

Bradenton Branch AAUW Strategic Plan 2017-2018

Mission

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

Value Promise

AAUW promotes programs and research to break through educational and economic barriers so that all women and girls have a fair chance.

Vision Statement

AAUW empowers all women and girls to reach their highest potential.

Diversity Statement

AAUW seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

Goals and Strategies

Goal 1 – Membership – Increase and sustain a diverse membership in the Bradenton Branch of AAUW.

- *Increase media exposure of all Branch projects and activities.
- *Develop a marketing plan that includes outreach to other women's organizations, communities, colleges and universities, and sororities.
- *Network with the USF AAUW Branch and create a liaison with the group.

Goal 2 – Public Policy – Engage and support the Bradenton Branch in strengthening the AAUW efforts and initiatives.

- *Increase participation in the 2 Minute Advocate.
- *Support Equal Pay Initiatives.
- *Collaborate with the League of Women's Voters on voter registration (LeCom, MTC, Etc.)

Goal 3 – Branch Initiatives – Promote and increase engagement in the Bradenton Branch activities and initiatives.

- *Sponsor Tech Savvy Conference for Middle School Girls.
- *Recognize Women of Achievement in the community.
- *Provide scholarships for deserving students.
- *Support Just For Girls with student achievement.
- *Engage and support all Branch activities and initiatives.