**Beta Beta Chapter DKG Strategic Action Plan 2023**

**Created September 2019**

**Revised: April 2023**

**Purposes:**

**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**

**5. To endow scholarships to aid outstanding women educators in pursuing graduate study
 and to grant fellowships to nonmember 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:**

***Embrace the Present, Impact the Future***

**AREAS OF FOCUS – Membership**

**Objective 1.1 To maintain present membership numbers.**

 Activity 1: Recognize years of membership milestones at local meetings – 20, 25, 30, 40 and

 50+ years (Membership Committee). Encourage members with milestones to
 attend the state conference or convention.

 Activity 2: Assign new members a mentor to provide a sense of belonging, personal contact,

 and knowledge of the society.

 Activity 3: To induct or reinstate five (5) members each year.

 \*A = Accomplished, IP = In Progress, D = Deleted, R = Revised, C = Continued

 **Objective 1.2 To encourage growth of chapter membership.**

 Activity 1: Publicize meetings and events in local newspapers including initiation of new

 members, achievements of members, and projects that DKG members are actively
 involved in working on.

 Activity 2: Recognize members in the Beta Beta Chapter newsletter and in the state
 newsletter, *The Limelighter* for achievements in their schools or communities.

 Activity 3: Encourage professionalism of members and increase professional activities within
 the organization.

 Activity 4: Send representatives to committee chairmen and officer’s training workshops, and

 send chapter members to Tebow/Herrington Leadership Seminar.

 Activity 5: Contact former members and encourage them to rejoin DKG.

 Activity 6: Actively market DKG to attract enthusiastic women from diverse groups and in a

 variety of educational roles.

 Activity 7: Use technology, scholarships & community partnerships to recruit & promote
 DKG as an international professional organization.

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**AREAS OF FOCUS - Leadership Development**

**Objective 2.1 To provide leadership training opportunities for members.**

 Activity 1: Include a leadership activity in each local meeting.

 Activity 2: Send representatives to committee chairmen and officer’s training workshops and

 chapter members to the Tebow/Herrington Leadership Seminar.

 Activity 3: Encourage chapter members to attend state workshops, conventions and
 conferences.

 Activity 4: Encourage DKG members to attend the state conference or convention held each
 year.

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**AREAS OF FOCUS - Finance**

**Objective 3.1 Maintain financial records for the annual audit and keep the chapter solvent.**

Activity 1: Verify that the Beta Beta Chapter treasurer has filed Form 990.

 Activity 2: Evaluate current spending practices and investigate ways to increase non-dues

 revenue.

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**AREAS OF FOCUS - Communications**

**Objective 4.1** Keep Beta Beta members informed.

Activity 1: Send out monthly e-mails to improve communication among chapter members. Activity 2: Send out 7 newsletters to improve communications among chapter members
 and remind them of chapter meetings.

 Activity 3: Respond quickly to questions and requests for assistance from members.

 Activity 4: Identify a ‘web watcher’ to monitor the international and state websites in order
 to share information of interest to chapter members at local meetings.

 Activity 4: Remind members of chapter, state and international scholarship opportunities in
 the chapter newsletter and chapter website.

 Activity 5: Develop a method of communication for members who do not use email

 Activity 6: Develop a method of communication for members who cannot attend
 meetings
 **Objective 4.2 Increase member’s use of the Beta Beta Chapter, the Oklahoma State**

 **Organization and the DKG International websites.**

 Activity 1: Encourage members to use the chapter, state and International website to their

 advantage by publicizing web content in chapter newsletter and chapter website.

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**AREAS OF FOCUS - Public Relations**

**Objective 5.1 Improve member’s marketing skills.**

 Activity 1: Encourage members to check chapter, state and international website for
 scholarship and personal growth opportunities and for information to share with
 nonmembers and potential members.

 Activity 2: Encourage members to create a personal Society business card.

 Activity 3: Provide a sample letter for superintendents informing them of Society members in

 their district who teach in their schools or serve as volunteers.

 Activity 4: Encourage members to indicate their affiliation with the Society in their person

 biographies when they are recognized or published.

 **Objective 5.2 Marketing Delta Kappa Gamma to members and non-members.**

 Activity 1: Download the DKG informational brochure from Society website for potential
 new members.

 Activity 2: Share the DKG folder of information with potential new members.

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**AREAS OF FOCUS - Organizational Effectiveness**

**Objective 6.1 To evaluate effectiveness of the chapter organization.**

 Activity 1: Work with state liaison to visit chapter for the purpose of providing information
 and opportunities, addressing questions and concerns, and providing
 encouragement to members and chapter leaders.

 **Objective 6.2 To preserve the history of the Beta Beta Chapter.**

 Activity 1: Create written guidelines for what is to be preserved and what is to be disposed
 of, and by what means, for chapter archives.

 Activity 2: Write a chapter history.

 **Objective 6.3 To maintain updated chapter documents.**

 Activity 1: Update Chapter Rules every year and submit them to the State By-Laws
 Committee for review.

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**AREAS OF FOCUS - Review/Update the Strategic Action Plan**

**Objective 7.1: To provide for the review and update of the Strategic Action Plan by the
 Beta Beta Chapter members.**

 Activity 1: Provide each member of the Beta Beta Chapter a copy of the current SAP plan
 and invite reactions and suggestions for future modifications.

 Activity 2: Review all objectives and activities of the Strategic Action Plan and establish a

 Strategic Action Planning Standing Committee.

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