

**2020-2021 STRATEGIC PLAN
NORTH HARRIS COUNTY BRANCH AAUW**

MISSION

North Harris County AAUW advances gender equity for women and girls through advocacy, education, philanthropy, and research.

VISION STATEMENT

The North Harris County branch is a strong diverse organization that empowers women and girls to reach their highest potential.

PRIORITIES, GOALS AND STRATEGIES

PRIORITIES:

- **MEMBERSHIP**
- **ADVOCACY**
- **EDUCATION**
- **PHILANTHROPY**

GOALS and STRATEGIES

MEMBERSHIP

Attracting at least 3 new members and retaining 90% of membership measured between February 1, 2020 and February 1, 2021, to foster an esprit de corps among forward-thinking women who keep NHC AAUW vital and engaged in our mission.

GOAL A: Attract new members

1. Publicize our programs through local media to encourage guests to attend.
2. Host at least two-member functions per year.
3. Make member recruitment an integral part of every activity within our branch.
4. Embrace diversity with an emphasis on recruitment of minorities.
5. Invite prospective members to interest groups, the socials, and programs and offer to pick them up.

GOAL B: Retain current members

1. Host a social at least once a month.
2. Host at least two-member functions per year.

3. Make sure members who cannot drive at night have rides to functions and interest groups.
4. Invite new members to interest groups and offer to pick them up.

ADVOCACY

Ensuring that NHC AAUW members and the local public are informed about important issues critical to the equity of women and girls

GOAL A: Continue the poster session at each branch meeting on specific public policy issues as they impact equity and/or the advancement of women or girls.

1. Diversity and inclusion
2. Equal pay
3. Title IX in Local Schools/Changes to Title IX
4. Issues Encountered in Higher Ed by Women/College Debt
5. Health Care for Women or the lack thereof
6. Women in History in Texas
7. Getting Out the Vote/Election Issues/Census Issues
8. And other pertinent issues

GOAL B: Continue the poster session in the monthly *Nutshell* article entitled, “Twists and Turns to Entitlement” highlighting one specific issue that impacts equity and/or the advancement of women and girls.

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8. and other pertinent issues.

GOAL C: Conduct an annual meeting with a U.S. Representative and/or state legislator around a strategic plan area or focus.

1. Provide research information to legislators.
2. Link or post the 2-minute activist from AAUW and Texas AAUW to our website for members to share with legislators.

GOAL D: Post informative information and articles dealing with women's issues on the NHC AAUW Facebook page, Twitter account and Instagram page and follow persons and organizations critical to women's issues.

GOAL E: Encourage individual members to take initiative and advocate for women and girls in their own way for at least four hours by June 30, 2021.

1. The Branch will compile and publicize to members in the *Nutshell* a listing of opportunities for individual advocacy, such as
 - a. Reading weekly at an elementary school
 - b. Writing letters to state legislators and Congressmen about women's issues, especially equal pay and health care
 - c. Writing letters to the newspaper editors about women's issues
 - d. Volunteering with bilingual parent classes
 - e. Being a literacy partner
 - f. Participating in marches or walks about women's issues
 - g. Volunteering for the Summits
 - h. Volunteering for Work Smart
 - i. Other activities that advocate for women and girls
2. The Corresponding Secretary shall send out the form to members in September to be collected in November/December and April from members advocating for women and girls in their own way.
3. The Branch will document advocacy activity to use for publicity locally, for state and national awards, and for grants or fellowships.

EDUCATION

Addressing the barriers that hamper the advancement of women and girls

GOAL A: Increase the tools North Harris County women and girls can use to improve their economic equity.

1. Post a link for Work Smart to the North Harris County AAUW Website.
2. Encourage C/U affiliates to provide Start Smart for their students.
3. Conduct 2 Work Smart training sessions by May 2021.
4. Evaluate the possibility of having 1-2 members take the training to become the facilitators for the 2-hour workshop, Work Smart.

GOAL B: Plan and coordinate Summits at local high school(s) for girls.

1. Continue serving the traditional high school freshmen girls.
2. Expand the Summit to non-traditional high schools.

GOAL C: Award grants to entities that address barriers to success for girls by creating a pathway to academic and career success.

Encourage individuals and groups seeking fellowship grants to focus on projects and activities which foster STEM skills and build interest in technology, particularly among the female students.

GOAL D: Ensure education in K-12 schools in North Harris County is free from sexual discrimination.

1. Conduct interviews with each school's coordinator of Title IX to ensure that they are well trained in all sections of the act and that the act is being followed and publicized to the students.
2. Report to national AAUW our investigational findings.

PHILANTHROPY

Supporting NHC fundraising efforts which enable us to provide opportunities for women and girls through grants, scholarships, special projects, and the Greatest Needs Fund.

GOAL A:

1. Increase the number of members who attend the Outstanding Women Awards Luncheon by 6% from 80 to 85. (Dependent on resolution of COVID-19)
2. Increase the number of seats purchased for the Outstanding Women Awards Luncheon to 260. (Dependent on resolution of COVID-19).
3. Continue the success of the raffle and explore new ways to market the auction. (Internet, etc.)

GOAL B: Support AAUW Funds

1. Set a minimum branch contribution of \$500 to be raised through multiple fundraisers and contributions from branch members.
2. Educate members about and promote the Legacy Circle program.