



# **AAUW South Haven**

## **Strategic Plan 2020-2025**

Adopted: 4/15/2020

AAUW South Haven, Michigan Affiliate

P.O. Box 343

South Haven, MI 49090

[southhavenaauw@gmail.com](mailto: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 focus groups and 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 2019, AAUW South Haven hosted **five** focus group discussions to gather feedback on priorities, vision, areas for improvement, and general direction for the organization.

### II. Strategic Planning Sessions

AAUW Michigan Board Member, Danielle Nelsen Beard, facilitated two strategic planning sessions for AAUW South Haven, one in October and another in November 2019. Using the feedback from the May focus group discussions, approximately twenty members attending the first session and eight members attending the second session summarized that feedback into actionable goals and strategies for the next five years.

### III. Initial Board Review

At the December 4, 2019 AAUW South Haven Board Meeting, the board reviewed this draft, made additional edits, and then released the draft for review by members for a two-month time period.

### IV. Member Feedback

Members had the opportunity to review the approved draft, submit additional comments, and suggest edits from January 8 to March 8.

## V. Final Board Review and Adoption

At the April 15, 2020 board meeting, the board collected the additional comments and suggested edits from members, decided which ones to include, and then approved the draft with edits. The approved edits were then incorporated into the draft to create the finalized version of the document.

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

## VI. Implementation

It will be the responsibility of the Board and designated committees to develop specific objectives and timelines for achieving these goals and strategies. The Board will review progress on this Strategic Plan at each annual meeting in May.

### **Throughout the process, a few major themes emerged:**

#### Impact

AAUW South Haven members care deeply about making a significant impact through the work we do. For example, not only do members want to offer scholarships for post-secondary education and/or training, but we also support female students by serving as mentors and providing or assisting with programs that provide “wrap around services.”

#### Relevance and Visibility

Being seen as an active community organization is important to legitimizing our efforts. We also want our work to be relevant for South Haven area women. Throughout the goals and strategies, we identified ways to both make our projects and services more relevant and to actively support with other local nonprofits and community groups.

#### 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 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

<b>Goal 1</b>	<b>Support women in their post-secondary education</b>
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"> <li>● assessing needs in partnership with Lake Michigan College and South Haven High School</li> <li>● providing opportunities for mentor collaboration and ongoing training</li> <li>● connecting mentees to wrap-around services (community partnerships, e.g., Hope Parent Resource Center)</li> </ul>
Timeframe	1 year
Responsible	Scholarship Committee
Strategy 3	Expand and/or enhance our existing financial assistance
Timeframe	1 year
Responsible	Treasurer, Scholarship Committee & Donations and Grants Committee

<b>Goal 2</b>	<b>Educate community on legislative and policy issues affecting women &amp; increase political awareness in our community</b>
Strategy 1	Continue candidate forums, equal pay day activities, voter registration efforts, legislator engagement, and other community programs
Timeframe	Ongoing
Responsible	Public Policy Committee & VP of Programs
Strategy 2	Identify new sources of funding through grants and donations to support existing programs
Timeframe	Ongoing
Responsible	Donations and Grants Committee, VP of Programs & Public Policy Committee
Strategy 3	Approach 100% participation in rapid responder program
Timeframe	5 years
Responsible	Public Policy Committee
Strategy 4	Explore 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 & VP of Programs

Strategy 5	Educate all affiliate members on current issues relevant to Public Policy Priorities
Timeframe	Ongoing
Responsible	Public Policy Committee

<b>Goal 3</b>	<b>Increase diversity of affiliate to better reflect the demographics of the community</b>
Strategy 1	Research area demographics to set benchmark for this goal
Timeframe	By June 2020
Responsible	VP of Membership & 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 & other AAUW SH Board Members
Strategy 3	Gather input from membership at launch of the Strategic Plan at our Annual Meeting in May
Timeframe	1 year
Responsible	VP of Membership & other AAUW SH Board Members

<b>Goal 4</b>	<b>Increase involvement and visibility in the community</b>
Strategy 1	Encourage member interaction at Open Door
Timeframe	2 years
Responsible	Open Door Chair in consultation with Methodist Church
Strategy 2	Explore opportunities to cooperate with other community groups (e.g., speak at other groups' meetings, invite other groups to speak at AAUW South Haven meetings/events)
Timeframe	1 year
Responsible	AAUW SH President (s) & Events Committee
Strategy 3	Grow the Speaker 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 & Events Committee
Strategy 4	Encourage appropriate representation by AAUW members at community meetings (city council, school board, etc.). Solicit affiliate members to attend meetings.
Timeframe	1 year to implement, then attend meetings regularly
Responsible	AAUW SH Board

Strategy 5	Develop a comprehensive communications plan for AAUW South Haven
Timeframe	1 year
Responsible	Communications Committee
Strategy 6	<p>Explore permanent AAUW name tags for members by July 2020</p> <ul style="list-style-type: none"> <li>• identify budget to cover this expense and/or a program to encourage members to pay for their own name tags</li> <li>• 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</li> </ul>
Timeframe	By July 2020
Responsible	Communications Committee

<b>Goal 5</b>	<b>Foster supportive relationships within our organization</b>
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 occasional activities
Timeframe	Ongoing
Responsible	All AAUW SH members & 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

<b>Goal 6</b>	<b>Improve governance and sustainability of AAUW South Haven</b>
Strategy 1	Explore ways to increase participation at the AAUW South Haven Annual Meeting
Timeframe	By May 2020 for the 2020 Annual Meeting, and then on an ongoing basis
Responsible	AAUW SH Board Members

Strategy 2	Provide ongoing training for existing and new board members, (tool kits, book study, exploring and utilizing AAUW website)
Timeframe	1 year for development, then ongoing implementation
Responsible	AAUW SH President(s) & 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 & Committee Chairs
Strategy 4	Schedule annual review of Strategic Plan
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 & Committee Chairs
Strategy 6	Create a member database of talents and interests
Timeframe	1 year for creation, ongoing collection for new affiliate members
Responsible	VP of Membership & Committee Chairs