

# **The Delta Kappa Gamma Society International Lambda State Strategic Action Plan for Renewal**

*This plan is recommended for both Chapter and State.*

## **Area I: Membership**

*Purposes 1, 2, 3, 6*

### **Goal 1: To gain new members**

- Invite prospective members to Society functions
- Build future membership by tracking student teachers and recruitment grant winners
- Establish relationships with early career educators
- Conduct membership profiles to identify underrepresented categories, including educators in non-traditional settings
- Communicate names of potential members to other chapters
- Initiate at least four members annually with diverse ages and educational experiences

### **Goal 2: To retain members and chapters**

- Provide orientation and reorientation programs available on the DKG International Website
- Nurture and support all members
- Provide time for fellowship at each meeting, using resources such as the Lambda State and DKG International Websites
- Celebrate members' accomplishments at meetings
- Develop interesting programs and projects
- Encourage members to present programs
- Encourage and assist relocating members and members of dissolved chapters to transfer membership to ensure the ongoing benefits of the Society
- Encourage chapters to build relationships and to support one another

### **Goal 3: To reclaim members**

- Track and contact former members to restore/reinstate their membership
- Invite former members to Society functions

### **Goal 4: To proclaim success in meeting the membership initiative**

- Send articles to the *Newscaster*
- Plan chapter programs to celebrate successes
- Attend Lambda State Convention, regional and international events to celebrate together

## **Area II: Communications and Publicity**

*Purposes 1, 2, 3, 6, 7*

### **Goal 1: To promote and strengthen communication in five areas: member to member, chapter to chapter, chapter to State, State to International, and Society to local communities**

- Recognize chapters that have published "Chapter News" in at least three issues of the *Newscaster*
- Visit chapters the first year of the chapter biennium and continue as ambassadors throughout that biennium
- Encourage and recognize members who publish in the *Bulletin*
- Maintain communication among all state committee members and chapter chairs
- Encourage publication and distribution of chapter newsletters to all chapter members
- Encourage publication and/or distribution of informational flyers/brochures to potential members and the community
- Encourage news releases about chapter activities in the local media
- Encourage formal coordinating councils or informal interaction among chapters

### **Goal 2: To utilize technology in all areas of communication**

- Utilize Lambda State ([www.deltakappagamma.org/IL/](http://www.deltakappagamma.org/IL/)) and International ([www.dkg.org](http://www.dkg.org)) Websites for information and downloading forms
- Provide technology information for the *Newscaster* and/or Lambda State Website
- Encourage continued use of electronic communication
- Encourage the use of technology to maintain state and chapter records
- Encourage chapters to appoint web watchers
- Encourage chapters to develop and maintain websites and online communications

### **Area III: Educational Excellence**

*Purposes 1, 3, 4, 5, 6, 7*

**Goal 1: To maximize each member's involvement and attendance in programs, projects, and educational services at all levels**

- Plan at least four programs that reflect the Purposes of the Society
- Encourage chapters to contribute and utilize program ideas from the state and international websites, *Newscaster* and other Society resources
- Encourage support of chapter service projects and formation of partnerships with community, educational, and business organizations
- Provide information about chapter, state, and international projects to chapters and encourage support of these projects
- Encourage ongoing evaluation of chapter programs and meetings
- Encourage training in the use of technology

**Goal 2: To promote leadership through information exchange**

- Stress participation at orientation sessions for chapter and state leaders
- Motivate, mentor, and support members to attain leadership skills in their professions and in the Society
- Continue to provide opportunities for professional and personal growth through scholarships, grants, stipends, leadership seminars, and Continuing Professional Development Unit (CPDU)-approved workshops
- Encourage members to participate at all levels of the Society: chapter, state, region, international

### **Area IV: Resource Development**

*Purposes 5, 6, 7*

**Goal 1: To educate membership regarding Society finances**

- Inform members of income, expenses and funds
- Continue responsible management of fiscal resources

**Goal 2: To encourage the development of operational procedures**

- Develop/review/update Lambda State *Bylaws*/Lambda State *Standing Rules* twice annually and Chapter Rules biennially.
- Develop and use chapter yearbooks
- Encourage the use of orientation materials
- Create/update/utilize chapter membership profiles annually

# **The Delta Kappa Gamma Society International**

## **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**

## *Lambda State Strategic Action Plan for Renewal*



**Chapter and State 2013-2014**