**Chapter Assessment**

**Strengths: (What are your chapter’s/DKG’s most valuable member benefits?)**

 **(What are the strengths of your individual members?)**

1. **Our meetings include excellent programs which offer professional growth.**
2. **All members serve the chapter in some capacity, either as an officer, committee member, or as a chairperson.**
3. **Membership is open to educators in surrounding counties not served by a**

**DKG chapter.**

1. **We offer an orientation session to prospective members to explain the**

 **the purposes of DKG.**

1. **Members participate in a variety of volunteer activities in our community.**
2. **Our members show concern for others when socializing and sending**

**caring cards and notes.**

1. **We have an Online Redbook membership booklet which is convenient for updating member data and saves money in distributing program and event information.**
2. **We have received the Five-Star Newsletter Award for our newsletter, Alpha Bits.**
3. **We provide an annual $500 Grant-in-Aid Scholarship to an education major and may donate to an education-related organization or institution.**
4. **Our leadership actively participates in regional, state, and international events, conferences, and on state committees.**

 **Weaknesses: (Any reoccurring problems, things you want to improve upon?)**

1. **Declining membership is a concern.**

**A. Younger teachers have little time to participate because the teaching profession is so demanding.**

**B. Some of our aging members find it difficult to attend meetings and/or serve in leadership positions.**

 **2. New members need continuous rather than occasional mentoring.**

 **3. Alpha Chapter needs a well-developed web page to inform others about**

 **our chapter.**

 **4. We struggle to find affordable meeting places.**

**Opportunities: (Look at opportunities both within and outside of DKG.)**

1. **We can volunteer in schools.**
2. **We can raise our local profile by providing press releases and photos about DKG activities to the local press.**
3. **We can participate at the Teachers’ Warehouse by donating materials, sorting materials, and working during open hours.**
4. **We can reach out and participate with other educational organizations within the community, i.e. League of Women Voters, Limestone Retired Teachers, and Monroe County Retired Teachers.**
5. **We can invite Indiana University personnel to present programs, share educational research results, and facilitate technology needs.**

**Threats: (What obstacles stand in the way of achieving chapter’s vision?)**

1. **Our aging membership cannot participate in some chapter events.**
2. **Our active membership is involved in multiple volunteering activities.**
3. **Many of our actively engaged members cannot accept leadership positions because of other obligations.**

**STRATEGIC ACTION PLAN**

**AREAS OF FOCUS**

1. **(Area of Focus) Membership**

 **Objective 1.1**

 **Increase Active Membership**

 **Activity 1.1.1**

 **Invite prospective and former members to attend a**

 **meeting or special event.**

1. ***Membership Committee* invites newly retired teachers and/or guests to the spring picnic meeting.**
2. ***Membership Committee* invites guests for a summer ice cream/beverage gathering.**
3. ***Membership Committee* invites guests to a breakfast gathering.**

 **Activity 1.1.2**

 **Reach out to former members.**

1. ***Membership Committee* generates a list of former members.**
2. ***The Calling Committee* and the *Cheer Committee* contact former members in the summer asking them to reactivate their membership or join us for a meeting.**
3. **The *Program Committee* sends out the year’s program to former members prior to the fall meeting.**

 **Objective 1.2 Increase Member Participation**

 **Activity 1.2.1 Develop a car-pool strategy**

1. **In the fall newsletter encourage members to car-pool or contact the *Cheer Committee* for help with transportation.**
2. **At the fall meeting ask members to be volunteer drivers to bring other members to meetings.**

 **Activity 1.2.2 Provide a questionnaire or survey**

 **soliciting program ideas and asking members to volunteer**

 **to present programs.**

1. ***Program Chair* distributes a survey at the March meeting.**
2. ***Program Committee* considers members’ ideas for programs.**

 **Activity 1.2.3  *President* sends a meeting reminder a**

 **week prior to the next meeting.**

 **Activity 1.2.4 *Program Committee* invites specific**

 **members to offer the Opening and/or Closing Thought**

 **at each meeting.**

 **Activity 1.2.5 *Social Committee* plans an “Ice Breaker” for**

 **each meeting to encourage social interaction.**

**II (Area of Focus) Communication**

 **Objective 2.1**

 **Clarify the responsibility of the Communication Committee.**

 **Activity 2.1.1**

 **Appoint a Communications Committee.**

1. **Communications Committee consists of the President, Program Committee Chair, Newsletter Editor, Email Distributor, and Webmaster.**
2. ***Communications Committee* coordinates and facilitates all chapter communications.**

 **Activity 2.1.2**

 **Appoint a Newsletter Editor.**

1. ***Nominations Committee* appoints a Newsletter Editor.**
2. ***The Newsletter Editor* establishes dates for article submissions and newsletter publication, gathers articles, edits and lays out content, and submits the newsletter regularly to the email distributor. The Newsletter Editor regularly inserts the chapter web address in the newsletter to alert members to visit the chapter web page.**

 **Activity 2.1.3**

 **Appoint an Email Distributor.**

1. ***Nominations Committee* appoints an email distributor.**
2. ***Email distributor* maintains an up-to-date membership email list, receives communications to be distributed to the membership, and distributes appropriate chapter content to members.**

 **Objective 2.2 Clarify the responsibility of the Technology**

 **Committee.**

 **Activity 2.2.1**

 ***Nominations committee* appoints a Webmaster.**

1. ***Webmaster* seeks technology assistance from AES, other Delta Kappa Gamma chapters, and Indiana university students.**
2. ***Webmaster*, working with the president, the Program Committee chair, and the Newsletter Editor and others as needed, creates the content for a dynamic web page that communicates the chapter’s programs, activities, and purposes.**