

# Strategic Plan

## Mission, Vision and Values

**Mission:** *To advance gender equity for women and girls through research, education and advocacy.*

**Vision:** *Equity for all.*

**Values:** *Nonpartisan. Fact-based. Integrity. Inclusion and Intersectionality.*

## **Education and Training:** *Addressing the barriers and implicit biases that hinder advancement of women*

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

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.

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

1. Protect and expand compliance with Title IX and other civil rights laws across all U.S. states and territories.
2. Ensure Title IX coordinators are well trained and adequately resourced.

## **Economic Security:** *Ensuring livelihoods for women*

**Goal A:** Achieve pay equity by 2030.

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.

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

1. Develop a blueprint for women to access careers, especially in high-paying fields.
2. Support employers in advancing higher wage pathways for all women.
3. Protect and expand compliance with Title VII and other federal civil rights statutes.

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

1. Address inequities regarding retirement for women at every socioeconomic level.
2. Help women in achieving their desired quality of life in preparation for possible retirement.

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### **Leadership:** *Closing the gender gap in leadership opportunities.*

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

1. Empower early and mid-career women to seek and succeed in leadership opportunities.
2. Expand leadership opportunities for women over 55 years of age or retired.

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

1. Become a national resource on the impact of leadership development activities for the advancement of women into leadership roles.
2. Increase the inclusion and numbers of women serving on governing and advisory boards.

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

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

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.

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

1. Explore feasibility of a comprehensive campaign underpinning strategic goals.
2. Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships.