



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

Vision: AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

Value Promise: By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.

Diversity Statement: In principle and practice, AAUW values and 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.

AAUW – ND 2015-2017 Strategic Plan

Purpose: AAUW-ND shall further the AAUW mission, programs, and policies within North Dakota and promote the work of ND branches.

MEMBERSHIP DEVELOPMENT

GOAL: Act to empower a diverse AAUW-ND membership to attain priority goals.

Strategies/Actions

Retain and engage our current membership and work toward increasing and diversifying this membership by 20% in the next two years.

- Assist branches with member retention information and provide training resources to engage members through mentoring, events, meetings or special interest groups. Reduce member drop-off to 1% or less.
- Assist branches with holding at least one “Shape the Future” membership event each year. All new members receive ½ price state dues for that membership period.
- Assist all branches with giving out at least three “Give a Grad A Gift” memberships annually and make personal contacts with these recipients to invite to branch/state meetings on a regular basis. All “Give a Grad A Gift” receive free state dues for that membership period.
- Improve state communication and increase member access to electronic communication.

- Increase C/U Partnerships by one each year and set E-affiliate membership to 10 members for each partner, increasing by 10 each year.

VISIBILITY

GOAL: Increase AAUW-ND visibility through advertising, social media, events, collaboration with other organizations and public policy dissemination.

Strategies/Actions

- Budget funds to advertise in partner campus newspapers promoting AAUW and e-affiliate program.
- Encourage mission-based programming in local branches.
- Do more collaboration with diverse ND organizations include Women’s Network, FUSE (a force to end human sexual exploitation), and other like-minded groups.
- Increase our member contact and presence at the North Dakota Legislature (odd years) on public policy issues and use state action alerts when needed on important issues. Develop a public policy legislative action team.
- Support state lobbying activities on AAUW priority issues.

- Promote AAUW priority issues on ND college campuses by holding at least one meeting per year on a college campus and marketing it to college students.
- Notify media of AAUW-sponsored activities, events, and AAUW positions
- Encourage branches and members to display their AAUW support through banners, placards, magnets, pins, etc.
- Encourage every branch to develop its own website and social media pages using AAUW's resources.
- Encourage all members to use the state website and social media regularly.

LEADERSHIP DEVELOPMENT

GOAL: Promote state and local leadership development in women and girls.

Strategies/Actions

- Foster leadership skills development in the membership and provide training at one branch meeting per year.
- Provide a grant for leadership training for young and diverse women through NDWN Ready to Run and Tri-College NEW Leadership Institute and National Conference for College Women Student Leaders so that one member attends at least one of these events per year.
- Support girls' STEM education opportunities locally and at the state

level through a program such as Tech Savvy or other STEM programming.

- Endorse creative mentoring activities at the branch level and share success stories
- Partner with other groups through North Dakota Women's Network to provide guidance for women interested in seeking public office.
- Encourage women's participation in the legislative and political process through community education issue and/or candidate forums.
- Recruit members of under-represented groups as speakers, panelists, trainers, and facilitators at AAUW-sponsored events.
- Promote the use of <http://aauw-nd.aauw.net> and www.aauw.org for AAUW education, research, philanthropic, advocacy, and legislative activities.

PHILANTHROPY

GOAL: Support AAUW philanthropic efforts and programs to provide women and girls with opportunities for a lifetime of success.

Strategies/Actions

- Support AAUW Funds each year with a donation of \$100.

- Encourage each branch to host one major fundraiser for philanthropic support of AAUW each year.
- Recognize philanthropic contributions at the state annual meeting.

PUBLIC POLICY PRIORITIES

- Promote quality public education at adequate, equitable funding levels for all students and oppose use of public funds for non-public elementary and secondary education and other institutions.
- Advocate for pay equity for all workers.
- Support freedom from violence and fear of violence in homes, schools, the workplace, and communities.
- Advocate for health benefits for all citizens.

For more information on AAUW-ND contact Debbie Alber, AAUW State President at dova_car@yahoo.com or call 701-669-2242.