

AWIS

ASSOCIATION FOR WOMEN IN SCIENCE

STRATEGIC PLAN ▶ 2015–2018

Strategic Focus Areas

The AWIS Strategic Plan for 2015–2018 focuses on three strategic pillars:

1. Positive system transformation
2. Leadership and talent development
3. Organizational capacity

PRESIDENT'S LETTER

I am very pleased to present the updated AWIS Strategic Plan, which provides an important road map for our direction and priorities as the leading organization for women in STEM.

The foundation of the AWIS Strategic Plan is based on three key pillars:

- **Positive system transformation**—Our strategic objective is to drive positive change, to reduce barriers, and to advance women's leadership in STEM across major institutions including government, universities, and companies.
- **Leadership and talent development**—Our award-winning programs and content enable women scientists and engineers to develop and elevate leadership and technical skills throughout their careers.
- **Organizational capacity**—We focus on building leadership and financial capabilities at all levels within AWIS to ensure sustainability and long-term impact.

This Strategic Plan represents the ideas and insights from highly valued members, supporters, and partners across the nation, including our chapters, board members, national office, and corporate and institutional partners.

I welcome your thoughts on the future direction and opportunities for AWIS and for your organization. We are all connected in our commitment to find and develop the best talent for leadership and innovation in STEM.

We can drive positive change together.

Ann Lee-Karlon, PhD
President, Association for Women in Science

▶ AWIS STRATEGIC PILLAR 1

ADVOCATE FOR POSITIVE SYSTEM TRANSFORMATION

AWIS will continue to build on our 45 years of driving positive change in systems and organizations through advocacy and action. We know innovation in STEM happens through diverse talent pools. Helping build successful workplaces across all disciplines and employment sectors, AWIS is focused on increasing the representation, advancement, and impact of women in STEM through evidence-based strategies, policies, and solutions that eliminate barriers and bias from the workplace.

Goal 1—Drive equity and advancement of women in STEM by enabling effective policies and strategies across all work sectors

Key Actions:

- Serve as a national platform for dialogue and action at the nexus of STEM and gender
- Identify key metrics and best practices to drive equity of women in STEM
- Communicate studies and work from AWIS through high impact communication channels
- Collect new data and conduct evidence-based studies that establish the business case for gender equity and innovation in STEM
- Boost work with government agencies, companies, and institutions to change gender-focused policies and workplace practices
- Amplify our voice and provide best practices through strategic alliances and partnerships
- Engage both men and women as leaders and advocates

▶ AWIS STRATEGIC PILLAR 2

LEADERSHIP AND TALENT DEVELOPMENT

AWIS is committed to the development of strong leaders and equips members with knowledge and skills to navigate their professional lives. We encourage lifelong learning and professional development at all career stages. AWIS believes that increasing the number of women in decision-making roles will positively impact workplace culture, practices, and performance.

Goal 2—Increase percentage and visibility of senior women in STEM leadership roles across systems

Key Actions:

- Promote lifelong learning and access to leadership and professional development
- Celebrate and recognize the achievements of women in STEM
- Provide a valuable network and key resources for chapters and supporters
- Showcase role models at senior levels of leadership across companies and institutions
- Educate today's emerging and senior leaders on how to mentor and sponsor women—to build the next generation of women in STEM

▶ AWIS STRATEGIC PILLAR 3

ORGANIZATIONAL CAPACITY

A strong national organization requires adequate resources, a diverse and engaged membership, and effective chapters and affiliates.

Goal 3—Build strong relationships with corporate and institutional partners

Key Actions:

- Enhance the AWIS value proposition through research and data
- Increase our partnerships and leverage board and chapter members to broaden support within and beyond life sciences
- Set corporate partnership metrics for 2015–2018
- Gain clarity on partner perceptions of AWIS initiatives and programs

Goal 4—Strengthen AWIS communications and outreach

Key Actions:

- Deliver a clear, consistent, and comprehensive communication plan for AWIS
- Engage chapter leaders to share ideas and build organization capacity for chapters and affiliates

ABOUT AWIS

Founded in 1971, the Association for Women in Science (AWIS) is the largest multi-disciplinary organization for women in science, technology, engineering, and mathematics (STEM). We are dedicated to driving excellence in STEM by achieving equity and full participation of women in all disciplines and across all employment sectors. AWIS reaches more than 20,000 professionals in STEM with members, chapters, and affiliates worldwide. Membership is open to any individual who supports the vision and mission of AWIS.

VISION

AWIS has a vision for women in STEM to be:

- Compensated fairly and without discrimination
 - Advanced equitably and without bias
 - Exposed to successful role models in leadership positions
 - Recognized and respected for their scientific and leadership achievements
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MISSION

AWIS champions the interests of women in science, technology, engineering, and mathematics across all disciplines and employment sectors. Working for positive system transformation, AWIS strives to ensure that all women in these fields can achieve their full potential.

AWIS

ASSOCIATION FOR WOMEN IN SCIENCE

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