

Where are we now?

AAUW California is a membership-based organization with approximately 9000 members, united to promote education and equity for women and girls. The current membership is primarily composed of white women over the age of 65. Declining membership is an issue, as is finding leaders within branches and the state organization. Some branches focus well on mission-based topics and projects while others do not. Often, meetings are lecture or speaker-based, with no participatory or action component.

Where do we want to go?

- We want to experience what an inclusive and diverse organization looks and feels like.
- We want to know how this organization would function differently than it does now.
- We want to attract younger generations, as they tend to bring in more diversity.

Our work to secure rights and a better life for women is far from over, and that work cannot be accomplished without becoming more diverse and inclusive. We want to instill a sense of urgency vs. complacency. We envision a day when equity is embedded in all that we do as AAUW members and branches.

Vision

To build an empathetic, supportive, and inclusive environment for the present and sustainable future of AAUW California and its branches.

Mission

To increase the growth, diversity, and relevance of branch membership, activities, outreach, and collaboration with others

How do we get there?

The solution won't happen overnight. Focusing on increasing accessibility for all to participate as well as strengthening the connection between programs and the AAUW mission will help. At the same time, increasing knowledge and awareness of DEI practices will allow members and branches to create welcoming spaces of belonging for all.

Goals

1. Increase the number of meetings/events that are hybrid/online for greater accessibility, to be measured by:
 - total attendance
 - # of new members or members with inconsistent attendance
 - # of regular attendees and how they participated
2. Increase focus on AAUW mission and issue based-meetings and events emphasizing interaction and including an action component, to be measured by:
 - 66% of meetings are mission-focused with an action component
3. Increase members' knowledge and awareness of equitable and inclusive practices, to be measured by:
 - # of attendees at DEI-based webinars/peer chats/branch events
 - % change in demographic diversity of membership

Strategies

- Focus on financial literacy, which appeals to everyone in terms of economic security.
- Initiate calls for actions in response to current events related to women and gender equity.
- Support use of terminology/language, recommendations, and resources from the AAUW DEI Toolkit, Equity Lens, and JABEID presentation.
- Consider all modalities/areas of diversity, including but not limited to age, generation, ability, faith, sexual and gender identity, language, as well as race/ethnicity.
- Share articles with educational content related to DEI in branch newsletters.
- Collaborate with other groups on an ongoing basis.
- Increase attendance and accessibility through greater technological literacy and hybrid meetings.

How do we measure success?

We will rely on branch leaders to collect data and share with the state team. Branch newsletters also provide valuable information about branch activities and culture. Branch DEI Coordinator peer group meetings will highlight changes and successes in branches.

Tactics

- Conduct twice a year survey of branches (beginning of year/end of year).
- Promote newsletter sharing.
- Increase availability of resources on both state and branch websites for members to access.
- Have branches highlight their most successful program and why it was successful.
- Have branches share specific DEI challenges for peer input and support.