



# AAUW South Haven Strategic Plan 2020-2025

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AAUW South Haven, Michigan Affiliate

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## 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>
<b>Strategy 1</b>	<b>Increase our annual scholarship support to \$12,000/year within 5 years via internal and external fund-raising programs (book sale, member drive, etc.)</b>
<i>Timeframe</i>	5 years
<i>Responsible</i>	Scholarship Committee & Donations and Grants Committee
<b>Strategy 2</b>	<b>Enhance mentoring program by:</b> <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>
<i>Timeframe</i>	1 year
<i>Responsible</i>	Scholarship Committee
<b>Strategy 3</b>	<b>Expand and/or enhance our existing financial assistance</b>
<i>Timeframe</i>	1 year
<i>Responsible</i>	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>
<b>Strategy 1</b>	<b>Continue candidate forums, equal pay day activities, voter registration efforts, legislator engagement, and other community programs</b>
<i>Timeframe</i>	Ongoing
<i>Responsible</i>	Public Policy Committee & VP of Programs
<b>Strategy 2</b>	<b>Identify new sources of funding through grants and donations to support existing programs</b>
<i>Timeframe</i>	Ongoing
<i>Responsible</i>	Donations and Grants Committee, VP of Programs & Public Policy Committee
<b>Strategy 3</b>	<b>Approach 100% participation in rapid responder program</b>
<i>Timeframe</i>	5 years
<i>Responsible</i>	Public Policy Committee
<b>Strategy 4</b>	<b>Explore ways to encourage women to run for political office through hosting speakers, including working with the existing community speaker series</b>
<i>Timeframe</i>	5 years
<i>Responsible</i>	Public Policy Committee & VP of Programs
<b>Strategy 5</b>	<b>Educate all affiliate members on current issues relevant to Public Policy Priorities</b>
<i>Timeframe</i>	Ongoing
<i>Responsible</i>	Public Policy Committee

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

<b>Goal 4</b>	<b>Increase involvement and visibility in the community</b>
<b>Strategy 1</b>	<b>Encourage member interaction at Open Door</b>
<i>Timeframe</i>	2 years
<i>Responsible</i>	Open Door Chair in consultation with Methodist Church
<b>Strategy 2</b>	<b>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)</b>
<i>Timeframe</i>	1 year
<i>Responsible</i>	President(s) of AAUW SH & Events Committee
<b>Strategy 3</b>	<b>Grow the Speaker Series at Lunch Bunch and other venues; these events will need to be supported by appropriate budget through Programs</b>
<i>Timeframe</i>	Ongoing
<i>Responsible</i>	AAUW SH Board & Event Committee
<b>Strategy 4</b>	<b>Encourage appropriate representation by AAUW members at community meetings (city council, school board, etc.). Solicit affiliate members to attend meetings.</b>
<i>Timeframe</i>	1 year to implement, then attend meetings regularly
<i>Responsible</i>	AAUW SH Board
<b>Strategy 5</b>	<b>Develop a comprehensive communications plan for AAUW South Haven</b>
<i>Timeframe</i>	1 year
<i>Responsible</i>	Communications Committee
<b>Strategy 6</b>	<b>Explore permanent AAUW name tags for members</b> <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>
<i>Timeframe</i>	By July 2020
<i>Responsible</i>	Communications Committee

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

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