

BOARD APPROVED September 1, 2021

AAUW West Suburban-Milwaukee Strategic Plan 2021- 2023

AAUW Mission Statement

Advances equity for women and girls through research, education and advocacy.

Vision Statement: The West Suburban Milwaukee Branch of AAUW (American Association of University Women) is a community of diverse women dedicated to providing educational opportunities for women of all ages through the funding of local and national scholarships; providing members with current information on women's issues and pending legislation; establishing links with universities; utilizing the membership skills and talents and building community among its members.

Focus 2021 - 2023: The Board will strengthen the branch by evaluating organizational structure, increasing, and maintaining membership, and increasing awareness of the state and National AAUW policies.

Goal 1: Branch leadership will understand, articulate, and implement the AAUW Mission and Public Policy Priorities.

Objective: Branch leadership will educate branch members about AAUW's mission and policies at national, state, and local levels.

1. Align Branch activities with AAUW National's strategic plan and work towards the Five Star recognition program.
 2. Appoint a Diversity Equity and Inclusion (DEI) representative to collaborate and implement branch, state, and national priorities.
- ✓ **Lead member:** Mary Messerlie—Branch President, Carol Surges—Digital Communication Coordinator, Christine Buth Furness—Public Policy chair
 - ✓ **How to measure completion:** Completing and submitting AAUW 5 Star Recognition by June 30, 2022.

Goal 2: Develop an electronic payment option for registration, events, and donations.

Objective: Develop and maintain an electronic payment option on the AAUW WSM website.

- ✓ **Lead Member:** Felicia Vastalo Webpage Coordinator
- ✓ **How to measure completion:** Develop an electronic payment option complete by December 31, 2021. Maintaining electronic payment is an ongoing process.

Goal 3: Encourage members to become involved by identifying and matching members' skills and talents to branch opportunities.

Objective: Create and maintain a comprehensive skill and interest based survey.

1. Create a skill and interest survey that can be completed by members online.
 2. Survey and information will be updated biennially.
- ✓ **Lead Member:** Natalie Bousquet—Data and Archives
 - ✓ **How to measure completion:** Target of 40% of membership complete the survey by November of the year administered.