

# **AAUW COLORADO STRATEGIC PLAN**

## **MISSION**

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

## **VISION STATEMENT**

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

## **GOALS AND KEY MEASUREMENTS**

### **I. Program**

AAUW Colorado will build coalitions at state and local levels using mission based programs and research in order to empower all women to become advocates for women and girls.

1. AAUW Colorado has built coalitions with diverse organizations throughout the state.
2. AAUW Colorado state-wide events have increased in attendance relative to total membership and branch participation.
3. AAUW Colorado has increased the organizations that ask us to collaborate on programs.

### **II. Membership**

AAUW Colorado will ensure quality member services, relevant and mission based community engagement and incorporate social media communications to foster a growing diverse community of members, students and others who advance the AAUW mission.

1. AAUW Colorado's diverse community has included women and men of all ages, lifestyles, and cultural perspectives.
2. AAUW Colorado has attracted and connected members, donors, and supporters to promote organizational growth at all levels.
3. AAUW Colorado has demonstrated a commitment to transparent communication among all member levels.

### **III. Public Policy**

AAUW Colorado's advocacy voice will help achieve educational and economic equity for women and girls across the state.

1. AAUW Colorado consistently has identified and advocated critical issues impacting women and girls.

2. AAUW Colorado has implemented a successful voter education program to promote our mission.
3. AAUW Colorado has increased the number of members and nonmembers statewide actively involved in advocacy.
4. AAUW Colorado has been recognized as a resource on women's issues by Colorado policy makers.

#### **IV. Communications**

AAUW Colorado communications and marketing will increase AAUW brand awareness among Coloradans creatively, collaboratively and innovatively and convey tools for the empowerment of women and girls.

1. AAUW Colorado has increased number of public figures asking for or citing our information.
2. AAUW Colorado has increased the number of members that understand and communicate the AAUW mission.
3. AAUW Colorado has an increased percentage of engagement with our digital outreach.

#### **V. Governance**

AAUW Colorado will attract, identify, develop and retain diverse leadership to achieve the state's vision and goals.

1. AAUW Colorado has connected and mentored counterparts.
2. AAUW Colorado has a strong state committee structure.
3. AAUW Colorado has identified strengths and interests of future leaders.
4. AAUW Colorado has investigated innovative board structures.

#### **VI. Finance**

AAUW Colorado will establish and maintain a sustainable financial base to promote the AAUW mission, as defined by state and branch requirements.

1. AAUW Colorado has provided regular financial reports.
2. A financial review has been conducted annually.