

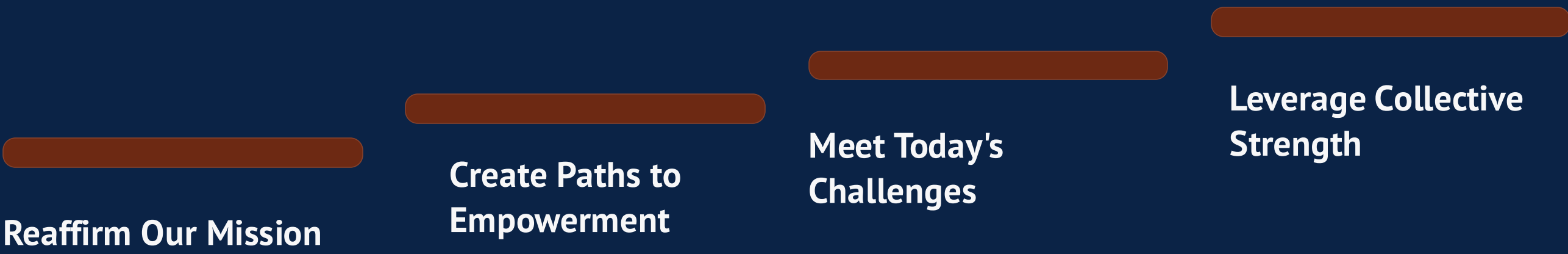
Member Leader Briefing: AAUW's Strategic Plan

May 6, 2025



The Time for Action Is Now

From funding cuts to diversity rollbacks, barriers to higher education are growing. AAUW's mission is more urgent than ever.



AAUW's Strategic Plan: Empowering Women Through Education

1

Critical funding for women in higher education

2

Inclusive policies and practices to remove barriers to success in higher education and the workplace

3

Support local, state and branch efforts and maximize AAUW's financial and operational strength

Priority 1: Funding Higher Education

National AAUW



Direct Funding

Providing fellowships and grants



Academic Research

Supporting women in academia and research



Leadership Development

Cultivating alumnae networks for empowered leaders

Branch/State AAUW



Local Scholarships

Supporting women in our communities pursuing higher education



K-12 Programs

Building foundations for girls' success in education



STEM Programs

Encouraging girls to pursue STEM careers

Priority 2: Removing Barriers to Success in Education and the Workplace

Educational Environments

Fighting to ensure educational spaces are inclusive and free from harassment by supporting vigorous enforcement of Title IX and other civil rights laws.

Affordable Education

Working to improve access to affordable and inclusive higher education for women that yields high-quality credentials and degrees.

Workplace Equity

Championing legislation supporting paid family and medical leave, paid sick days, pay equity, and robust workplace harassment protections.

Skill Development

Supporting students, staff, and faculty with salary negotiation and financial literacy training, and other equity and inclusion efforts.



Priority 2: Removing Barriers to Success in Education and the Workplace

National AAUW

Direct federal policy advocacy on core issues affecting women's equity and opportunity.

- Title IX and civil rights enforcement
- Workplace protections including paid leave
- Anti-harassment legislation

Skill-building training for branches and campus initiatives nationwide.

Branch/State AAUW

Grassroots action on AAUW priority issues or those with local community impact.

- State/local policy initiatives and representation
- Leverage AAUW National resources
- Campus work with students and faculty

Mobilize members for coordinated national action with regional focus.

Priority 3: Local and National Impact



Local Branches

Supporting an **effective network** of states and branches that promote AAUW's mission with local education and equity efforts.



Member Engagement

Empowering AAUW members and supporters to align with our mission and values, and financially support our work.



Impact Assessment

Rigorously evaluating AAUW's work to maximize impact and resources for sustainable change.



Organizational Strength

Strengthening AAUW's financial position and creating cost-effective infrastructure to support all operations.

Priority 3: Our Collective Impact Is Stronger Together

Your steadfast support has been the backbone of AAUW's success. Through your advocacy, fundraising, and community engagement, you extend our reach and drive lasting change.



Advocacy

Your voices amplify our message at local, state, and national levels.



Fundraising

Your efforts help sustain critical member support functions.



Community

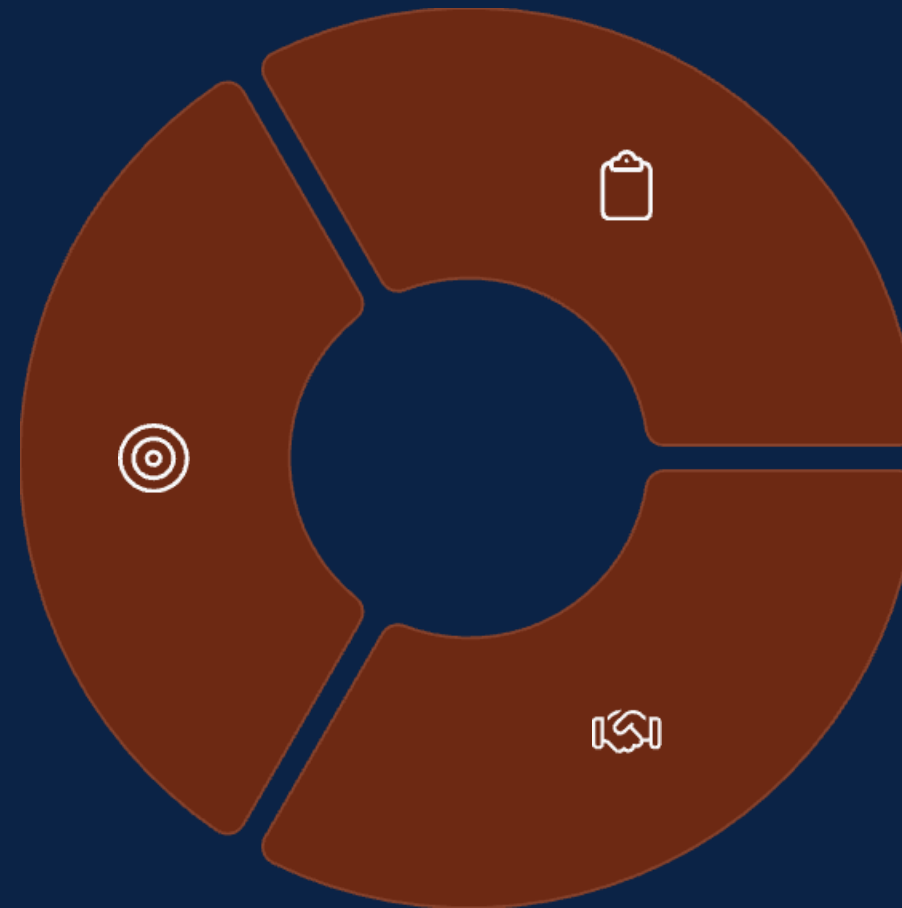
Branch and state activities strengthen our ability to empower women locally.

By aligning our efforts across all levels, we're building a unified movement that will empower women for generations to come.

National-Branch Alignment: 5-Star Framework for Success

Mission-Based Work

Branch activities that support AAUW's organizational mission and local community needs.



Annual Survey

Data collection from all branches to assess and communication AAUW's collective impact.

Giving to National

Establish consistent financial support from branches to national –
Advancement Criteria

Leader Toolkit Resources

- Messaging Guide
- FAQ
- Strategic Plan 1-pager
- Branch/State Newsletter Content
- Social Media Toolkit
- Recruiting 1-Pager
- Public Policy Toolkit
- FY 2026 5-Star Criteria

Leader Resources & Tools Page:

<https://www.aauw.org/resources/member/leader-resources-tools/>

Driving Impact

AAUW's strength comes from our collective actions. When we unite our efforts, we create powerful change for women in education.



What Drives Your Impact?



Strategic Plan Implementation Timeline



This phased approach ensures all AAUW levels can coordinate effectively to maximize our collective impact.

Questions?

executive@aauw.org