



AAUW South Haven

Strategic Plan 2020-2025

DRAFT 11/17/19

AAUW South Haven, Michigan Affiliate
P.O. Box 303
South Haven, MI 49090
southhavenaauw@gmail.com

Overview

In 2019, we, the members of AAUW South Haven, MI [Affiliate](#) launched a strategic planning process to identify the organization's goals and activities that will help us best implement our mission in a way that is relevant for our community. This document outlines the time-oriented goals and strategies we identified.

Vision

Through the focus groups and the strategic planning sessions, AAUW South Haven developed the following vision statement:

Women Empowering Women and Girls

The Strategic Planning Process

I. Focus Group Input

Starting in May of 2019, AAUW South Haven hosted **six** focus group discussions to gather feedback on priorities, vision, areas for improvement, and general direction for the organization.

II. Strategic Planning Sessions

With assistance from the AAUW Michigan Board of Directors, AAUW South Haven held 2 facilitated strategic planning sessions, one in October and another in November 2019. Using the feedback from the focus group discussions held earlier in the year, approximately 20 members attended the first session and approximately 8 members attended the second session to distill down that feedback into actionable goals and strategies for the next five years.

III. Initial Board Review

At the December 4 AAUW South Haven Board Meeting, the board will review this draft, make additional edits, and then release the draft for review by members for a two-month time period.

IV. Member Feedback

From December 5 through February 5, members will have a chance to review the approved draft and submit additional comments and suggest edits.

V. Final Board Review and Adoption

At the April board meeting, the board will review the additional comments and suggested edits from members, decide which ones to include, and then approve the draft with edits. The approved edits will then be incorporated into the draft to create the finalized version of the document.

At the May All-Member meeting, the finalized plan will be revealed.

Major Themes

Throughout the process, a few major themes became apparent:

Impact

During the strategic planning sessions, it became evident that AAUW South Haven members care deeply about making a significant impact through the work they do as an affiliate. For example, not only do we want to offer scholarships to students for post-secondary education and/or training but also support students through all their years in school through both scholarships and mentoring.

Relevance and Visibility

Being seen as an active community partner is important to legitimizing the work that we do. We also want our work to be relevant for the women of the South Haven area. Throughout the goals and strategies, we identified areas in which we can make our work more relevant and actively partner with other nonprofits and community groups in the area.

Diversity

We aim to serve all women. To do that, we need women with different experiences, perspectives, and ideas at the table as we make and execute plans to reach all women in the community.

Sustainability

It is clear that it is important to members that AAUW South Haven continue to exist to support women and girls in the area. Sustainability is reflected in this document in goals and strategies relating to recruitment, diversity, governance, fundraising and leadership development.

Goals and Strategies

Goal 1	Support women in their post-secondary education
Strategy 1	Increase our annual scholarship support to \$12,000/year within 5 years via internal and external fund-raising programs (book sale, member drive, etc.)
Timeframe	5 years
Responsible	Scholarship Committee and Donations and Grants Committee
Strategy 2	Enhance mentoring program by: <ul style="list-style-type: none"> ● assessing needs in partnership with Lake Michigan College and South Haven High School ● providing opportunities for mentor collaboration and ongoing training; ● connecting mentees to wrap around services (community partnerships, e.g., Hope Parent Resource Center)
Timeframe	1 year
Responsible	Scholarship Committee
Strategy 3	Explore the feasibility of a financial emergency resources for Lake Michigan College students
Timeframe	1 year
Responsible	Treasurer, Scholarship Committee, and Donations and Grants Committee

Goal 2	Educate community on legislative and policy issues affecting women & increase political awareness in our community
Strategy 1	Continue candidate forums, equal pay day, voter registration efforts, legislator engagement, and other community programs
Timeframe	Ongoing
Responsible	Public Policy Committee and VP of Programs
Strategy 2	Identify new sources of funding through grants and partnerships (fundraising and friendraising) to support existing programs
Timeframe	Ongoing
Responsible	Donations and Grants Committee, VP of Programs and Public Policy Committee
Strategy 3	Approach 100% participation in rapid responder program
Timeframe	5 years
Responsible	Public Policy Committee
Strategy 4	Explore over the next five years ways to encourage women to run for political office through hosting speakers, including working with the existing community speaker series
Timeframe	5 years
Responsible	Public Policy Committee and VP of Programs

Strategy 5	Educate all affiliate members on ongoing issues of Public Policy Priorities
Timeframe	Ongoing
Responsible	Public Policy Committee

Goal 3	Increase diversity of affiliate to better reflect the demographics of the community
Strategy 1	Research area demographics to set benchmark for this goal
Timeframe	By June 2020
Responsible	VP of Membership and other AAUW SH Board Members
Strategy 2	Seek ways to initiate personal contact/conversation with community leaders of traditionally underrepresented groups for ideas on collaboration and being more welcoming and inclusive
Timeframe	5 years
Responsible	VP of Membership and other AAUW SH Board Members
Strategy 3	Gather input and ideas from membership at launch of the Strategic Plan at our Annual Meeting in May
Timeframe	1 year
Responsible	VP of Membership and other AAUW SH Board Members

Goal 4	Increase involvement and visibility in the community
Strategy 1	Encourage member interaction at Open Door
Timeframe	2 years
Responsible	Open Door Chair in consultation with Methodist Church
Strategy 2	Explore partnerships with other community groups (e.g. speak at other groups' meetings and host other groups to speak at AAUW South Haven meetings/events)
Timeframe	1 year
Responsible	President (s) of AAUW SH and Events Committee
Strategy 3	Grow the speaker's series at Lunch Bunch and other venues; these events will need to be supported by appropriate budget through Programs
Timeframe	Ongoing
Responsible	AAUW SH Board and Events Committee
Strategy 4	Encourage appropriate representation by AAUW members at community meetings (e.g. city council, school board, etc.). Identify affiliate members to attend meetings.
Timeframe	1 year to implement, then attend meetings on an ongoing basis
Responsible	AAUW SH Board
Strategy 5	Develop a comprehensive communications plan for AAUW South Haven

Timeframe	1 year
Responsible	Communications Committee
Strategy 5	<p>Provide permanent AAUW name tags for members by July 2020</p> <ul style="list-style-type: none"> • identify budget to cover this expense and/or a program to encourage members to pay for their own name tags • explore interest in AAUW shirts for those doing outreach activities; these can be purchased through AAUW or we can identify a local woman-owned business
Timeframe	July 2020
Responsible	Communications Committee

Goal 5	Foster supportive relationships within our organization
Strategy 1	Continue to support interest groups
Timeframe	Ongoing
Responsible	All AAUW SH members
Strategy 2	Explore and encourage new opportunities for social interaction among members, either ongoing or as one time only activities
Timeframe	Ongoing
Responsible	All AAUW SH members and Events Committee
Strategy 3	Establish an Events Committee, including appropriate job/role description and responsibilities
Timeframe	1 year
Responsible	AAUW SH Board Members
Strategy 4	Follow up with new members at three months to encourage involvement and answer questions
Timeframe	Ongoing
Responsible	VP of Membership

Goal 6	Improve governance and sustainability of AAUW South Haven
Strategy 1	Explore ways to increase participation at the AAUW South Haven Annual Meeting by May 2020 and continue to increase participation in subsequent years
Timeframe	By May 2020 for the 2020 Annual Meeting, and then on an ongoing basis
Responsible	AAUW SH Board Members
Strategy 2	Provide board training for existing and new board members, including ongoing training (tool kits, book study, exploring and utilizing AAUW website)
Timeframe	1 year for development, then ongoing implementation
Responsible	President(s) and President(s)-Elect
Strategy 3	Develop and implement succession planning; update job/role descriptions, including a new Program Chair role
Timeframe	By May 2020
Responsible	AAUW SH Board Members and Committee Chairs
Strategy 4	Schedule annual review of Strategic Plan each year
Timeframe	Ongoing through 2025
Responsible	AAUW South Haven Board President(s)
Strategy 5	Explore ways to encourage/facilitate leadership among our members

Timeframe	1 year
Responsible	AAUW SH Board Members and Committee Chairs
Strategy 6	Create a member database of talents and interests
Timeframe	1 year for creation, ongoing collection for new branch members
Responsible	VP of Membership and Committee Chairs