



AAUW Arizona Strategic Plan

2019 – 2021

Ana Nygren, President

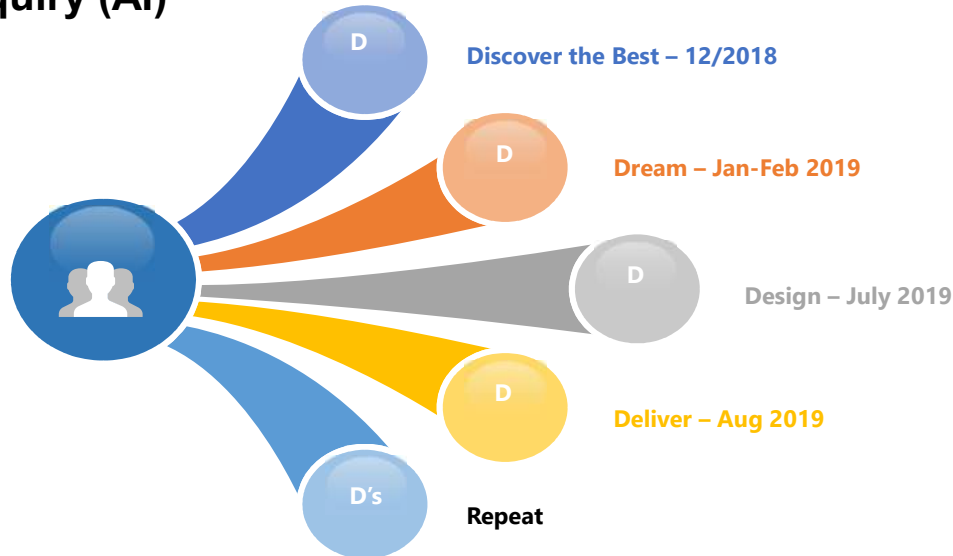
Hello, I'm Cathy Corbin-Mannino, past Co-President and current Recording Secretary of AAUW AZ. As most of you are aware, National AAUW, in an effort to move forward in this rapidly changing world, went through an intensive and inclusive process to develop a brand-new strategic plan. This consisted of conducting a listening tour, forming focus groups, and gathering input from the internal membership as well as external stakeholders. As promised, we were provided this new tool in June of 2018.

The purpose of a strategic plan is to strengthen the mission and vision of an organization by creating strategies that will bring this vision to life; that serves to focus our efforts in ways that will ensure the success of our mission.

Each state as well as each branch were encouraged by National to follow their example and create their own strategic plans with the hope that the process itself would rejuvenate our membership as well as result in a dynamic call to action that would expand our influence and positively impact and empower women and girls.

I made this an agenda item at our board meeting on October 5th last year with a call for volunteers and a suggestion to utilize the same process of analysis National used. We would begin with a SWOT analysis – which is evaluating our strengths, weaknesses, opportunities and threats.

AAUW Strategic Plan Process using Appreciative Inquiry (AI)



Little did I realize that in our midst was a progressive, inspirational, dynamic, actual leadership expert, Linda Alepin. She graciously agreed to direct this journey using a 4-stage strategy process called Appreciative Inquiry. Those of you who attended our last Spring Conference were privileged to hear her speak, and her information and presentation is currently available on our website.

The 4 stages of AI are Discover, Dream, Design and Deliver. I asked for volunteers and there were several from various branches who stepped up and participated via email and/or meetings in the discover and dream phases. Thank you so much.

On July 23rd and 24th, Linda, Ana, Gail Garrison, and I met for the brainstorming design phase, and today, we begin the Deliver phase, which President Ana Nygren will present.

Let me be the first to congratulate us on the successful delivery of our new creation. Here's to our ongoing health and growth!

I am now going to turn the program over to Ana Nygren, the new President of AAUW Arizona.



Ana Nygren

- Our mission of empowering women is more important than ever
- To effectively execute that, we must transform the way we operate

Thank you for that introduction, Cathy and thank you to all those who took part in the process.

I believe that in a world that is constantly trying to divide us, that we must build on our past successes and do more to empower women. This involves continuing some of the items you all listed as the “best” of AAUW in Arizona. It means we need to continue to give scholarships and hold informative local programs. It means that we all want to feel that we belong to a group of intelligent, educated, giving women.

Today’s world has changed a lot since 1881. The rate of change is accelerating every year. As an organization, we need to transform the way that we operate in order to thrive in this high-speed environment. Part of that transformation will be having exchanges such as this program today. Part of it will be how we organizationally relate to each other. That brings me to the first part of the new strategy.



After the first day of our strategy planning meeting recently, I could not sleep. I was concerned about how the state organization could serve each of the branches. The next day as we discussed my concerns and as Cathy spoke about her experience of Melinda Gates book – The Moment of Lift, How empowering women changes the world, we saw a shift in our thinking.

It no longer should be about command and control – reporting to the state organization. It should be the state organization facilitating all of us building communities around Arizona that will lift everyone.

It pointed to the need for us to form our own strong community and to embrace others in our community through partnerships.

So, these form the foundation of our plan for the coming two years.

Branches are stronger because we support each other

- Accessibility is easy, frequent and always helpful
- Communication is timely, informative, responsive, positive and makes people feel important
- Adopting new technologies allows us to be inclusive despite distance
- Sharing what works becomes natural and fuels our success



How can we build ourselves as a strong community?

Peter Block, the world-renowned author on community defines community as “a group of like-minded people relating to each other in a supportive, direct, and conscious way.”

To increase our support, we must increase accessibility to each other, ensure that our communications are effective, adopt new technologies that allow us to span the vast distances of our state, and share what works in order to fuel more success.

I need the help of every member of AAUW and every branch to make this work.

I know that technology is not easy for some of our older members and we will strive to maintain dual communication paths wherever possible.

Meanwhile, technologies like Zoom will be used to make us stronger.

Any questions about the first pillar of our strategy?



New Members Energize and Propel Each Branch

- Target membership increase @ 12%/year for Arizona
- Membership growth is a vital goal for each branch
- We shout out success stories about branches' new members
- New award

The second pillar of our strategy is about new members.

New members are vital to any organization, but even more so for AAUW. You recently heard Kim Church state that the average age of a national member is 72.

This is not a healthy number.

We want to add new members and have them energize our branches. We will listen to them for new ideas and ask them to volunteer as their time permits.

Since this pillar is so important, we will track it and give a new award to the branch leading in that category.

Gail Garrison award

- **Given annually to the branch with the largest % increase**
- **Honors her almost 50 years of dedication to AAUW**



Today, we are announcing the Gail Garrison award to be given annually to the branch with the largest % increase in new members.

Gail has given generously of her time to AAUW for almost 50 years. I think it appropriate that we name this award in her honor.

Part of the new membership emphasis will be having branches shout out about their success. I am introducing Rosemary Dougherty who will talk about the NW branch success.

North West Valley Success Story



Rosemary Dougherty

- **Publicity!**
- **Pictures from events**
- **It takes a team**
- **Update the website – everything is there now**

I was President of AAUW NWV from 2018-2019. Our membership increased unbelievably during my term. From when I started my Presidency in April 2018, I believed that **PUBLICITY** would be the key for getting new members. All through the summer last year, any event our Branch sponsored ie; Summer Survivor Luncheons in May, June, July and August--pictures were taken and articles written and sent to 22 papers and publications. All of our Programs, New Member coffees; pictures were taken and publicized. Myself and our wonderful Membership Committee received so many phone calls for new members. It takes a team effort. I started a new Special Interest Group last year called "Girlfriends and More" in which all members could attend events. We saw a movie and went to lunch last week and a picture was taken and put on the website (which is fabulous), Facebook and all papers and publications with an article I wrote.

Also, our website was very out of date when I took office. It is now **FABULOUS!** Anyone who called, I asked them to look on the website and they would find everything they wanted to know"

Ana: Questions after Rosemary's comments.

**State and Local Partnerships
Expand All Our Influence
and Forward Our Mission**

- **We listen to learn and connect with everyone**
- **We create environments that foster leadership capacity building**



Thank you Rosemary and the NW Valley Branch for their great work.

The final pillar of our strategy is using state and local partnerships to expand all our influence and forward the missions of our organizations.

We are good at listening carefully to others and seeing the gold threads of possible connections.

Our partnership with (Prescott and Yavapai College) resulted in supporting the young women through scholarships and mentoring and their use of the facilities for the branch meetings. Good partnerships are a two-way street where both parties benefit from the alliance. They take work and effort to maintain the relationships.

How can we make $1 + 1 = 3$ for partnerships with organizations like them?

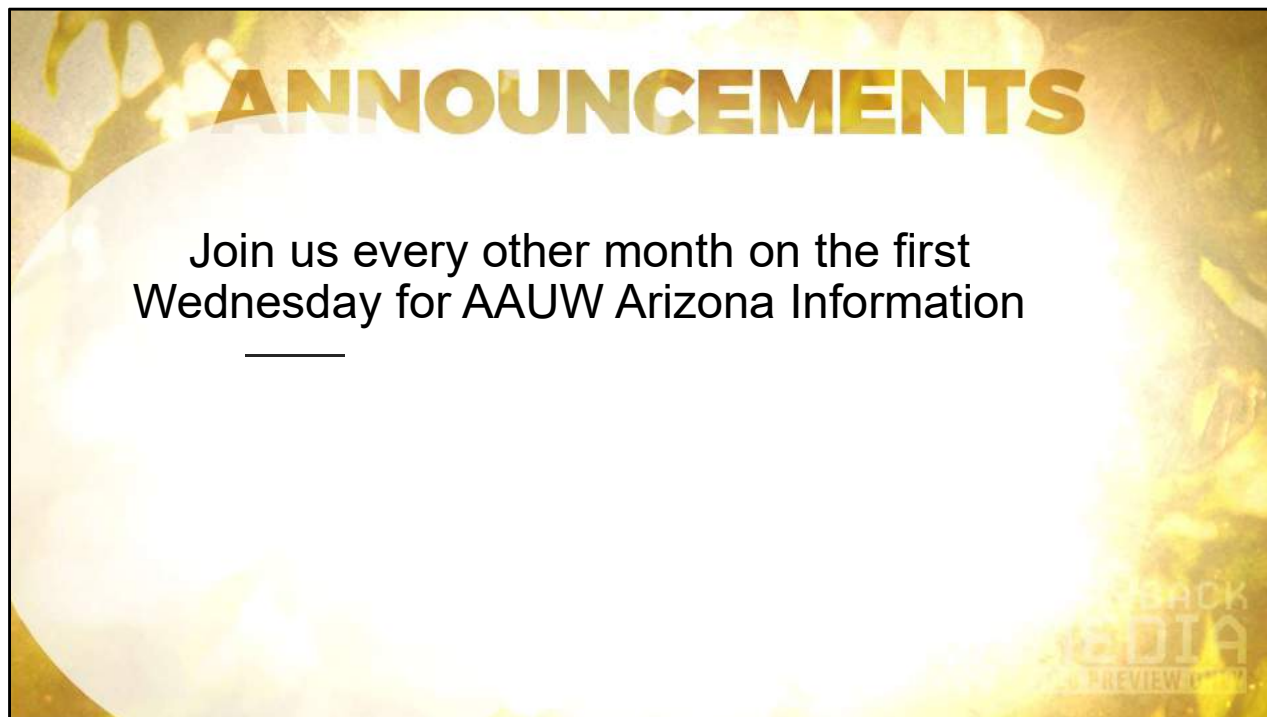
Questions? Comments?

- **There is a space for everyone at add comments & suggestions**
- <https://aauwarizonabulletin.home.blog/2019/08/02/aauw-strategic-plan-2019-2021/>



We have created a space on WordPress where you can write comments on various aspects of our strategy.

I am going to now ask for live questions or comments from others on this call.



Thank you for joining us on this call. We have two announcements. We will have a call like this every other month. Save the date – our next broadcast will be on October 2nd 10 AM.



Here are the details of the Fall Forum.

Our host is the Northwest Valley Branch.

The theme is “Arizona Women: On the Road to the Future”

It will be at the Briarwood Country Club, 20800 North 135th Avenue, Sun City West, with a continental breakfast starting at 8:30. We will work from 9 to 2:30. The highlights for the forum are higher education panel in the morning and a speaker on gender pay gap and student debt in the afternoon. We want to encourage you to attend for an exciting and informative event as well as the camaraderie from seeing and spending time with like minded women.

We would also like you to join us for the state Board Meeting on Friday from 2 – 4:30 pm. This will be at Lou’s Tivoli Gardens, 12555 West Bell Road, Surprise, with a welcome reception and pay your own way dinner immediately afterwards.

Our statewide meetings are a chance to renew old friendships as well.