

AAUW Strategic Priorities:

Advancing Equity through
Higher Education
(2025 and Beyond).



Our Purpose

AAUW advances equity for women and girls by championing success in higher education — a vital pathway to economic security. For over 140 years, AAUW has led the fight for gender equity through advocacy, funding, and collective action.

Strategic Priorities

1. Fund Higher Education

- Provide grants and fellowships for women in underserved communities and underrepresented fields like STEM.
- Support women in academia and research.
- Build networks for alumnae to lead and expand AAUW's impact globally.

2. Remove Barriers to Success in Education and the Workplace

- Champion legislation supporting paid family and medical leave, paid sick days, pay equity, and workplace harassment protections.
- Promote inclusive, safe, and accessible educational environments through enforcement of Title IX and other civil rights laws.

3. Strengthen AAUW's Reach

- Support an effective network of states and branches through aligned strategies and initiatives like the Five-Star Program.
- Grow organizational sustainability through member engagement and impact evaluation.

Call to Action

In a time of growing challenges to education access, AAUW must meet this moment. This strategic plan renews our commitment to higher education as the key to equity and empowers a stronger, unified movement to create lasting change.