



**Strategic Plan**  
Final draft as of 6-27-2024

**Vision** – Equity for all.

**Mission** – To advance gender equity for women and girls through research, education, and advocacy.

**Value Promise**

- Nonpartisan
- Fact-based
- Integrity
- Inclusion and Intersectionality

***Strategic Goals***

**Governance and Accountability**

***Goal 1: Strengthen the Poughkeepsie AAUW governance process and grow leaders in the Poughkeepsie AAUW.***

*Objective 1.1: Create a more effective governance structure for the Poughkeepsie AAUW. (2024-2025)*

*Action steps:*

- Reorganize and consolidate the Board to make sure that responsibilities are reasonably spread and that all the functions are covered. (2024-2025)
- Create a succession plan for Board and committee leadership. (2024-2025)
- Clarify and/or redefine Board and committee responsibilities based upon the strategic plan. (2024-2025)
- Refine Board member responsibilities. (2024-2025)
- Incorporate DEI philosophy into each of the action steps above.

*Responsible Party: Executive Committee*

*Objective 1.2: Develop leaders within the Poughkeepsie AAUW. (2025-2026)*

*Action steps:*

- Develop onboarding processes for board members and volunteers. (2025)
- Host professional development workshops for Poughkeepsie AAUW leadership and members. (2025-2026)

*Responsible Party: Executive Committee*

**Goal 2: Educate our membership on National AAUW priorities.**

*Objective 2.1:* Develop a structured annual approach for updating and informing the Poughkeepsie AAUW on National AAUW priorities. (2025-2026)

*Action steps:*

- Develop an outline that identifies key messages, communication channels, and timelines for sharing information about AAUW priorities.
- Distribute materials from National AAUW to members and make available at programs.
- Integrate information about AAUW priorities into regular communications with members.
- Equip program and interest group leaders with talking points about National AAUW priorities.

*Responsible Party:* Programming and Communications

**Goal 3: Develop a more diversified, equitable and inclusive representation within the Board and membership.**

*Objective 3.1:* Make a clear and public commitment to diversity, equity and inclusion (2025-2027).

*Action steps:*

- Assess the current diversity through the survey referenced in Objective 5.3 within the Board and membership. Include demographic data such as race, ethnicity, gender, age, sexual orientation, disability status, and socioeconomic background.
- Implement inclusive practices in the recruitment and selection processes by using diverse networks for outreach and actively seeking candidates from underrepresented groups.
- Provide training for the Board and members on topics such as unconscious bias, inclusive leadership, and cultural competency.

*Responsible Party:* Nominating Committee/DEI Committee

**Programs and Services**

**Goal 4: Provide meaningful programs, resources (time, talent, donations, advocacy) and community services for women of every female demographic; remain relevant to successive generations.**

*Objective 4.1:* Utilize resources from the National AAUW toolbox to educate. (2024)

*Action step:*

- Annually review available resources and select those that support the needs of the Poughkeepsie AAUW. (2024)

*Responsible Party:* Board

*Objective 4.2:* Sustain our current community initiatives and programs. (2024-2025)

*Action steps:*

- Review participation levels in current initiatives and determine if growth is appropriate. (2024-2025)
- Reinstigate initiative update reports at the program meetings on a rotating basis. (2024-2025)
- Determine which programs can be offered via hybrid options. (2024-2025)
- Establish and maintain a consistent group of facilitators trained in our process to effectively host and manage in-person and hybrid meetings. (2025-2026)

*Responsible Party:* Program VPs/Liaisons for Community Service Groups/Executive Committee

*Objective 4.3:* Provide programs and resources that help women acknowledge and appreciate the skills they have and use those skills to benefit other women and girls. (2024-2025)

*Action steps:*

- Offer refreshers in life and career skills.

*Responsible Party:* Program VPs/Board

*Objective 4.4:* Continue to support the various interest groups that are attractive to current and new members. (2024-2025)

*Action step:*

- Maintain the structure for interest group leaders to report to and receive feedback from the Board. (2024-2025)

*Responsible Party:* Interest Group Liaison

*Objective 4.5:* Establish Leading to Reading chapters at area colleges. (2025-2026)

*Action steps:*

- Establish a Leading to Reading Committee under the Coordinator to determine the process for moving this objective forward.

*Responsible Party:* Initiative Liaison

## **People and Relationships**

***Goal 5: Facilitate involvement with all members and the community; provide opportunities for partnerships, socialization, growth, fun and education.***

*Objective 5.1:* Develop a welcoming process for new attendees and facilitate involvement. (2024-2025)

*Actions steps:*

- Recruit greeters for each event to welcome attendees and provide information on AAUW.
- Annually host a new member reception.
- Provide nametags reflective of current and new members to encourage socialization.

*Responsible Party:* Membership Chair

*Objective 5.2:* Sustain and strengthen the pipeline of membership and volunteers. (2025-2026)

*Action steps:*

- Consider new strategies of recruitment.
- Follow up with non-attendees to determine if there are areas for adjustment in the offerings.

*Responsible Party:* Membership Chair

*Objective 5.3:* Research demographics and determine the benchmarks for inclusion. (2025-2027)

*Action steps:*

- Ask members what programs and services they would like from the Poughkeepsie AAUW. (2025-2026)
- Provide an anonymous, self-identifying survey to our members to establish a benchmark regarding the demographic composition of our membership, including factors such as age, ethnicity, and other relevant metrics. (2026-2027)
- Meet defined benchmarks – ask the members to participate in data identification and collection. (2026-2027)

*Responsible Party:* Membership Chair/DEI Committee

## **Communication and Engagement**

**Goal 6: Enhance branding efforts to establish recognition as a significant contributor to the health and overall quality of life of our communities.**

*Objective 6.1: Strengthen branding and create a stronger online presence. (2024-2025)*

*Action steps:*

- Conduct a usability study to identify and prioritize how the website might be reformatted so as to optimize user satisfaction and friendliness, navigability, visual appeal, and delivery of relevant information.
- Develop connections to community website calendars.
- Broadcast impact of the Poughkeepsie AAUW.
- Improve visibility in the community via participation in community events.
- Raise awareness of gender and equity issues. For example, bring back “Equal Pay Day”.
- Identify and follow up on relationships with which we already have access.

*Responsible Party: Website Managers/Communications /Facebook Coordinator*

*Objective 6.2: Celebrate the 100<sup>th</sup> Anniversary of the Poughkeepsie AAUW. (2025-2026)*

*Action steps: TBD by Committee*

*Responsible party: 100<sup>th</sup> Centennial Committee*

## **Finances**

**Goal 7: Sustain the financial health of the organization.**

*Objective 7.1: Maintain financial stability and good stewardship. (2024-2026)*

*Action steps:*

- Create an Inventory of branch assets. (2024-2025)
- Develop a stronger, more robust donor base. (2025-2026)
- Review the scholarship goals and consider expanding scholarship offerings. (2025-2026)
- Publicize donation options for the scholarship program. (2025-2026)

*Responsible party: Treasurer/Development Committee*

## **Partnership and Collaboration**

**Goal 8: Strengthen current collaborations and forge new ones for outreach, resources, and expertise.**

*Objective 8.1: Partner and/or collaborate with other organizations that have similar missions. (2025-2026)*

*Action steps:*

- Define target organizations – cultural, age, race, religion, etc. (2025)
- Identify specific contact people within the selected organizations. (2025)
- Determine the purpose of the partnership with each identified organization. (2025)
- Develop a succession plan for all partnership and collaborative relationships. (2025-2026)
- Consider the establishment of a position to oversee partnerships and collaborations. (2025-2026)

*Responsible Party: Executive Committee*

*Objective 8.2: Develop high school and college connections. (2026-2027)*

*Action steps:*

- Develop advocates within the high schools and colleges to work with us.
- Approach employees as potential members.
- Highlight the Poughkeepsie AAUW as an organization with resources to draw upon.
- Investigate opportunities (annual workshop, invitations to events) to connect with AAUW college/university groups at Vassar, Marist, Dutchess, and Bard; develop contacts and determine activity level of the AAUW college groups.
- Invite students to participate in programs like Leading to Reading.

*Responsible party: TBD – consider recruitment of a member/establishment of a committee to lead this objective.*