

STRATEGIC ACTION PLAN

Alpha Alpha State Organization Strategic Action Plan

June 15, 2013

Purposes

The Delta Kappa Gamma Society International has seven basic *purposes* that govern its program of work and study. The activities of each level of the Society implement the *purposes* of the Society. The seven *purposes* include

1. To unite women educators of the world in a genuine spiritual fellowship
2. To honor women who have given or who evidence a potential for distinctive service in any field of education
3. To advance the professional interest and position of women in education
4. To initiate, endorse and support desirable legislation or other suitable endeavors in the interests of education and of women educators
5. To endow scholarships to aid outstanding women educators in pursuing graduate study and to grant fellowships to non-member women educators
6. To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action
7. To inform the members of current economic, social, political and educational issues so that they may participate effectively in a world society

Mission Statement

The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.

Vision Statement

Leading Women Educators Impacting Education Worldwide

Overview

To better focus on Alpha Alpha State's needs, a subcommittee of the executive board was appointed to create a Strategic Action Plan. This committee was charged with

1. Initiating an Action Plan
2. Determining responsible parties for plan implementation
3. Serving as an oversight committee responsible for monitoring the implementation of the action plan from biennium to biennium
4. Providing training for the formulation of chapter SAP's
5. Extending the Action Plan by proposing additional areas of focus, objectives, and activities that would benefit the growth and vitality of the Alpha Alpha State Organization.

The committee will submit a strategic action plan at the 2013 state convention. A vote on the plan's adoption will take place at that time.

Planning Process

The Alpha Alpha Strategic Plan provides for continuous review and monitoring of the progress of identified activities that support the seven purposes, mission, and vision of the society. Review and monitoring of activities has been assigned to specific committees and/or individuals. The responsible committees and/or individuals will determine progress on activities by labeling each as: **Accomplished, In Progress, Incomplete, or Deleted**. Activities planned for, completed, or continuing in the present biennium are reported **Accomplished**. Those initiated but not fully implemented are reported **In Progress**. Activities that have not been initiated or implemented are reported **Incomplete**. Discontinued activities will be reported **Deleted**.

The plan is divided into areas of focus, objectives, and activities. As the Alpha Alpha State Strategic Plan is updated and areas of focus, objectives, and activities are added, revised, and/or deleted, the latest review date will be noted in the measurement column.

Strategic Action Plan progress will be included as part of annual Committee Reports, and the state president will communicate progress to the Strategic Action Planning Committee.

Focus 1: Membership

Objective 1: to increase membership growth

Activities	Responsible Committee	Measurement
1.1.1. Define a prospective member recruitment model (referencing other successful chapter practices), and pilot the model in a minimum of 10% of the chapters	Membership	
1.1.2. Direct chapter membership committees to use “Pride in the Big Picture” orientation materials for potential members. Access at http://www.dkg.org/site/c.meJMIOOwErH/b.8340077/k.9EE9/Orientation.htm	Membership	
1.1.3. Direct chapters to initiate new members at least once a year	Membership, Treasurer	
1.1.4. Design mentorship programs where chapters partner new members with seasoned members, and pilot this program in a minimum of 10% of the chapters	Membership	
1.1.5. Encourage chapters to promote reinstatement of former members through periodic personal contact	Membership	
1.1.6. Publicize information on financial opportunities offered to members such as academic scholarships and experiential enrichment grants	Scholarship	
1.1.7. Inform prospective members of publishing opportunities in <i>The Bulletin</i> , an academic journal published by DKG International	Communications	

Objective 2: to secure and maintain an active, involved membership

Activities	Responsible Committee	Measurement
1.2.1. Encourage personal interaction during chapter meetings (e.g. team building activities, icebreakers, flexible seating, etc.)	Educational Excellence	
1.2.2. Update and strengthen program resources enabling chapters to offer relevant professional and personal opportunities for growth	Educational Excellence	
1.2.3. Encourage chapters to offer incentives for members to attend state and international functions	Finance, Educational Excellence	
1.2.4. Assist in multi-chapter collaboration and interactive activities	Educational Excellence	
1.2.5. Partner successful chapters with chapters in need of revitalization to provide mentorship support	Educational Excellence	
1.2.6. Direct chapter membership committees to use “Sustaining Pride in the Big Picture” reorientation materials for present members. Access at http://www.dkg.org/site/c.meJMIOOwErH/b.8323355/k.9018/Reorientation.htm	Membership	

Objective 3: to acknowledge members and their service to the Society and community

Activities	Responsible Committee	Measurement
1.3.1. Encourage chapters to honor members with 25, 30, 40, and 50 years of membership.	Membership	
1.3.2. Honor 50, 55, and 60 year members with written recognition annually at the Alpha Alpha State Convention	Membership, President	
1.3.3. Continue to recognize members aged 40 and under who are making a difference in the Society	Educational Excellence	
1.3.4. Recognize members’ contributions to their community through the Album of Distinction Award	Educational Excellence	

Focus 2: Communication

Objective 1: to increase awareness of the Society

Activities	Responsible Committee	Measurement
2.1.1. Encourage chapters and members to access resources found on the international and state websites.	Communications	
2.1.2. Encourage chapters to designate a web watcher to monitor	Communications	

Activities	Responsible Committee	Measurement
state and international websites and keep chapter members updated		
2.1.3. Encourage communication among chapters through posting of chapter newsletters on the Alpha Alpha State website	Communications, Webmaster	
2.1.4. Promote media relationships between chapters and their local news agencies. Access sample news releases at http://www.alphaalphapa.com/-dkg-forms.html	Communications	
2.1.5. Promote “going green” by encouraging members to receive <i>The Keystoneian</i> in electronic format. Access information at http://www.alphaalphapa.com/go-green--get-the-keystoneian-by-email.html or e-mail <i>The Keystoneian</i> editor at iberrylady@aol.com	Communications	
2.1.6. Encourage timely responses by State Officers and Committee Chairs to questions and requests for assistance	State Administrative Board	
2.1.7. Establish a Frequently Asked Questions column in <i>The Keystoneian</i>	State Administrative Board, <i>The Keystoneian</i> editor)	
2.1.8. Challenge all chapters to compose an elevator speech to model at a future Alpha Alpha State event	Leadership Development	

Focus 3: Leadership

Objective 1: to support chapters by providing effective leadership development

Activities	Responsible Committee	Measurement
3.1.1. Encourage awareness and promote use of the “Successful Chapter Model” posted on the Alpha Alpha State website http://www.alphaalphapa.com/information.html	Leadership Development, Webmaster	
3.1.2. Continue to provide intensive training for incoming chapter presidents in even numbered years	Leadership Development	
3.1.3. Continue to support incoming chapter leadership with training opportunities	Leadership Development	
3.1.4. Provide training resources for leaders unable to attend aforementioned training opportunities	Leadership Development	
3.1.5. Explore using technology (e.g. pdf files on usb drive) to replace hard copy resources	Communications, Leadership Development	