

Strategic Areas of Focus & 2026-2027 Goals

Strategic Focus	National Strategic Priority	Five-Star Criteria	Person(s)/Committee Responsible
Strategic Focus #1: Align activities with National AAUW Priorities	Strategic Priority 2,3		
Goal 1: Secure at least four speakers for branch meetings aligned with National, State, and Branch priority issues identified in Strategic Focus #3. Secure other speakers who reflect a diverse range of interests.	Strategic Priority 3	Public Policy and Advocacy 1 Programming 1	Program
Goal 2: Support and promote National AAUW Priorities through communication strategies such as membership meeting topics, email action alerts, newsletter, and social media.	Strategic Priority 3	Communications and External Relations	President, Newsletter, Social Media
Strategic Focus # 2: Increase membership	Strategic Priority 3		
Goal 1: Market monthly program topic/speakers among allied organizations as part of an outreach campaign to increase attendance and attract prospective new members.	Strategic Priority 3	Communications and External Relations 1,2,3,4,5	Programs Committee Newsletter Editor Social Media Coordinator
Goal 2: Provide non-member attendees with a “Welcome” packet containing more detailed AAUW and branch materials, including a membership form.	Strategic Priority 3	Advancement 3	Membership Committee
Strategic Focus # 3: Promote and fund AAUW Centennial Scholarship project.	Strategic Priority 1, 2		
Goal 1: Increase funds by \$ 5,000			Fund’s Committee

Strategic Focus # 4: Develop and implement an AAUW-aligned public policy action plan based on the identified branch priorities of: - Public Education – PreK-12 & Higher Education (Mary Ellen Scribner, Chair) - Elections and Voting (Jackie Hardee) - Women’s Health and Economic Issues (Suki Steinhauser)	Strategic Priority 2	Public Policy and Advocacy 1,4,6	Public Policy Committee
Goal 1: Identify and act upon specific opportunities to publicly promote and support the 3 issues.	Strategic Priority 3		Public Policy Committee
Strategic Focus # 5: Increase visibility of AAUW by strengthening strategic alliances and relationships among organizations aligned with the AAUW mission.	Strategic Priority 3		Executive Committee
Goal 1: Create new strategic alliances and relationships, and expand upon already established relationships with organizations addressing the AAUW mission and the branch's public policy priority issues.) - Elections and Voting – League of Women Voters - Women’s Health and Economic Issues – Planned Parenthood	Strategic Focus 3		Public Policy Committee
Goal 2: Recruit branch volunteers willing to attend meetings of allied organizations and present on topics related to the AAUW mission and the four branch public policy issues.	Strategic Priority 3		Public Policy Committee
Strategic Focus # 6: Promote member leadership development and opportunities.	Strategic Priority 3		Executive Committee

Goal 1: Foster members' potential by providing leadership opportunities through branch activities, interest groups, and committees, and by sponsoring attendance at leadership workshops. • Summer Social • Members Mentors • New Member Event • Community Service Project		Governance and Sustainability 1	Membership Community Service Coordinator
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