

# STRATEGIC ACTION FOR RESULTS

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National Organization for Women  
2016-2017 Strategic Action Program



# STRATEGIC ACTION PROGRAM

- Goals (short & long term)
- Metrics (outputs & outcomes)
- Implementation Plan
  - Timeline
  - National Action Campaigns

# Goals should be ...

- Short-term & long-term
- Concrete
- Measurable
- Realistically attainable

# Metrics: measuring outputs and Outcomes – Example 1

- **Output:**

- Meeting w/ legislator

- **Outcome(s):**

- Legislator votes the right way on a bill
- Co-sponsorship of legislation
- Development / leadership on legislation

# Metrics: measuring outputs and Outcomes – Example 2

- **Outputs:**

- Letters to Editor / Op-eds in local paper
- Blog posts
- Social media

- **Outcomes:**

- Change the conversation / language
- Change public opinion

# Implementation Plan Components

- Timeline
- National Action Campaigns
  - Tools
  - Rollout to NOW chapters/ activists
  - Rollout to allies / community outreach
- Reporting back to each other

# Criteria for selecting Goals / NACs

- Is the issue timely? Hot issue?
- Hot issue for NOW members & leaders?
- NOW recognized as a leader on this issue?
- Does NOW have existing expertise on this issue?
- Does NOW have existing assets?

# National Action Campaigns

- Two examples of recent National Action Campaigns



# NOW's Six Core Issues

- Economic Justice
- Reproductive Justice
- Racial Justice
- Stop Violence Against Women
- Full civil & human rights for LGBTQIA people
- Constitutional Equality
- Core strategy: elect feminists to office

# Possible Strategic Action Program

## Goals:

1. Full access to abortion care and birth control for every woman
2. End the sex-abuse-to-prison-pipeline
3. ERA: Promote ratification & inclusive interpretation

# Goal #1: Full access to abortion care and birth control for every woman

- Metrics:

- Funding for family planning clinics
- Federal laws – Hyde; EACH Woman Act; Women’s Health Protection Act
- State laws – TRAP laws, 20-week bans
- Supreme Court abortion & BC cases

# Goal #2: End the sex-abuse to prison pipeline

- Metrics:
  - Include women and girls of color in racial justice programs
  - More social services (less militarized police) in public schools
  - Culturally competent services for student victims of sexual violence
    - Different needs of students of color, LGBTQIA students, students with disabilities, immigrant students, etc.

# Goal #3: ERA: Promote ratification and inclusive interpretation

- Metrics:
  - State ratifications of ERA (three state strategy)
  - State-level ERAs
  - Lead the national conversation: If we had ERA ...
    - RFRA could not negate marriage equality or Equality Act
    - *Hobby Lobby* would not have been decided that way
    - Anti-abortion laws would be unconstitutional
    - States / Fed govt would not exclude girls & women of color from racial justice initiatives
    - Immigration laws that disproportionately exclude women (preference for STEM visas) would be unconstitutional

# BOARD COMMITTEES

- Budget
- Structure & Process
- Strategic Action Program – Goal #1, sex abuse to prison pipeline
- Strategic Action Program – Goal #2, full funding for abortion care
- Strategic Action Program – Goal #3, ERA ratification & interpretation