



POUGHKEEPSIE BRANCH AAUW STRATEGY

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Poughkeepsie Branch AAUW, Inc.

Strategic Plan 2020-2022

The Poughkeepsie Branch AAUW, Inc. Strategic Plan was created through an inclusive process involving the membership and the board of our organization and aligned with the AAUW, Inc. Strategic Plan and AAUW-NYS goals. The goals and strategies reflect an integrated approach to fulfilling our mission, vision and core values. It is reviewed bi-annually by the board and updated as necessary. In order to be most effective, we work toward collaboration with organizations having similar missions and core values.

Mission: To advance gender equity for women and girls through research, education and advocacy

Vision: Equity for all

Core Values:

- Non-partisan
- Fact-based
- Integrity
- Inclusion and intersectionality

Inclusive Statement: In principle and in practice, AAUW values and seeks an inclusive membership, workforce, leadership team, and board of directors. There shall be no barriers to full participation in this organization on the basis of age, disability, ethnicity, gender, gender identity, geographical location, national origin, race, religious beliefs, sexual orientation, or socioeconomic status.

Our goals address all issues faced by women and girls. However, we recognize that women of color and minorities face additional challenges in achieving gender equity and will strive to address these disparities.

Goal Education: Address barriers and implicit biases that hinder advancement of women and girls

1. Provide opportunities for women and girls to build confidence and advance themselves.
2. Identify and build awareness of implicit biases and provide opportunities encouraging awareness of different cultures.

Goal Economic Security: Ensure livelihoods for women

1. Increase access and knowledge of career options.
2. Build an awareness and increase use of AAUW research and programs for use in advocacy and education.
3. Increase participation in advocacy initiatives and work toward pay equity.
4. Increase awareness of the challenges faced by minority women.
5. Collaborate with community partners on advancing gender equity

Goal Leadership: Closing the gender gap in leadership opportunities

1. Foster networks for women to share ideas, help in decision-making, and seek empowerment throughout their lives.
2. Explore and advance more opportunities for leadership roles in private, public and non-profit sectors.
3. Support women in seeking, attaining, and succeeding in leadership roles.
4. Leverage existing research and disseminate to collaborative groups.

Goal Governance and Sustainability: Ensuring the strength, relevance and viability of AAUW well into the future.

1. Enhance programs to attract and retain a diverse group of members.
2. Complement existing membership models to engage new audiences, attract new members, and retain current members.
3. Enhance financial sustainability
4. Continue to enhance and modernize communication to reach all levels of audience

Current Poughkeepsie Branch Activities – Alignment with Strategic Goals

The following are part of our current branch programming. The designation indicates the primary way(s) in which each tie into our core values and mission.

	Education	Economic Security	Leadership	Governance & Sustainability
Board of Directors				x
Program meetings	x	x	x	
Communication Activities				x
Membership recruitment/engagement/retention				x
Development Activities: Local Scholarships and AAUW National Programs	x			
Diversity Equity & Inclusion	x			X
International Relations	x			
Public Policy	x	x		
Interest Groups	x			
Initiatives				
Court Watch		x		
Days for Girls	x			
Extending Girls' Horizons	x		x	
Girls' Conference	x		x	
Leading to Reading	x			
Math Buddies	x			
Mothers Project	x			

Specific Program Objectives

Objectives for each of our program areas were developed through discussion with board members and program leaders.

Public Policy

Public Policy provides information to the membership on issues relating to gender equity and encourages members to advocate for specific issues.

Objective	Time Frame	Person/Committee Responsible
To provide monthly information on critical issues in The Branch.	Monthly	Public Policy committee
Provide informational programs on key local and national issues	As issues arise	Public Policy committee
To encourage members to advocate with local/state/national officials on key issues	As issues arise	Public Policy committee

Diversity Equity and Inclusion

Diversity, Equity and Inclusion creates open and safe dialog opportunities on issues of social justice, bias, equity and culture. The focus is on dissolving barriers which limit the aspirations of women and girls.

Objective	Time Frame	Person/Committee Responsible
Create abundant, welcoming spaces and opportunities within the membership community	Ongoing	Diversity Equity & Inclusion committee
Form community connections which further the AAUW mission and serve as a reliable source of social justice	Ongoing	Diversity Equity & Inclusion committee
Provide educational resources and information to membership and others concerning diversity, equity and inclusion	Ongoing	Diversity Equity & Inclusion committee
Highlight and support community progress in the areas of diversity, equity and inclusion	Ongoing	Diversity Equity & Inclusion committee

International Relations

International Relations examines the ethical, religious and ethnic aspects of our differences, as well as our similarities, with a goal of achieving tolerance, understanding and compassion.

Objective	Time Frame	Person/Committee Responsible
Maintain/publicize a calendar identifying local programs and activities that focus on international themes	Monthly	International Relations committee
Develop and grow a program related to international understanding	Ongoing	International Relations committee
Provide programs to members and public highlighting specific issues affecting women and girls globally	As identified	International Relations committee

Program

General Membership Programs are planned both to fulfill the Branch mission and to target members' interests.

Objective	Time Frame	Person/Committee Responsible
To coordinate and hold seven program offerings during the program year	October through May	Program Vice Presidents
To solicit and encourage program topic suggestions from the general membership	Ongoing	Program Vice Presidents
To incorporate current issues, topics related to the AAUW mission, and member interest into programming	Ongoing	Program Vice Presidents

Initiatives

Leading to Reading

Leading to Reading is an early literacy project that provides books and reading opportunities for children from low- and moderate-income families in the Dutchess County region. By providing parent information with each book kit and working with numerous area organizations, the project helps to build school success and increase our community outreach.

Objective	Time Frame	Person/Committee Responsible
To provide books for children from low/moderate income families	Ongoing	Leading to Reading volunteers
To increase parent involvement in their child's reading	Ongoing	Leading to Reading volunteers
To increase AAUW visibility in the community	Ongoing	Leading to Reading volunteers

Days for Girls

Days for Girls make sustainable feminine hygiene kits for girls living in developing countries and refugee camps. We are providing young women the opportunity to attend school, receive an education & reach their potential which has been denied to them due to a wide variety of social, economic and cultural circumstances.

Objective	Time Frame	Person/Committee Responsible
Make feminine hygiene kits to be distributed by different groups Internationally and locally	12 months	Days for Girls Poughkeepsie
Staff our group with the needed skills	6 months	Days for Girls Co-Chairs
Present Days for Girls community presentations to different community groups	12 months	Days for Girls Coordinator and volunteers

Court Watch

Court Watch documents systemic issues in the local justice system that result in the re-victimization of women and children who have suffered domestic abuse. We observe judges, prosecutors, law enforcement and other justice system personnel to share our findings with the members of the judicial system and the community to bring about improvements in the courts and promote fair and equal justice for all.

Objective	Time Frame	Person/Committee Responsible
To look for and expose any systemic problems that might exist in Family Court, bring them to light to court personnel, staff, and the community, and support improvements	Ongoing	Coordinator and the team of court monitors
To educate others in the creation of a Court Monitoring Program in their area	As needed	Project Coordinator

Math Buddies

Math Buddies volunteers go into elementary schools to help children with their math lessons. This is all about education and in the long-run, about being educated enough, particularly in math, to attend college and then secure a well-paying job.

Objective	Time Frame	Person/Committee Responsible
Find more buddies	Ongoing	Coordinator and Literacy Connections Coordinator
Continue to solicit feedback from the teachers	Ongoing	All buddies, Literacy Connections Coordinator

Live Your Dream – Girls Conference

Our vision for the conference is to provide a quality program for middle school girls that can sustain them as they move on to high school.

Objective	Time Frame	Person/Committee Responsible
To expose girls to a variety of topics that include personal growth as well as exposure to future careers and the idea that they can Dream Big	Fall conference	Girls Conference Committee
Encourage all girls to attend each year in middle school	Ongoing	Girls Conference Committee

Extending Girls' Horizons

Extending Girls' Horizons is a partnership with the Girl Scouts (Heart of the Hudson Council, covering 7 counties) to provide programming in leadership skills and STEAM for girls in grades 6-8.

Objective	Time Frame	Person/Committee Responsible
Continue full day relationships program "A-Maze"	When possible	Project Coordinators
Run sessions including CSI Science, Craft Night, New Cuisines and expanding to include Math Games and Trees, and Breathe and Animal Helpers	Monthly during school year	Committee

Mothers Project

Provide monthly mothers' group meetings, conducted in English and Spanish. These will focus on child development, self-expression through art, and awareness of available community services.

Objective	Time Frame	Person/Committee Responsible
To expand current Mothers Project group	Ongoing	Project Coordinators
To support assembly of Women's Health Packages	Ongoing	Project Coordinators & AAUW volunteers
To continue to expand the peer educator program for members currently attending the Mothers Project	Ongoing	Project Coordinators

Governance

This section identifies ongoing activities that are required to sustain the organization over time.

Membership

To enhance membership by reaching a broader community, increasing visibility, engaging new members, and further developing a program of member retention. Areas of focus will include engaging a diverse membership, involving current members in branch activities, and utilizing various ways to reach community members.

Objective	Time Frame	Person/Committee Responsible
To increase membership through outreach to a broad spectrum of community members	Ongoing	Membership committee and current members
To engage current members in branch programming and activities in order to increase retention	Ongoing	Membership committee, interest group and initiative chairs, and current members
To provide membership activities during the year for new and continuing members	Ongoing	Membership committee and board
To update and maintain member and photo database	Ongoing	Database and Cloud Administrators

Communications

To work with subcommittee members, as noted below, to inform and promote branch programs, activities both internally to members and externally to the local community, and to ensure that the branch's print and electronic communications sources (website, newsletter, social media, etc.) are operating optimally and securely.

Objective	Time Frame	Person/Committee Responsible
Publish a newsletter for the months Sept – June	Monthly	Newsletter Editor and board members
Update and maintain the website and social media sites	When necessary	Webmaster, Communications Assistant, Facebook Manager
Promote AAUW activities to larger community	Ongoing	Public Relations Chair

Historian

To archive and maintain Branch materials in both hard copy form at the local history room of Adriance Library and in digital form on Amazon Cloud.

Objective	Time Frame	Person/Committee Responsible
Maintain historical archives at Adriance Library	Ongoing	Historian
Research materials to update archives	As needed	Historian
Retrieve archived documents from Cloud storage	As needed	Historian

Special Events

Several special events take place each year, which enhance our financial stability and/or increase our community visibility.

Woman of the Year

Annual Fund-Raising event to support Initiatives

Annual Meeting