

## AAUW Talladega County Branch Strategic Plan 2020-2021

### Mission

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

### Branch Additional Mission

- AAUW Talladega County Branch empowers women and girls to achieve their highest potential.

### Vision

- Equity for all.

### Values

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

### Branch Additional Values

- Diversity, Equity, and Belonging.

### Branch Adopts AAUW Strategic Areas of Focus

- Education and Training (mission based)
- Economic Security (mission based)
- Leadership (mission based)
- Governance and Sustainability (foundational in ability to run organization with best practices, innovation and strengthened fiscal responsibility)

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## **EDUCATION AND TRAINING**

### **Addressing the Barriers and Implicit Biases that hinder advancement of women**

#### **AAUW Goal A:** Champion equal access to all levels and fields of education.

1. Address barriers to success for girls and women through improvement of learning environments.
2. Grow educational pathways for all women, especially those leading to high-earning careers.

#### **Branch Goal A:**

1. Address barriers to success for K-12 Public Schools and College/University Systems in collaboration with the following organizations:
  - Talladega County K-12 Public School System and Sylacauga City and Talladega City K-12 Public School Systems
    - Continue High School Student Advisory Councils in public schools
    - Continue Elementary Science Clubs in one public school
    - Continue an annual Girls STEAM Project
    - Support an annual Central Alabama Community College (CACC) Summer STEM Camp
    - Continue assisting in STEM Accreditation where applicable
    - Develop and implement College Prep for high school students in Talladega County
    - Offer a Ramsey Financial and Entrepreneurial Course taught by owner of Nexus Bookkeeping as part of the College Prep Program
  - Central Alabama Community College (CACC) and Talladega College (Historically Black College - HBC)
    - Continue to pursue colleges to become AAUW College/University Member Institutions

- Continue to recruit AAUW Student Associates to serve on the branch College Women Student Advisory Council
  - Commemorate United States Voting History during the month of August 2020 and beyond
  - Involve Student Advisory Council in Voter Education and encourage students to register and vote
  - Develop and implement a 2<sup>nd</sup> annual College Women Empowerment Conference – 2021 will be a virtual conference
  - Support Student Advisory Council members and encourage other students to attend National Conference for College Women Student Leaders (NCCWSL)
  - Alabama Possible (<https://alabamapossible.org>)
    - Develop and Implement “Alabama Goes To College” Program into branch College Prep (program is in collaboration with the State Department of Education)
  - Alabama Arise (<https://www.alarise.org>)
    - Collaborate on social justice, voting rights, and equity issues that align with AAUW Public Policy
  - Girlspring (<https://www.girlspring.com>)
    - Invite Talladega County High School students to participate in Girlspring (an online community for girls by girls) Financial Literacy and College Admissions Programs
    - Invite Talladega County sixth grade girls and older to participate in Girlspring Wonder Women series
2. Grow educational pathways for all women, especially those leading to high-earning careers.
    - a. Research the population statistics of Talladega County and develop an action plan to provide career pathways to higher-earning careers for a diverse group of women.
    - b. Initiate a professional development project to break the career barriers to prosperity, including education for all women in Talladega County

AAUW Goal B: Ensure education at every level is free from sex discrimination

1. Protect and expand compliance with Title IX and other civil rights laws across all U. S. states and territories.
2. Ensure Title IX coordinators are well trained and adequately resourced.

**Branch Goal B:**

1. Develop an action plan including awareness, education, and materials
  - a. Develop and implement a plan to incorporate Title IX and other civil rights laws awareness in programs at the college/university and community level
  - b. Initiate an educational program about Title IX as part of the branch’s professional development project
  - c. Invite AAUW of Alabama Title IX Chair to assist in providing awareness, education, and materials
2. Develop relationships with Title IX coordinators in Talladega County.
  - a. Determine the names and contact information of all Title IX coordinators in Talladega County Public Schools and Sylacauga and Talladega City Schools
  - b. Develop an action plan for the initiation of an educational program about Title IX through the branch’s professional development project.
  - c. Obtain materials from AAUW of Alabama Title IX Chair

## ECONOMIC SECURITY

### Ensuring livelihoods for women

AAUW Goal A: Achieve Pay equity by 2030.

1. Champion pay equity federally and in all U.S. states and territories.
2. Lead the nation in providing salary negotiation programs for employees and employers.

**Branch Goal A:**

1. Champion pay equity in Talladega County
2. Lead Talladega County in providing salary negotiation programs for all women in the community, especially college women.

AAUW Goal B: Create inclusive career pathways for women, free of systemic barriers and biases, to attain economic security.

1. Develop a blueprint for women to access careers, especially in high-paying fields.
2. Support employers in advancing higher wage pathways for all women.
3. Protect and expand compliance with Title VII and other federal civil rights statutes.

**Branch Goal B:**

1. Develop a blueprint for college women to access careers, especially with livable wages and in higher-paying fields.
2. Begin a conversation among the branch board of directors, members and student associates regarding systemic barriers and biases to attain economic security.
3. Research systemic barriers and biases in Talladega County.
4. Study Title VII and other federal civil rights statutes.

AAUW Goal C: Deepen women's retirement security and quality of life.

1. Address inequities regarding retirement for women at every socioeconomic level.
2. Help women in achieving their desired quality of life in preparation for possible retirement.

**Branch Goal C:**

1. Provide Financial Literacy for high school and college women students in Talladega County.
  2. Present AAUW Student Debt research to college women students in Talladega County.
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## LEADERSHIP

### **Closing the gender gap in leadership opportunities**

AAUW Goal A: Bolster the participation of girls and women in leadership roles throughout their lives.

1. Empower early and midcareer women to seek and succeed in leadership opportunities.
2. Expand leadership opportunities for women over 55 years of age or retired.

**Branch Goal A:**

1. Empower K-12, college students, and midcareer women to seek and succeed in leadership opportunities.

AAUW Goal B: Advance the number of women in leadership, particularly in education and nonprofit organizations.

1. Become a national resource on the impact of leadership development activities for the advancement of women into leadership roles.
2. Increase the inclusion and number of women serving on governing and advisory boards.

**Branch Goal B:**

1. Promote the Sylacauga Chamber of Commerce certified Leadership Skills I, II, and III training provided through AIDT, a state agency established to build a healthy state economy by recruiting and training a skilled workforce to attract new industries to the state and to expand existing industries. (<https://www.aidt.edu/about-us/>)
  2. Develop and implement an action plan for diversity, equity, inclusion, and belonging of women in leadership in Talladega County.
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## **Governance and Sustainability**

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

AAUW Goal A: Implement best practices in governance, inclusion, and organizational functioning.

1. Evaluate and competitively assess AAUW's governance model and ensure best practices in nonprofit board structure and service.
2. Embody the goals and spirit of inclusion, diversity, and intersectionality across all AAUW activities and participants.

**Branch Goal A:**

1. Evaluate branch governance model and ensure best practices in nonprofit board structure.
2. Embody the goals and spirit of diversity, equity, inclusion, intersectionality, and belonging across all branch activities and participants.
3. Develop and implement a succession plan.

AAUW Goal B: Enhance financial sustainability by increasing and diversifying revenue.

1. Explore the feasibility of a comprehensive campaign underpinning strategic goals.
2. Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships.

Branch Goal B:

1. Develop and implement a fundraising plan to support branch strategic goals as a first step towards a comprehensive campaign.
2. Complement current membership model to engage new audiences and achieve greater impact through community outreach.

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