

**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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