

SEATTLE BRANCH AAUW
STRATEGIC PLAN 2018-2020

1. EDUCATIONAL TRAINING

GOAL 1-A: Champion equal access to all levels and fields of education.

Continue the branch focus on STEM education for girls and our partnership with the University of Washington Women's Center.

- Sponsor girls from diverse schools in Seattle for participation in Tech Trek. Have some of the girls who attended the week long STEM Camp address members at a branch meeting.
- Hold an annual Scholar Recognition event for high school senior girls who excel in Science, Math and Technology and their parents
- Partner with the University of Washington's Women's Center on the Alene Moris NEW Leadership conference. Sponsor Political Day of community and government leaders and share information on AAUW.
- Collaborate with Basketball Education in Action (BEA) on the Team Awesome Basketball Leadership Academy (TABLA) for incoming 8th grade girls, empowering them by developing communication, leadership, mental and social advocacy skills through basketball.

GOAL 1-B: Ensure education at every level is free from sex discrimination.

Educate branch members on all aspects of Title IX through programming and communication tools. Encourage legislative action.

2. ECONOMIC SECURITY

GOAL 2-A: Achieve pay equity by 2030.

Partner with the University of Washington Women's Center to provide StartSmart training to students. Share WorkSmart training through Seattle Branch Facebook

Educate diverse high school scholars and their parents about Equal Pay Day at April's annual Scholar Recognition event,

3. LEADERSHIP

GOAL 3-A: Bolster the participation of girls and women in leadership roles throughout their lives

Sponsor two University of Washington women to attend NCCWSL.

Provide branch leadership opportunities to new, younger members to help them hone skills in a safe environment.

4. GOVERNANCE AND SUSTAINABILITY

GOAL 4-A: Implement best practices in governance, inclusion, and organizational functioning.

Execute a 2-year marketing plan that more effectively shares the AAUW mission to a broader audience of potential members and the community in general. Contract with a publicity and marketing firm that specializes in working with non-profits. Address shortcomings of the existing branch website.

The branch will strive to increase its membership with younger and more diverse members for whom the AAUW mission resonates by seeking out other diverse groups with cross-over missions to partner with on programs and events. It will seek to understand how it can enhance its appeal to these women and move diligently to achieve these goals.