

AAUW Texas Strategic Plan 2020-2022
Adopted 8/27/20

Goals	Timeline	Responsible Officer
EDUCATION AND TRAINING – Addressing the barriers and implicit biases that hinder advancement of women and girls.		
GOAL A: Provide training in diversity and inclusion across the state for our membership several times a year online and for AAUW branches as programs.	September 2020-May 2022	Diversity and Inclusion, Programs, District Reps
GOAL B: Monitor the state legislature for bills impacting the education and well-being of women and girls during the upcoming legislative session.		
1. Provide research information to the branches & legislators.	November 2020 – May 2021	Public Policy, District Reps
2. Create a 2- minute activist for actions by the Texas legislature.	November 2020 – May 2021	Public Policy, communications
3. Form coalitions with like-minded organizations to increase the impact of AAUW Texas.	September 2020 – May 2022	President, Programs
ECONOMIC SECURITY - Ensuring livelihoods for women		
GOAL A: Increase the tools Texas women can use to improve their economic equity.		
1. Post a link to Work Smart Online on the state AAUW website and encourage every branch to also provide the link on their website	September 2020 – post link September 2020 – May 2022 – encourage branches	Webmaster done President, District Reps
2. Encourage C/U affiliates to provide Start Smart to their students when students are allowed to meet in person.	September 2020- May 2022	C/U Rep
3. Train 125 women in Texas through Work Smart by May 2021.	September 2020- May 2021	President, Membership
GOAL B: Lessen the pay gap between men and women in Texas		
1. Provide monthly posts on social media regarding the consequences of pay inequity, including college debt, how the pay gap increases over time, what it is like for each racial group, etc.	September 2020 – June 2022	?? divide among board by topic?

2. Develop a plan to recognize the various Equal Pay Days and encourage branches to participate.	September 2020-May 2022	Program, Public Policy, District Reps, Communications
3. Encourage branches and /or individuals to support the AAUW Texas positions on legislative matters relating to women's economic security.	November 2020 – May 2021	Public Policy, President, District Reps
4. Provide written and oral testimony on state legislation related to women's economic security.	January 2021 – May 2021	Public Policy, President, Programs
5. Create a 2- minute activist for actions by the 87 th Texas Legislature.	January 2021 – May 2021	Public Policy, Communications
LEADERSHIP – Closing the gender gap in leadership opportunities		
GOAL A: Encourage women to run for public office, especially at the local level.		
1. Identify and share information about organizations that train women to be appointed to governing and advisory boards.	September 2020-May 2022	State Board
2. Identify and share information about organizations that train women to run for public office.	September 2020-May 2022	State Board
GOVERNANCE AND SUSTAINABILITY - Ensuring the strength, relevance, and viability of AAUW well into the future.		
GOAL A: Increase membership in Legacy Circle by 10%.		
1. Educate individuals about and promote the Legacy Circle program.	September 2020 – May 2022	Funds
2. Recognize the Texas Legacy Circle members.	September 2020 – May 2022	Funds
Goal B: Continue enhancing communication between AAUW Texas, Branches and Members.		
1. Retain current levels of membership at the state level at 85%.	September 2020 – May 2022	Membership, District Reps
2. Continue email distribution of the UWT every other month.	September 2020 – May 2022	President and Newsletter Editor