

**AAUW Sarasota
Strategic Plan
2021-2024**

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

Vision: Equity for all

Branch Targets

Advance progress for women and girls through:

- Public awareness
- Education
- Financial Support
- Discovery of issues and obstacles to success

Branch Goals

1. Membership: Increase, retain, and broaden membership, providing education and other benefits
2. Education: Provide educational opportunities and training for women
3. Advocacy: Ensure that our elected state and congressional representatives know the AAUW name and mission
4. Economic Security: Promote increased economic security for senior women
5. Leadership: Provide leadership opportunities for women and girls

Goal 1 Membership

Increase, retain, and broaden membership, providing education and other benefits

Increase membership

- A. Make available an information packet for all guests and outside organizations
- B. Establish a relationship with area colleges/universities
- C. Include within NCCWSL a formalized connection with our branch for one year following the conference
- D. Submit meeting/speaker information to the Herald-Tribune each month
- E. Continue to post relevant information on the branch website and Facebook

Goal 2 Education

Provide educational opportunities and training for women

- A. Fund two scholarships per year for adult women returning to school
- B. Develop outreach to encourage non-college bound girls to seek training in high paying occupational/trade areas (Plumbing, HVAC repair, Electrical, etc.)
- C. Develop a plan to fund and award one trade school scholarship per year
- D. Continue to nominate local girls to Tech Trek
- E. Continue to Write-Read-Write program every year
- F. Continue to support Academic Olympics

Goal 3 Advocacy

Ensure that our elected state and congressional representatives know the AAUW name and mission

- A. Visit each elected official at least once a year to share our branch, state, and national goals and priorities
- B. Participate in state Lobby Days

Goal 4 Economic Security

Promote increased economic security for senior women

- A. Share the priorities highlighted in the report *Aging, Women and Economic Insecurity in Sarasota County, Florida* with state and local groups, agencies, and politicians
- B. Partner with The Women's Resource Center to promote and provide opportunities for women and girls to achieve lifetime economic security
- C. Develop a plan to provide financial literacy training for senior women

Goal 5 Leadership

Provide leadership opportunities for women and girls

- A. Continue to send four college juniors to NCWSSL each summer
- B. Establish a student branch membership
- C. Encourage branch members to seek leadership opportunities at the branch and state levels
- D. Foster leadership qualities in girls who have attended Tech Trek camps by involving them in efforts to recruit girls to attend subsequent Tech Trek camps.