



HASTINGS BRANCH



2021 AAUW – Hastings Branch Board

President: Lisa Hedin
Past President: Lisa West
Secretary: Arlene Wellemeyer
Treasurer: Mary Charlson
VPs Membership: Kathy Palmer
Jackie Rigelman
VPs Program: Danna Elling Schultz
Tina Folch
Diane Saed
AAUW Funds: Glenda Schnirring
Public Policy: Pat Powers
Book Club: Shirley Tammen
Community: Margaret Goderstad
Diversity: Marlys Schmidt
Gadabouts: Margaret Goderstad
Historian: Lisa Hedin
Hospitality: Nancy Ahn
Kathy Stockman
Patty Todnem
NCCWSL: Gail Glashan
Newsletter: Linda Bindman
Fundraising: Ceil Strauss
Carol Tobin
Web Page: Mary Ellen Fox

Approved by the AAUW Hastings Board on May 4, 2021



AAUW History and Background

The American Association of University Women (AAUW) was started in 1881, by 17 women college graduates who joined together to find greater opportunities to use their education and to open the door for other women to pursue higher education. The members represented a handful of women with college degrees at a time when their first efforts were devoted to things like countering then-perpetuated myths that a college education harms women's health and results in infertility. In 2018, AAUW was 170,000 members and supporters strong, with branches in every congressional district, state, and U.S. territory. AAUW has established a legacy over 139 years, across a range of issues that have advanced equity for women and girls. The 2018 AAUW National strategic plan focuses on moving forward, building on our work in three of our historical priority areas — education and training, economic security, and leadership.

AAUW's Mission

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

AAUW's Vision

– equity for all.

Four main macro areas of AAUW's work:



Three of these focal areas are mission-based, and one — Governance and Sustainability — is foundational in AAUW National's ability to run the organization, with best practices, innovation, and strengthened fiscal sustainability.

Keeping our mission forefront will ensure we properly address the policy and advocacy work, the programs to develop and scale, and the operating model needed to ensure real impact.

In principle and in practice, AAUW values and seeks an inclusive membership, workforce, leadership team, and board of directors. There shall be no barriers to full participation in this organization on the basis of age, disability, ethnicity, gender, gender identity, geographical location, national origin, race, religious beliefs, sexual orientation, and socioeconomic status.

AAUW of Minnesota

The AAUW of Minnesota (AAUW MN) formally organized in 1923, with a nucleus of eight branches of the organization formerly known as the Association of Collegiate Alumnae. The first of those branches, formed in 1889 by women from Minneapolis and St. Paul, was called the Minnesota Branch.

From the beginning, the aim "to unite alumnae of colleges and universities for practical education work" found expression at the local level in fundraising for fellowships. In the branches, members maintained an active interest in their communities, responding to discovered needs through youth work, welfare and other social service projects, and cultural programs. The business of the state organization is conducted at meetings of the Board of Directors and at the annual meeting or state convention. In 2020-2021, AAUW MN had 28 branches, 1,734+ members, and 16 AAUW College/University Partners.

AAUW Hastings Branch

The AAUW Hastings Branch (6049) was organized in February 1970, and received its charter in March 1970. There were 23 Charter Members. AAUW Hastings Branch has been continuously active since 1970, and in March 2021, had a membership of 88 members.

Strategic Plan Focus Areas

The four main macro areas of focus in the AAUW National Strategic Plan are applicable at the state and local branch levels, but must be scaled to recognize inherent limitations in state-wide and local branch realms, versus a national influence.

The following are generally the AAUW National goals and objectives within each focus area that have been adopted by the AAUW Hastings Branch as the framework for its Strategic Plan. Some of these goals and objectives were modified to reflect local support for AAUW National goals and objectives. What is unique to the AAUW Hastings Branch is the Actions it will use to achieve its goals and objectives.

EDUCATION

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

Objectives

1. Address barriers to success for girls and women through improved learning environments.

Actions

- a. Educate our members and the community about racial inequities that may serve as barriers to education through annual branch programming.
- b. Continue to partner with the Hastings High School Feminism Club.
- c. Educate our members and the community about barriers to girls and women in traditionally male-dominated fields.
- d. Explore partnership opportunities with Dakota County Technical College and local apprenticeship programs to share stories of girls and women's success in traditionally male-dominate fields.



2. Create educational pathways for all women and girls, especially those leading to high-earning careers.

Actions

- a. Explore opportunities to provide STEM/STEAM/SCRUBS programs prior to during the 2022-2023 program year and then every other year following.
- b. Build awareness in young women about opportunities in skilled trade careers (e.g., construction technology, construction management, electrical technician, HVAC technician, industrial maintenance mechanic, welder, medical coder, plumbing, etc.)
- c. Continue to provide an annual Hastings High School student scholarship to an academically successful female student.

Goal B: Ensure education at every level is free from gender discrimination.

Objectives

1. Protect and expand compliance with Title IX and other civil rights laws.
2. Ensure Title IX coordinators are well-trained and adequately resourced.

Actions

- a. Conduct a biannual conversation with our region schools about Title IX.

ECONOMIC SECURITY

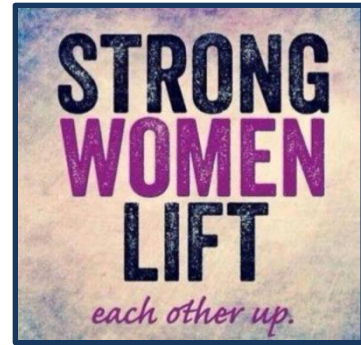
Goal A: Achieve pay equity by 2030.

Objectives

1. Champion pay equity locally.

Actions

- a. Build annual awareness of pay inequity through a variety of media outlets.
- b. Support AAUW National and AAUW MN advocacy asks, with at least one local letter to the editor annually.



2. Lead the nation in providing salary negotiation programs for employees and employers.

Actions

- a. Support AAUW MN's StartSmart/WorkSmart programming.

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

Objectives

1. Develop a blueprint for women to access careers, especially in high-paying fields.

Actions

- a. Support AAUW MN's blueprint development.

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.

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

Objectives

1. Address inequities regarding retirement for women at every socioeconomic level.

- a. Support AAUW National and AAUW MN advocacy asks.

2. Help women in achieving their desired quality of life in preparation for possible retirement.

Actions

- a. Identify AAUW National and AAUW MN programming resources.
- b. Focus one AAUW Hastings program annually on economic security/consumer safety.

LEADERSHIP

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

Objectives

1. Empower early and midcareer women to seek and succeed in leadership opportunities

Actions

- a. Provide annual NCCWSL Scholarship.
- b. Vigorously recruit college women applicants for the NCCWSL Scholarship.
- c. Partner with AAUW MN to provide StartSmart and WorkSmart training opportunities.

2. Expand leadership opportunities for women over 55 years of age or retired

Actions

- a. AAUW Hastings will be conscious of maintaining a generational mix when nominating members to Board positions.

Goal B: Advance the number of women in leadership, particularly in education and non-profit organizations.

Objectives

1. Increase the inclusion and numbers of women serving on governing and advisory boards.

Actions

- a. Work to publicize/share opportunities for leadership roles.
- b. Publicize openings on city, county and regional governmental ballots and boards.

GOVERNANCE & SUSTAINABILITY

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

Objectives

1. Evaluate and competitively assess the AAUW governance model and ensure best practices in nonprofit board structure and service.

Actions

- a. Encourage participation in AAUW MN governance surveys.

2. Embody the goals and spirit of inclusion, diversity, and intersectionality across all AAUW activities and participants.

Actions

- a. Invite diverse presenters and participants to AAUW Hastings' programs.
- b. Develop an active student membership in AAUW Hastings.

3. Modernize AAUW Hastings' technology infrastructure and build strategic, integrated, comprehensive, and forward-looking communications.

Actions

- a. Continue to grow AAUW Hastings Branch electronic infrastructure, but assure no members are excluded.



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

Objectives

1. Increase and diversify membership.

Actions

- a. Explore ways to increase our AAUW Hastings organizational visibility.
- b. Advertise various membership opportunities (e.g., student memberships)

2. Engage new audiences, increase donor populations, and achieve greater impact through partnerships.

Actions

- a. Explore donor opportunities to support AAUW Hastings projects and programs.
- b. Explore and reevaluate partnerships with organizations that align with AAUW's Mission (e.g., Allina; League of Women Voters Dakota County; Hastings Reads; Hastings Arts Center).
- c. Partner with local radio and television stations, and the local newspaper to achieve greater community impact.