

**2024-2025 AAUW Fort Myers/Lee County Branch Strategic Plan**

	<b>Goal</b>	<b>Responsible Committee or Person</b>	<b>Timeline</b>
<b>Education &amp; Training</b>	<b>(1) Champion equal access in education, emphasizing STEM</b>		
	<b>(2) Ensure education at every level is free from sex discrimination</b>		
	--- Support local students with scholarships	Scholarship	On-going
	--- Coordinate efforts with FGCU Whitaker Center GEMS program and promote to membership	Scholarship	On-going
	--- Increase number of scholarships by one, may or may be continuing	Scholarship	On-going
<b>Economic Security</b>	<b>(1) Shrink gender pay gaps</b>		
	<b>(2) Bolster inclusive career pathways for women in skills and training</b>		
	--- Select women and girls with financial need for all AAUW scholarships	Scholarship	On-going
	--- Offer at least one program focused on economic security	Programs/President	December 2025
<b>Leadership</b>	<b>Expanding the number of women in leadership, particularly STEM</b>		
	--- Host orientation session for new members	Membership	On-going
	--- Communicate branch policies and by-law updates to members via Torch	President	On-going
	--- Review legislation that supports AAUW mission	Public Policy	On-going
	--- Identify women leaders in our community as potential speakers	Board & Programs	On-going
	--- Collaborate with AAUW Florida branches	President	On-going
	--- During Board planning meeting create an editorial calendar to coordinate member communications including programs, Torch & all member messaging	Board	April 2025
	--- Communicate with members via Torch/emails regarding Board meetings; President's message to encourage participation in board meetings	President & Communications	On-going
	--- Utilize member leadership development tools and workshops from National/State	Board	On-going
<b>Governance</b>	<b>(1) Implement continuous improvement and best practices in governance, inclusion and organizational function</b>		
<b>&amp; Sustainability</b>	<b>(2) Enhance financial sustainability by increasing and diversifying revenue</b>		
	--- Review job descriptions with new Board and Committee members	Board	On-going
	--- Review and update AAUW Succession Plan	Board	Annually
	--- Mentor new members to increase retention and branch participation	Membership	On-going
	--- Obtain and maintain annual reports of Endowed Funds and Marie Glasgow and Friends Fund	Scholarship	On-going
	--- Fundraising to support an increase in the award amount of scholarships and/or the number of scholarships	Ways & Means	On-going
	--- Encourage sponsorships to increase funds for scholarships	Ways & Means	On-going
	--- Encourage legacy gifts to AAUW Fort Myers/Lee County Branch	Board	On-going
	--- Develop and implement member and volunteer recruitment plans	Membership/Nominating	February 2025
	--- Conduct an annual survey for members to provide feedback to Board	Board	January 2025