

# AAUW AURORA BRANCH STRATEGIC PLAN – 2024-2026

## I. EDUCATION & TRAINING

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

### SWOT ANALYSIS

#### Strengths:

- fundraising associated with scholarships
- scholarship committee/scholarship selection process
- many members are educators or in science professions

#### Weaknesses:

- lack of strong relationships with local schools/colleges
- lack of community outreach

#### Opportunities

- participate in the Girls & Science Program with Girls, Inc. of Metro Denver (monthlong program in March)
- partner with other AAUW branches to help with their STEM programs (Douglas County, Colorado Springs, Ft. Collins)
- visit Community College of Aurora for a tour and program, May 2024
- possibly provide financial support for Community College of Aurora's new STEM facility or provide a scholarship to a current CCA student
- attend 2024 State Convention to learn about barriers to the advancement of women and how they are overcome
- support NCCWSL (National Convention of College Women Student Leaders) with donations and by sending one of our branch Scholarship recipients to the event
- vote to change AAUW membership guidelines to eliminate the need for a college degree

#### Threats

- public lack of knowledge regarding AAUW's mission and presence
- unknown member interest in pursuing AAUW's mission and goals

### GOALS:

- 1) Hold fundraising event in the fall to raise a minimum of \$5,000 to support scholarship awards
- 2) Award 3-5 scholarships for the 2024-2025 school year to 3<sup>rd</sup> & 4<sup>th</sup> year college students
- 3) Strengthen relationship with Community College of Aurora
- 4) Send one or more of our Scholarship Recipients to NCCWSL
- 5) Publish AAUW Scholarship information in newspaper and Aurora cable network with information about AAUW mission & goals
- 6) Distribute the tri-fold brochures at events and activities to inform the community about AAUW mission and goals
- 7) Gift donations of personal hygiene items to the Gathering Place women's shelter

### PROGRAMS:

- Scholarship Recipients Recognition Event (Sept. 2024)
- On-site tour of Community College of Aurora (May 2024)
- Colorado Springs AAUW State Convention (May 2024) – Women in Leadership: Barriers and Bias
- Sent an Aurora Branch Scholarship recipient to NCCWSL in May of 2023
- Developed and printed tri-fold brochures about AAUW and the Aurora Branch and how to contact for membership or information
- 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
- Strong Public Policy Committee with ongoing information about legislation affecting women's livelihoods

## Weaknesses:

- Inability to gain traction in the community with Start Smart program
- Inability to work closely with other women's organizations

## Opportunities:

- Grow partnerships with other women's organizations (League of Women Voters, The Women's Foundation of Colorado)
- Communicate to CCA and other schools about the Start Smart Program as well as encouraging our Scholarship recipients to utilize the program
- Participate in Equal Pay Day at the Capitol along with The Women's Foundation of Colorado – hand out information about Start Smart at this event
- Send Scholarship recipients to NCCWSL (National Conference for College Women Student Leaders)
- Eliminate the AAUW college degree requirement for membership
- Participate in the Two-Minute Activist to send emails and texts to legislators to fight for issues that impact women and girls

## Threats:

- Lack of community knowledge regarding AAUW and Start Smart
- AAUW college degree requirement for membership
- Current political climate which threatens women's economic security

**GOALS:**

- 1) Better promotion of Start Smart program to members and their contacts
- 2) Encourage Scholarship recipients to utilize Start Smart and promote it to their contacts
- 3) Distribute the AAUW Branch brochure with information about mission and goals and Start Smart program at Equal Pay Day at the Capitol

**PROGRAMS:**

- Member participation in national AAUW webinars
- Colorado AAUW Public Policy Day (Feb. 2024 and 2025)
- Equal Pay Day at the Capitol with The Women's Foundation of Colorado (March 2024)

**III. LEADERSHIP**

Closing the gender gap in leadership opportunities.

**SWOT ANALYSIS:**

**Strengths:**

- Leadership expertise available within the branch membership
- Relationships with community leaders in government, education, healthcare, and business
- Several new members to the Branch (2 years or less) have stepped into board positions, Scholarship committee positions, and interest group leadership

**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
- 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) Encourage members to utilize the 2 Minute Activist
- 4) Encourage members to participate in Equal Pay Day at the Capitol
- 5) Promote NCCWSL (National Conference for College Women Student Leaders) and send a Scholarship Recipient to the Conference in May 2024

**PROGRAMS:**

- Participation in the Aurora Candidate Forum sponsored by the League of Women Voters – Sept. 2023
- Ballot Issue Forum (Prop HH and II) – Oct. 2023
- Public Policy Day: Hot Topics in Education – Feb. 2024
- End of Life Preparations and Decisions (April 2024) presented by new member to the Branch

**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
- 10 new members in the past two years, many of whom are participating in Board,

## Committee or Interest Group positions

### Weaknesses:

- Age of membership
- Lack of diversity in age, religion, race, etc. in membership
- Lack of member engagement in social media

### Opportunities:

- Un-tapped potential for new members
- Collaboration with other organizations
- Succession plan development

### Threats:

- Busy schedules
- Many competing opportunities and organizations
- AAUW college degree membership requirements
- Age of membership

### **GOALS:**

- 1) Increase attendance at branch meetings & activities/events – average attendance at meetings is 27 from May 2023-March 2024
- 2) Increase branch membership
- 3) Participation in Membership: Securing Our Future webinar (2 members attended March 2024)
- 4) Increase Interest Group member involvement
- 5) Engage more members in committees and Branch activities (4 new members will be serving on the Board for 2024-2025, 2 are participating in the Scholarship Committee 2023-2024, and one is presenting a program in April 2024)
- 6) Re-vitalize DEI Committee
- 7) All Board members read Bylaws & Operating Procedures by August 2024 Board Meeting
- 8) Review and update all Job Descriptions (Most completed in 2023)
- 9) Assign a current active member to each new member or potential new member to welcome and engage the new member in Branch activities
- 10) Create a membership program to draw in potential members
- 11) Increase contributions to AAUW Greatest Needs Fund
- 12) Distribute the Branch trifold brochure to organizations and potential members

### **PROGRAMS:**

- Membership drive