

# AAUW Northville-Novi Strategic Plan

## Four-Year Plan, 2014-2018

Adopted by the AAUW Northville-Novi Board of Directors on May 27, 2014

### MISSION

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

### VISION STATEMENT

AAUW Northville-Novi Vision: To make AAUW Northville-Novi a place where passionate, talented women want to be.

### GOALS

#### GOAL 1:

Provide member value by mobilizing all methods of communication to focus on advancing women's issues, supporting the goals of the branch, and addressing local, state and national AAUW priorities.

#### GOAL 2:

Further AAUW Northville-Novi goals and mission by means of highly visible community outreach and awareness.

#### GOAL 3:

Engage in dedicated financial stewardship by building and expanding stable financial resources.



## GOAL 1:

Provide member value by mobilizing all methods of communication to focus on advancing women's issues, supporting the goals of the branch, and addressing local, state and national AAUW priorities.

### ACTION STEPS AND MEASUREMENTS:

- Provide a minimum of 3 branch components/activities per year that help advance knowledge of women's issues, knowledge of branch goals and knowledge of local, state and national AAUW priorities.
- Develop and implement member recruitment tools that encourage participation and diversity.

### INDICATORS OF SUCCESS:

- Members stay with the organization.
- Communications/activities reflect new methods and positive support for our mission.
- Members will feel pride in their association with the AAUW Northville-Novu branch.

## GOAL 2:

Further AAUW Northville-Novu goals and mission by means of highly visible community outreach and awareness.

### ACTION STEPS AND MEASUREMENTS:

- Strengthen or expand publicity to systematically use communication tools to enhance and support branch activities and identity.
- Enhance branch members' knowledge, awareness, and sense of ownership so they willingly engage in supporting fund raising activities.
- Establish a baseline for community outreach and awareness activities in year one and increase this by 10% in each of the following years.
- Promote branch activities locally in print media, social media, community centers, word of mouth, etc. to communicate the mission and benefits of membership in AAUW Northville-Novu.
- Investigate, develop a plan and build on current relationships to leverage a closer partnership with Schoolcraft Community College, and Oakland Community College.
- Review relationships with existing community organizations annually. Develop and implement plans to build partnerships with existing and new organizations as appropriate.
- Review, evaluate and strengthen scholarship programs as appropriate.

### INDICATORS OF SUCCESS:

- Our goals and mission are highly visible with our coalition partners and in the community.
- Increased membership reflects interest in our goals and mission.
- Expanded programs and connections in the community.
- Members participate with time, talent and philanthropy.
- AAUW Northville-Novu will be known as an organization where women support each other.
- Each AAUW Northville-Novu member will be aware of how the financial resources are used.

### GOAL 3:

Engage in dedicated financial stewardship by building and expanding stable financial resources.

#### ACTION STEPS AND MEASUREMENTS:

- Create additional fund raisers/events that will engage the broader community.
- Investigate and maximize funding opportunities available to organizations with a 501(c)(3) status, including the submission of grant requests in support of community initiative activities.
- Increase endowment fund to \$100,000 by 2019.
- Investigate and maximize financial resources available through the national AAUW.

#### INDICATORS OF SUCCESS:

- Empowering women through AAUW and its monetary and personal resources.
- Adequate fund-raising to support AAUW's national and local mission.
- Financial resources will come from community outreach, member support and fundraising activities.
- The 501(c)(3) status will maximize opportunities for additional resources.

## IMPLEMENTATION AND EVALUATION:

- ✓ The strategic plan will guide the committees as they develop their annual plans.
- ✓ Committees will work together as needed to achieve the goals of the plan.
- ✓ The strategic plan will be reviewed in April of each year to assess progress; adjustments will be made as needed.
- ✓ Planning for the next strategic plan will begin in 2016/2017.
- ✓ Necessary resources for the management, coordination, and execution of the strategic plan will be researched and *implemented*.