

# **Omicron Chapter DKG Strategic Action Plan 2015**

## **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 Formulate an action plan to strengthen the chapter.

\*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 Omicron chapter newsletter 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 – CCOT Activity every two years.

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

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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 – CCOT Activity every other year.

Activity 3 Encourage DKG members to attend state workshops about the arts or technology.

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 Omicron 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 Omicron members informed.**

Activity 1 Send out monthly e-mails to improve communication among chapter members.

Activity 2 Send out five 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 scholarship opportunities in *The Hoosier Newsette* and on the state website.

### **Objective 4.2 Increase member's use of the Alpha Epsilon State Website.**

Activity 1 Encourage members to use the state website to their advantage by publicizing web content in *The Hoosier Newsette*.

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## **AREAS OF FOCUS - Public Relations**

### **Objective 5.1 Improve member's marketing skills.**

Activity 1 Encourage members to check state and international website for scholarship and personal growth opportunities and for information to share with non-members and potential members.

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

Activity 3 Provide a sample letter for District 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 bio's when they are recognized or published.

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

Activity 1 Download the Alpha Epsilon State informational brochure from the state 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 state organization.**

Activity 1 Provide chapter input for state strategic planning (SAP Committee).

Activity 2 Work with our state liaison to visit our 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 state organization.**

Activity 1 Continue to update written guidelines for what is to be preserved and what is to be disposed of, and by what means, for both state and chapter archives.

Activity 2 Write a chapter history.

### **Objective 6.3 To maintain updated chapter and state documents.**

Activity 1 Update Chapter Standing Rules every three (3) years and submit them to the State Rules 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 Omicron chapter members.**

Activity 1 Provide each member of the Omicron 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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