



Mission of AAUW: To advance equity for women and girls through research, education, and research.

Vision: Equity for all.

Values: Nonpartisan, fact-based, integrity, inclusion and intersectionality.

Inclusion: There shall be no barriers to full participation in this organization on the basis of age, disability, ethnicity, gender, gender identity, geographical location, national origin, race, religious beliefs, sexual orientation, and socioeconomic status.

Work: Education and training, Economic Security, Leadership, Governance and Sustainability.

AAUW – ND 2019-2021

Strategic Plan

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

Education and Training: Address the barriers and implicit biases that hinder advancement of women.

Goal A: Champion equal access to all levels and fields of education.

Goal B: Ensure education at every level is free from sex discrimination.

Means: 1. Address barriers to success for girls and women through improvement of learning environments. **2.** Grow educational pathways for all women, especially those leading to high-earning careers. **3.** Protect and expand compliance with Title IX and other civil rights laws across all U.S. states and territories. **4.** Ensure Title IX coordinators are well-trained and adequately resourced.

Strategies: AAUW-ND will

- 1.** Advocate for good training in compliance and adequate resources for Title IX coordinators in ND school districts and colleges.
- 2.** Promote STEM careers for women through workshops such as Tech Savvy and BrainSTEM.
- 3.** Support scholarships for women at state institutions of higher education.
- 4.** Advocate for state laws that support equality and prohibit sex discrimination and harassment in education and work environments, at all levels.

Economic Security: Ensuring livelihoods for women.

Goal A: Achieve pay equity by 2030.

Goal B: Create inclusive career pathways for women, free of systemic barriers and biases, to attain economic security.

Goal C: Deepen women’s retirement security and quality of life.

Means: 1. Champion pay equity federally and in all U.S. states and territories. **2.** Lead the nation in providing salary negotiation programs for employees and employers. **3.** Develop a blueprint for women to access careers, especially in high-paying fields. **4.** Support employers in advancing higher wage pathways for all women. **5.** Protect and expand compliance with Title VII and other federal civil rights statutes. **6.** Address inequities regarding retirement for women at every socioeconomic level. **7.** Help women in achieving their desired quality of life in preparation for retirement.

Strategies: AAUW-ND will

- 1.** Promote salary negotiation training at all ND campuses (Start Smart, Work Smart, free, online).
- 2.** Advocate for pay equity and promote the proclamation of Equal Pay Day in ND

communities and at the State level.

3. Support pay equity legislation in ND.

4. Support the Paycheck Fairness Act and/or similar legislation at the federal level.

Leadership: Closing the gender gap in leadership opportunities.

Goal A: Bolster the participation of girls and women in leadership roles throughout their lives.

Goal B: Advance the number of women in leadership, particularly in education and nonprofit organizations.

Means: **1.** Empower early and midcareer women to seek and succeed in leadership opportunities. **2.** Expand leadership opportunities for women over 55 years of age or retired. **3.** Become a national resource on the impact of leadership development activities for the advancement of women into leadership roles. **4.** Increase the inclusion and numbers of women serving on governing and advisory boards.

Strategies: AAUW-ND will

1. Promote leadership training by sending AAUW-ND state officers to National AAUW Conferences. **2.** Provide a grant for leadership training for women through the Tri-College NEW Leadership Institute.

3. Provide support for women to the National Conference for College Women Student Leaders. **4.** Support the training of women to be public leaders through the Ready to Run program of the North Dakota Women's Network. **5.** Promote training in advocacy by participating in We Rise Advocacy Training by the NDWN. **6.** During Legislative sessions, hold the Annual State Meeting in Bismarck in conjunction with We Rise and Lobby Day.

Governance and Sustainability: Ensuring the strength, relevance, and viability of AAUW well into the future.

Goal A: Implement best practices in governance, inclusion, and organizational functioning.

Goal B: Enhance financial sustainability by increasing and diversifying revenue.

Means: **1.** Evaluate and competitively assess AAUW's governance model and ensure best practices in nonprofit board structure and service. **2.** Embody the goals and spirit of inclusion, diversity, and intersectionality across all AAUW activities and participants. **3.** Modernize AAUW's technology infrastructure and build strategic, integrated, comprehensive, and forward-looking communications. **4.** Explore the feasibility of a comprehensive

campaign underpinning strategic goals. **5.** Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships.

Strategies: AAUW-ND will

1. Retain and engage current membership and work toward increasing and diversifying membership by 25% by FY 2021.

2. Increase AAUW-ND visibility through local control of advertising, social media, events, collaboration with other organizations, and public policy dissemination.

3. Support mission-based programming in local affiliates.

4. Collaborate with diverse ND organizations include ND Women's Network, FUSE, CAWS, and other like-minded groups.

5. Increase member contact and presence at the North Dakota Legislature (odd years) on public policy issues, and use state action alerts.

6. Encourage every Affiliate to develop its own website and social media pages and encourage members to use them.

7. Support the Mission and Work of AAUW by contributing to the Annual Giving Drive.