



## **AAUW Birmingham Branch Strategic Plan**

### **National:**

#### **Mission**

AAUW advances equity for women and girls through advocacy, education, and research.

#### **Value Promise**

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women and girls have a fair chance.

#### **Vision Statement**

AAUW empowers all women and girls to reach their highest potential.

#### **Diversity Statement**

AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

### **Birmingham Branch and Foundation:**

#### **Mission**

The Birmingham Branch and Foundation seeks to fully support the national and state AAUW mission and goals at the local level and to be highly active and visible at all levels.

### **Organizational Structure**

The Branch is guided by an elected Executive Board of Officers and supported by an appointed Board of Committee Members, Scholarship Representatives, Program Coordinators, and The AAUW Birmingham Branch Foundation, Inc which is a 501(c) (3) public charity organization and is governed by its own Executive Board of Officers.

### **Financial Structure**

Membership in the branch is supported through dues, program fees and donations. Philanthropy is supported through fundraisers and donations via the Foundation.

### **Core Values**

**We commit to and place priority on:**

1. Advancing Educational and Professional Opportunities for Women
  - AAUW fellowships
  - AAUW grants
  - AAUW awards
  - Legal Advocacy Fund
  - Campus Action Projects
  - National Conference for College Women Student Leaders – 1 or more sponsorships annually
  - Student Advisory Council
  - Campaign College
  - Eleanor Roosevelt Fund
  - Start Smart and Work Smart
  - Elect Her
  - Equal Pay Day

## 2. Advocacy

- Encourage membership contact of government on pertinent issues requiring action
- Disperse *Action Alert* and *Washington Update* information to all members
- Use Branch's multichannel communications to advise and inform members of pertinent local, state, and national issues affecting women
- Lobby legislative bodies at the local, state, and national levels
- Title IX Project
- League of Women Voters

## 3. Mission-Based Programming

- Explorathon
- Level Up! – Education, Jobs & Career
- Book donations to local teachers, schools, and libraries
- Luncheon speaker events

## 4. Intellectual Advancement Opportunities

- AAUW Study and Interest Groups including, but not limited to: Art Matters Group 2, Modern Art, Belles Lettres, Beyond Adelante, Breakfast Bunch, Contemporary Books, Morning After Readers, Mystery Readers, Northside Books, Political Inquiry, Potpourri, Public Policy, Thursday Morning Readers, Artistic Endeavors, Cooking Light, Let's Cook, Green Thumb, International Relations, Opera Divas, Theater Goers, Two Thumbs Up, Canasta, Mah Jongg, and Bridge
- Invite dynamic speakers to our monthly membership luncheon meetings to educate and inform

## 5. Leadership Training

- Convention participation
- Conference participation

## 6. Community Collaborations and Networking

- School Community Partnership, Birmingham Public School District
- Race Relations and Diversity Task Force, Birmingham Bloomfield Area
- League of Women Voters
- Detroit Public TV
- Impact 100 Metro Detroit
- Other local AAUW Branches and Consortium
- Invite local women in leadership to speak or to participate
- Macomb Oakland NOW
- Bloomfield Hills Senior Center

## 7. Outreach

- Birmingham Scholar
- Bloomfield Hills Scholar
- Lawrence Technological University
- Oakland Community College
- Walsh College
- Freedom House
- Gift of Reading
- NEXT
- Oakland Literacy Council
- Race Relations Task Force
- Redford Brightmoor Initiative
- Save Our Children, Inc.
- Virginia Gildersleeve
- Bloomfield Township Seniors
- Bound Together
- Care House of Oakland County
- Explorathon scholarships/subsidies
- Big Family of Michigan
- Forgotten Harvest
- Crossroads of Detroit
- Gleaners
- EL Johnson Nature Center

## 8. Fundraising

- Lavish Luncheon (bi-annually)
- Annual book sale
- Local Merchant
- Patron-Donor-Friend-Contributor Fund
- OLM Auction
- Kroger program
- Amazon Smile
- Bridge Marathon
- Donations and gifts
- Bequests and memorials
- 100 Year Celebration

## 9. Multichannel Communications

- Send information to all members
- Utilize electronic communications with all members
- Develop and expand use of social media
- Maintain a dynamic and informative branch website: [Birmingham-mi.aauw.net](http://Birmingham-mi.aauw.net)
- AAUW Outlook
- The Michigan AAUW
- Birmingham Branch AAUW Bulletin
- Collaboration with local media outlets
- Utilize evaluations and feedback sheets from members for sound two-way communication

## 10. New Member Outreach & Community Member Engagement

- Each One, Bring One
- Distribute branch brochures to community groups, libraries, and other organizations
- New Member Reception
- Advocating our members to actively participate in community groups
- Offer new, diverse activities that might appeal to non-members to bring them in

### 11. Hospitality

- Strive to create an atmosphere of warmth, appreciation, and inclusion
- Provide quality, healthy, food and beverage at each speaker event
- Utilize greeters and name tags at all events to foster personal connections
- Corresponding Secretary sends notes for illness, sympathy, get well and thank you

### 12. Encourage Social Interactions

- Invite friends to attend events
- Facilitate the sharing of ideas