

**AAUW of Maine  
Strategic Plan 2018-2021**

In October 2018, AAUW of Maine adopted the strategic plan for the next three years. Since its adoption, some progress has been made on every objective. The plan, including its vision, goals, and objectives, follows and includes the current status of progress on all objectives.

**Vision:** AAUW of Maine will return to our roots, strengthen our ties with Maine’s branches, and realign ourselves with the AAUW national organization. We will identify goals that AAUW of Maine and its branches can work on together and focus on actions that we can complete as a group.

**Goal I. Engage and revitalize leaders and members through mission-based, action oriented programs and public policy initiatives in order to ensure the strength, relevance, and viability of AAUW in Maine.**

1. AAUW of Maine and its branches will promote mission-based, proactive programming; mission-based presentations will be included at the annual state convention and in branch program presentations.

**Champion:** Carly McCarthy

**Success Measure:** At least half of the programs in each branch are mission-based (this includes the two programs each year based on the chosen AAUW of Maine public policy focus).

**Action Plan:**

- a. AAUW of Maine will provide suggestions for mission-based programs, including interactive meetings (hands-on work), speakers, and public events.
  - b. Branch program Vice Presidents will review the National AAUW website for mission-based program ideas.
2. AAUW of Maine and its branches will increase the level of participation in key public policy issues.

**Champion:** Carly McCarthy

**Success Measure:** Each branch has at least two programs or activities per year that are focused on the AAUW of Maine’s chosen public policy priority.

**Action Plan:**

- a. AAUW of Maine will continue to identify at least one public policy issue per year to be a focus for branch and state activities and actions.
  - May ‘18 - May ‘19 - Reproductive Choice
  - May ‘19 - May ‘20 - Equal Pay
  - May ‘20 – May ‘20 - Education
- b. Each branch will have at least two programs or activities per year that focus on some aspect of the identified public policy issue.

**Goal II. Grow and strengthen membership in order to increase our impact on advancing gender equity for women and girls.**

1. AAUW of Maine will create a short-term task force to examine issues pertaining to recruitment of new members. Members of the task force will include both AAUW members and non-members, and the recommendations of the task force will be distributed to all branches.

**Champion:** Carolyn MacRae

**Success Measure:** Task force will meet and recommendations will be shared with branches.

**Action Plan:**

- a. Two or more branches will form a local short-term task force composed of both AAUW members and non-members to consider issues and possible solutions for recruiting new members.
  - b. Task forces will share their findings with the AAUW of Maine Board and the leadership of all Maine branches.
2. AAUW of Maine and its branches will work together to implement membership development and recruitment initiatives.

**Champion:** Carolyn MacRae (acting)

**Success Measure:** Total number of branch members in Maine will increase by 10%, and membership in at least three individual branches will increase.

**Action Plan:**

- a. A database or spreadsheet of membership resources available on the AAUW national website will be compiled and will include links to specific materials on the National website. Once completed, this resource will be shared with Membership Vice Presidents and other leaders at the branch and state level. These leaders will review the resource database, utilize those resources that seem most appropriate for use in branches and at the state level. As they are used, the resources will be evaluated and the results and recommendations for future use will be shared among branch and state leadership.
- b. AAUW of Maine and its branches will focus recruitment efforts on younger women through mentoring and development of a more active social media presence.
- c. AAUW of Maine and its branches will investigate and implement ways to collaborate with other organizations whose missions are similar to ours when planning programs and public policy action campaigns.
- d. AAUW of Maine will provide information to the branches about the membership Payment Program (MPP) and encourage each branch to enroll in this program. Once enrolled, branch leaders will encourage members to pay their dues online with a credit card.

**Goal III. Explore and implement ways to form stronger communication and working relationships among members, branches, and AAUW of Maine leaders.**

1. AAUW of Maine leaders will communicate more frequently with branch leadership and branch counterparts.

**Champion:** Carly McCarthy

**Success Measure:** All branches will be in frequent contact with one another. The State organization will be in frequent contact with all branches.

**Action Plan:**

- a. The AAUW of Maine President will communicate with branch leaders monthly, in in varying formats, depending on need.
  - b. Branch leaders will send monthly newsletters to their branch members, as well as the state Board and leaders of other branches.
2. AAUW of Maine and its branches will experiment with multiple communication methods, including those suitable for use with large groups as well as those more appropriate for small groups. Methods can include newsletters, video-conferencing, shared communication platforms such as Facebook or Google Drive, and other workplace and social media applications.

**Champion:** Carly McCarthy

**Success Measure:** AAUW of Maine and its branches will have a set of communication tools and practices that allow for easier and more frequent communication, with instructions and tutorials available for those who need them. A shared, online database of AAUW information will be available.

**Action Plan:**

- a. Carly McCarthy will build a toolkit and share it with everyone. It will have websites, software, platforms, etc. that are FREE to use, and that both branches and the State can leverage.
  - b. Carly McCarthy will continue to build a shared online database of AAUW of Maine information (platform to be determined).
3. AAUW of Maine will implement the “Invite an Expert” pilot program for branches, with an emphasis on the areas of strategic planning, membership development, public policy, and Facebook technical assistance.

**Champion:** Carolyn MacRae

**Success Measure:** At least three branches will request and work with an expert in at least one of the four designated skill areas.

**Action Plan:**

- a. A list that includes past and present state leaders and experienced branch members who have skills and expertise in the areas of strategic planning and goal setting, membership development, public policy action, and Facebook/social media technical assistance will be further developed.
- b. Information about the pilot program and a request form will be distributed to the leadership of each branch.
- c. Branches will determine which category of expert to request, based on branch needs.
- d. Evaluations will be completed by both branch participants and invited experts following each visit to ensure continued quality and usefulness of the program.