



POUGHKEEPSIE BRANCH AAUW STRATEGY

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Poughkeepsie Branch AAUW, Inc.

Strategic Plan 2018-2020

The Poughkeepsie Branch AAUW, Inc. Strategic Plan was created through an inclusive process involving the membership and the board of our organization and aligned with the AAUW, Inc. Strategic Plan and AAUW-NYS goals. The goals and strategies reflect an integrated approach to fulfilling our mission, vision and core values. It is reviewed bi-annually by the board and updated as necessary. In order to be most effective, we work toward collaboration with organizations having similar missions and core values.

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

Vision: Equity for all

Core Values:

- Non-partisan
- Fact-based
- Integrity
- Inclusion and intersectionality

Inclusive Statement: In principle and in practice, AAUW values and seeks an inclusive membership, workforce, leadership team, and board of directors. There shall be no barriers to full participation in this organization on the basis of age, disability, ethnicity, gender, gender identity, geographical location, national origin, race, religious beliefs, sexual orientation, and socioeconomic status.

Our goals address all issues faced by women and girls. However, we recognize that women of color and minorities face additional challenges in achieving gender equity.

Goal Education: Address barriers and implicit biases that hinder advancement of women and girls

1. Provide opportunities for women and girls to build confidence and advance themselves.
2. Identify and build awareness of implicit biases and provide opportunities encouraging awareness of different cultures.

Goal Economic Security: Ensure livelihoods for women

1. Increase access and knowledge of career options.
2. Build an awareness and increase use of AAUW research and programs for use in advocacy and education.
3. Increase participation in advocacy initiatives and work toward pay equity.
4. Increase awareness of the challenges faced by minority women.
5. Collaborate with community partners on advancing gender equity

Goal Leadership: Closing the gender gap in leadership opportunities

1. Foster networks for women to share ideas, help in decision-making, and seek empowerment throughout their lives.
2. Explore and advance more opportunities for leadership roles in private, public and non-profit sectors.
3. Support women in seeking, attaining, and succeeding in leadership roles.
4. Leverage existing research and disseminate to collaborative groups.

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

1. Enhance programs to attract and retain a diverse group of members.
2. Complement existing membership models to engage new audiences, attract new members, and retain current members.
3. Enhance financial sustainability
4. Continue to enhance and modernize communication to reach all levels of audience

Current Poughkeepsie Branch Activities – Alignment with Strategic Goals

The following are part of our current branch programming. The designation indicates the **primary** way in which each tie into our core values and mission.

	Education	Economic Security	Leadership	Governance & Sustainability
Board of Directors				x
Program meetings	x	x	x	
Communication Activities				x
Membership recruitment/engagement/retention				x
Development Activities: Local Scholarships and AAUW National Programs	x			
International Relations	x			
Public Policy	x	x		
Interest Groups	x			
Initiatives				
Court Watch		x		
Days for Girls	x			
Careers and Leadership		x		
Extending Girls' Horizons	x		x	
Girls' Conference	x		x	
Leading to Reading	x			
Math Buddies	x			
Mothers Project	x			

Specific Program Objectives

Objectives for each of our program areas were developed through discussion with board members and program leaders.

Public Policy:

Public Policy provides information to the membership on issues relating to gender equality and encourages members to advocate for specific issues.

Objective	Time Frame	Person/Committee Responsible
To provide monthly information on critical issues in The Branch.	Monthly	Public Policy committee
Provide informational programs on key local and national issues	As issues arise	Public Policy committee
To encourage members to advocate with local/state/national officials on key issues	As issues arise	Public Policy committee

International Relations:

International Relations examines the ethical, religious and ethnic aspects of our differences, as well as our similarities, with a goal of achieving tolerance, understanding and compassion.

Objective	Time Frame	Person/Committee Responsible
Maintain/publicize a calendar identifying local programs and activities that focus on international themes	Monthly	International Relations committee
Develop and grow a program: International in our Own Back Yard	Ongoing	International Relations committee
Provide programs to members and public highlighting specific issues affecting women and girls globally	As identified	International Relations committee

Program:

General Membership Programs are planned both to fulfill the Branch mission and to target members' interests.

Objective	Time Frame	Person/Committee Responsible
To coordinate and hold seven program offerings during the program year	October through May	Program Vice Presidents
To solicit and encourage program topic suggestions from the general membership	Ongoing	Program Vice Presidents
To incorporate current issues, topics related to the AAUW mission, and member interest into programming	Ongoing	Program Vice Presidents

Initiatives

Leading to Reading:

Leading to Reading is an early literacy project which provides books and reading opportunities for children from low- and moderate-income families in the Dutchess County region. By providing parent information with each book kit and working with numerous area organizations, the project helps to build school success and increase our community outreach.

Objective	Time Frame	Person/Committee Responsible
To provide books for children from low/moderate income families	Ongoing	Leading to Reading volunteers
To increase parent involvement in their child's reading	Ongoing	Leading to Reading volunteers
To increase AAUW visibility in the community	Ongoing	Leading to Reading volunteers

Days for Girls:

Days for Girls make sustainable feminine hygiene kits for girls living in developing countries and refugee camps. We are providing young women the opportunity to attend school, receive an education & reach their potential which has been denied to them due to a wide variety of social, economic and cultural circumstances.

Objective	Time Frame	Person/Committee Responsible
Make 100 feminine hygiene kits to be distributed by different groups Internationally and locally	12 months	Days for Girls Poughkeepsie
Staff our group with the needed skills	6 months	Days for Girls Co-Chairs
Present 4 Days for Girls community presentations to different community groups	12 months	Days for Girls Coordinator and volunteers

Court Watch:

Court Watch documents systemic issues in the local justice system that result in the re-victimization of women and children who have suffered domestic abuse. We observe judges, prosecutors, law enforcement and other justice system personnel to share our findings with the members of the judicial system and the community to bring about improvements in the courts and promote fair and equal justice for all.

Objective	Time Frame	Person/Committee Responsible
To look for and expose any systemic problems that might exist in Family Court, bring them to light to court personnel, staff, and the community, and seek to make improvements	On-going	Coordinator and the team of court monitors
To educate others in the creation of a Court Monitoring Program in their area,	As needed	Project Coordinator

Math Buddies:

Math Buddies volunteers go into elementary schools to help children with their math lessons. This is all about education and in the long-run, about being educated enough, particularly in math, to attend college and then secure a well-paying job.

Objective	Time Frame	Person/Committee Responsible
Find more buddies	On-going	Coordinator and Literacy Connections Coordinator
Continue to solicit feedback from the teachers	On-going	All buddies, Literacy Connections Coordinator

Live Your Dream – Girls Conference

Our vision for the conference is to provide a quality program for middle school girls that can sustain them as they move on to high school.

Objective	Time Frame	Person/Committee Responsible
To expose girls to a variety of topics that include personal growth as well as exposure to future careers and the idea that they can Dream Big	Fall conference	Girls Conference Committee
Encourage all girls to attend each year in middle school	Ongoing	Girls Conference Committee

Extending Girls' Horizons

Extending Girls' Horizons is a partnership with the Girl Scouts (Heart of the Hudson Council, covering 7 counties) to provide programming in leadership skills and STEAM for girls in grades 6-8.

Objective	Time Frame	Person/Committee Responsible
Continue full day relationships program "A-Maze	Twice annually	Project Coordinators
Run sessions including CSI Science, Craft Night, New Cuisines and expanding to include Math Games and Trees, and Breathe and Animal Helpers;	Monthly during school year	Committee

Mothers Project

Provide monthly mothers' group meetings, conducted in English and Spanish. These will focus on child development, self-expression through art, and awareness of available community services.

Objective	Time Frame	Person/Committee Responsible
To expand current Mothers Project groups to include one conducted in English and one in Spanish	Ongoing	Project Coordinators
To utilize AAUW volunteers to interact on a monthly basis with Mothers Project members.	Ongoing	Project Coordinators, AAUW volunteers
To continue to expand the peer educator program for members currently attending the Mothers Project	Ongoing	Project Coordinators

Leadership and Careers

Leadership and Careers builds on WorkSmart and StartSmart programs and looks for other opportunities to support women in meeting their pay objectives.

Objective	Time Frame	Person/Committee Responsible
Advocate for the WorkSmart online program throughout the community	Ongoing	Committee
Provide presentations and information on StartSmart to community and colleges	Ongoing	Committee
Identify and partner with other organizations and local College/University AAUW partners to foster professional and leadership development opportunities for women's career advancement	Ongoing	Committee

Governance

This section identifies ongoing activities that are required to sustain the organization over time.

Membership

To enhance membership by reaching a broader community, increasing visibility, engaging new members, and further developing a program of member retention. Areas of focus will include engaging a diverse membership, involving current members in branch activities, and utilizing various ways to reach community members.

Objective	Time Frame	Person/Committee Responsible
To increase membership through outreach to a broad spectrum of community members	Ongoing	Membership committee and current members
To engage current members in branch programming and activities in order to increase retention	Ongoing	Membership committee, interest group and initiative chairs, and current members
To provide membership activities during the year for new and continuing members	September-January	Membership committee and board

Communications

Objective	Time Frame	Person/Committee Responsible
Publish a newsletter for the months Sept – June	Monthly	Newsletter Editor and board members
Update and maintain the website and community outreach venues	When necessary	Newsletter editor and communications assistant
Update and maintain member and photo database	On going	Database and Cloud Administrators

Historian

Objective	Time Frame	Person/Committee Responsible
Maintain historical archives at Adriance Library	Ongoing	Historian
Research materials to update archives	As needed	Historian

Special Events

Several special events take place each year, which enhance our financial stability and/or increase our community visibility.

Woman of the Year

Annual Fund-Raising event to support Initiatives

Annual Meeting