



At the Crossroads

“Change is the essence of life. Be willing to surrender what you are for what you could become.”

—Anonymous

We live in an evolving world—every day, something is new or different or shifting. Life is in constant motion, challenging us to keep up—socially, geographically, economically, politically, spiritually.

The character of our communities changes continually. For example, a new business moves in and provides needed jobs, yet another will depart leaving the community without a dependable source of income. Or a law passes that permits or prevents citizen action. Or even on a more intimate, personal level, the birth or death of a family member or friend brings evolution close to home. We are acquainted with this cycle of upheaval, yet we often disdain its effect.

The American Association of University Women and the AAUW Educational Foundation are facing challenges today in much the same way individuals are. The organizations carry forward missions of advocacy and philanthropy that prosper at the pleasure of members. Simultaneously, they are challenged by the

changing environment that includes a growing leadership vacuum, a decline in social volunteerism, cultural and generational differences, demands of technology and communications, and competition for members and donations. These are the roadblocks that come between prestige, effectiveness, access, and equity for all.

For the last 12 months, AAUW and the AAUW Educational Foundation boards, AAUW members, and staff have been working to identify and address future opportunities for the organizations as well as finding resolutions to long-term issues.

The following thought-provoking articles—“Brave New World,” “You’ve Still Got a Long Way to Go, Baby,” and “Legacy Mission Vision”—highlight the anticipated changes for society as a whole, as well as for the Association, the Educational Foundation, and the membership base. The implications of each are both personal and organizational and capture the very heart-beat of the future.—Donna Lucas-Fitzpatrick