

**STRATEGIC PLAN, 2006 – 2011**  
*American Association of University Women of Virginia*

**Mission.** AAUW advances equity for women and girls through advocacy, education, and research.

**AAUW OF VIRGINIA** will be recognized as a leading advocate for education and equity for all women and girls.

- ◆ Increase public awareness of education and equity issues at local, state, national and international levels while promoting awareness of AAUW's research on gender equity and technology as it affects women and girls.
- ◆ Develop, recognize, and support branch and district programs, projects, and initiatives. Provide resources and training to branches.
- ◆ Increase total support of EF and LAF funding every year.

**AAUW OF VIRGINIA** will support AAUW's public policy priorities and educate women on state, national, and international issues.

- ◆ Keep Virginia's elected officials informed of AAUW's position on issues.
- ◆ Encourage women to run for elected office and to seek appointments on boards and commissions.
- ◆ Inform branch members on state, national, and international issues; seek feedback on local issues; collaborate with branches to improve public education; and increase civil participation throughout the state to achieve a stronger political voice.
- ◆ Hold Federal and State Legislative Days and encourage active member participation.
- ◆ Collaborate with other organizations as appropriate.

**AAUW OF VIRGINIA** will maximize visibility in the Commonwealth and will maintain effective communication links with the branches.

- ◆ Enhance member communications through *Virginia Vision*, the AAUW of VA web page, and the email Alert List.
- ◆ Aid and encourage branches to utilize all available media including local newspapers and local radio and television to publicize AAUW activities and positions on current issues through "Letters to the Editor" and other public forums.
- ◆ Board members will maintain counterpart lists and regularly share ideas and information with branches.

**AAUW OF VIRGINIA** will have a strong, growing and diverse membership.

- ◆ Develop strategies to ensure that AAUW of VA is a successful catalyst for change.
- ◆ Offer mission-driven programs and projects to attract, strengthen, and retain members.
- ◆ Promote the value of branch membership and welcome all levels of participation of members-at-large, branch members, student affiliates, and potential members.
- ◆ Network and collaborate with diverse organizations and underrepresented groups within AAUW to build strong coalitions and partnerships on priority issues.
- ◆ Invest time and resources in strengthening branches and forming new branches.

**AAUW OF VIRGINIA** will promote leadership development and encourage member participation in AAUW of VA events.

- ◆ Identify, recruit, and retain new leaders by matching interests and skills with jobs and provide ongoing leadership training for all members at AAUW of VA meetings.
- ◆ Assist leadership development at the branch level.
- ◆ Promote the value of district meetings, state, and Association conventions, and South Atlantic Regional conferences for networking, skill building, inspiration, pride in membership, and information.

*(Revised November 2005 - Adopted)*