

Email to AAUW members – August 1, 2018



Dear Ann :

AAUW is proud to be launching our new strategic plan — *Beyond Aspirations: Advancing Equity for Women and Girls.*

The plan ensures that AAUW is 100 percent mission-focused with an eye toward meaningful impact for women and girls. The Strategic Planning Task Force, made up of member leaders and AAUW advocates from around the country, is particularly grateful to the thousands of AAUW members who actively participated in this effort that defines how we will build on our rich history today and tomorrow.

2018 Strategic Plan

Mission:

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

Vision:

Equity for all.

Values:

Nonpartisan.
Fact-based.
Integrity.
Inclusion and
intersectionality.

Strategic Focus Areas



**Education &
Training**

Addressing the barriers and implicit biases that hinder advancement of women.



**Economic
Security**

Ensuring livelihoods for women.



Leadership

Closing the gender gap in leadership opportunities.



**Governance &
Sustainability**

Ensuring the strength, relevance, and viability of AAUW well into the future.

The Task Force honed in on AAUW's distinct areas of strength and opportunities, after researching almost 400 organizations dedicated to gender equity issues in the United States alone.

[Specific goals and objectives for each area are outlined in the full plan, available here.](#)

So, what's next? Now that the AAUW Board of Directors unanimously approved the plan, AAUW members will help bring this plan to life. Every single member can make a difference. And, together — with 170,000 members and supporters in every state, territory, and congressional district as well as our dedicated staff — we will make this bold vision into a reality.

In the coming weeks, months, and years, there are countless opportunities to get involved and be leaders within your community, at the state level, and throughout the nation to advance our mission towards meaningful results.

One of the most audacious and exciting goals in the plan is to achieve pay equity by 2030, and this is one of our immediate areas of focus. We can lead the national conversation on pay equity — and all members can join advocacy efforts to advance policies in their states and communities and nationally. [AAUW members have been instrumental](#) in more than a dozen states passing improved pay equity laws in the past couple of years ([see your state's equal pay law status](#)) and all of us can contact our policy makers by becoming an [AAUW Two-Minute Activist](#).

As another key component of our pay equity agenda, **AAUW will train 10 million women in salary negotiation by 2022**. Our strategy is to build large-scale initiatives like we have in [Boston](#); [Long Beach, California](#); [the Commonwealth of Massachusetts](#); [San Francisco](#); [Tempe, Arizona](#); and [Washington, D.C.](#), and we will be announcing more initiatives soon. We will be working with AAUW state and branch leaders as well as AAUW national members across the country to develop plans to engage mayors, governors, local employers, universities, and other civic leaders in the effort. We will also be launching an online version of the salary negotiation course in September — and we are asking every member to take the course and to share it with at least 20 of your family members, friends, and contacts.

Another priority is to improve workplace culture to advance women. As part of that priority, we are asking for your help with a new AAUW research report. Our forthcoming report will examine how sexual harassment disrupts women's career paths and has a cumulative effect over women's lifetimes. In particular, we will be focusing on how workplace sexual harassment impacts women toward the end of their careers. [Your voice is important; we hope you will respond to our survey](#) regarding your experiences with workplace sexual harassment. AAUW's research reports have helped move policy and change norms for more than 100 years, and this project will help us connect the lessons we have learned over our lifetime to improve women's workplaces and lives today.

These are just a few examples of the types of efforts we can all work on to advance equity and achieve our goals locally, regionally, and nationally. Additional opportunities for branch and national members for engagement at the state and national levels will be presented later this summer and regularly shared to ensure we are, together, meeting our goals. We will keep you updated with quarterly progress reports so we can all see and celebrate our collective impact.

On behalf of the AAUW board and the national staff, thank you for your support and

commitment to AAUW and for all you do to advance gender equity. Today, this plan gives us our path forward. Together, we can — and will — lead the change we want to achieve.

Onward,



A handwritten signature in black ink, appearing to read 'kgo', followed by a long horizontal line extending to the right.

Kimberly

Churches
Chief Executive Officer