 2022)
- Dianne Primavera, Colorado Lt. Governor, presentation on 'Inequities in Health Care' (April 2022)

### 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, 2022.
- 4) Promote National Conference of College Women Student Leaders (NCCWSL) at CCA  
(Perhaps help fund an attendee) by April 1, 2022 (CO deadline for NCWSL application).
- 5) Establish partnership with DU Women's Alumni Association, and MSU and UCD coed Alumni Associations.

#### PROGRAMS:

- 2021 Candidate Forum (Oct. 2021)
- Dianne Primavera, Colorado Lt. Governor, presentation on 'Inequities in Health Care' (April 2022)
- Colorado State Public Policy Day (Feb. 2022)
- Branch meeting focused on Women's leadership: DU's Education, Support and Direct Services.  
Speaker: Katy Barrs, Psy.D., Military Psychology Specialty, DU Clinical Associate Professor and Dr. Erica Atkins, PhD Faculty Director (Nov. 20)

#### **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
- Succession plan development

###### 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 2020-21 by June 30, 2022.
- 2) Increase branch membership by 10% by June 30, 2022 (from National’s removal deadline).
- 3) Increase Interest Group member involvement in branch activities by 10% by June 30, 2022.
- 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, 2022. (e.g., Aurora Chamber Women in Business, Aurora Chamber Diversity & Inclusion Council, Business and Professional Women (BPW) of Colorado, Colorado Women’s Foundation)
- 5) All Board Members read Bylaws & Operating Procedures by March 2022 Board Meeting
- 6) Review & update all Job Descriptions by June 30, 2022
- 7) Engage more members in committees and Branch activities.
- 8) Assign a current active member to each new member to welcome and engage the new member in branch activities (to help retention)
- 9) Continue branch DEI Committee activities and work to attract more diverse membership.
- 10) Revise AAUW Leadership Succession Plan
- 11) Increase contributions to AAUW Greatest Needs Fund to achieve a 25% increase over last year

##### **PROGRAMS:**

- Membership Drive