

# Alpha Epsilon State Strategic Action Plan

## AREAS OF FOCUS

### 1. Membership

#### Objective 1.1 To maintain present membership numbers

- Activity 1.1.1** Recognize years of membership milestones at state meetings --20, 25, 30, 40 and 50+ years (Membership Committee) \_\_\_\_\_
- Activity 1.1.2** Encourage chapters to recognize membership milestones of their members—E.g. 3, 5, 10, 15 (Membership Committee) \_\_\_\_\_
- Activity 1.1.3** Honor long-term members (50, 55, 60 years) each year with written recognition from the state president, and encourage chapters to present service pins. (Membership Committee/State President) \_\_\_\_\_
- Activity 1.1.4** Encourage chapters to assign new members a mentor to provide a sense of belonging, personal contact, and knowledge of the Society. (Membership Committee, State Liaisons) \_\_\_\_\_
- Activity 1.1.5** Formulate specific guidelines\*for determining that a chapter is at risk. ( Membership Committee) \_\_\_\_\_
- Activity 1.1.6** Formulate specific guidelines\* for responding to chapters requesting assistance or to chapters determined as at risk. (Membership Committee) \_\_\_\_\_
- Activity 1.1.7** Formulate an action plan to strengthen chapters. (Membership Committee) \_\_\_\_\_
- Activity 1.1.8** Investigate the international website for resources to help struggling chapters or in strengthening chapters. Contact international personnel for assistance if necessary. (Membership Committee) \_\_\_\_\_

\*Utilize ideas from Successful Chapters Practices Survey from the International Website during formulation of guidelines

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## Objective 1.2 To encourage growth of chapter membership

- Activity 1.2.1** Recognize publicly each year at state meetings, in the *Hoosier Newsette* and on the state website chapters that have increased Membership. (Membership Committee, Webmaster, Editor) \_\_\_\_\_
- Activity 1.2.2** Recognize publicly each year at state meetings, in the *Hoosier Newsette* and on the state website chapters that have initiated a new member (Membership Committee, Webmaster, Editor) \_\_\_\_\_
- Activity 1.2.3** Recognize members at state meetings, in the *Hoosier Newsette*, and on the state website for their educational and/or personal accomplishments—Women of Distinction (State President, Personal Growth and Professional Affairs Committee, Webmaster, Editor) \_\_\_\_\_
- Activity 1.2.4** Encourage chapters to emphasize diversity in member selection (Membership Committee) \_\_\_\_\_
- Activity 1.2.5** Encourage professionalism of members and increase professional activities within the organization (Educational Excellence Committee) \_\_\_\_\_
- Activity 1.2.6** Encourage chapters to send representatives to committee chairmen and officers' training workshops—CCOT (Immediate Past President) \_\_\_\_\_
- Activity 1.2.7** Encourage chapters to send representatives to state conferences, conventions, seminars, and workshops. (State President and liaisons) \_\_\_\_\_
- Activity 1.2.8** Encourage chapters to contact former members personally at least once a biennium to promote reinstatement. (Membership Committee) \_\_\_\_\_

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## 2. Leadership Development

### Objective 2.1 To provide leadership training opportunities for members

- Activity 2.1.1** Plan and implement CCOT (Committee Chairmen and Officer Training) each even-numbered year in June. (Immediate Past State President, State Officers, State Related Personnel and State Committee Chairmen) \_\_\_\_\_
- Activity 2.1.2** Plan and implement the Janet O’Neal Seminar for Personal Growth once a biennium (Seminar Committee) \_\_\_\_\_
- Activity 2.1.3** Train chapter presidents to lead team building activities. ( State President, CCOT) \_\_\_\_\_
- Activity 2.1.4** Seek members from each chapter to accept appointment to a state committee assignment (State Officers, State Committee Chairmen) \_\_\_\_\_
- Activity 2.1.5** Encourage chapter presidents to discuss the work of state committees at their meetings and refer those interested in serving at the state level to the state president. A State Committee Appointment Form is available for completion from the state president. (State president, Immediate Past President, Liaisons) \_\_\_\_\_

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### 3. Finance

#### Objective 3.1 To fund state organization business and services and maintain records of property

- Activity 3.1.1** Evaluate current spending practices and make adjusts to reflect responsible spending (Finance Committee, State Treasurer) \_\_\_\_\_
- Activity 3.1.2** Investigate ways to increase non-dues revenue (Finance Committee, Non-Dues Revenue Committee, Executive Committee) \_\_\_\_\_
- Activity 3.1.3** Evaluate and adjust governing documents to make rules that allow for responsible spending. (Rules Committee, Finance Committee, All members) \_\_\_\_\_
- Activity 3.1.4** Review the state dues structure and membership projections to ensure that the Alpha Epsilon State Organization can fulfill its fiscal obligations, adequately compensate its personnel, and cover other operating costs (Finance Committee, Treasurer) \_\_\_\_\_
- Activity 3.1.5** Verify that all chapters and councils (if applicable) have filed their Form 990 (State Treasurer) \_\_\_\_\_

### 4. Communications

#### Objective 4.1 Improve communication between state and chapter members

- Activity 4.1.1** Assist members in understanding the workings of the state organization by having regular columns in *The Hoosier Newsette* and/or on the state organization website that explain and/or answer questions concerning state activities in particular areas of responsibility. (Officers, related personnel, state committee chairmen) \_\_\_\_\_

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- Activity 4.1.2** Respond quickly to questions and requests for assistance from chapter presidents, committee chairmen and other members. (Officers, related personnel, state committee chairmen) \_\_\_\_\_
- Activity 4.1.3** Encourage chapters to identify a 'web watcher' to monitor the international and state websites in order to share information of interest to chapter members. (State President) \_\_\_\_\_
- Activity 4.1.4** Publicize scholarship opportunities in *The Hoosier Newsette* and on the state website. (State Scholarship Chairman, Editor, Webmaster) \_\_\_\_\_
- Activity 4.1.5** Keep chapter committee chairmen informed regarding their on-going responsibility and provide resources when requested. (Officers, state committee chairmen) \_\_\_\_\_

**Objective 4.2 Improve intra-chapter communications.**

- Activity 4.2.1** Encourage and assist chapters with publication of chapter newsletters in electric or print format. (Communications Committee) \_\_\_\_\_
- Activity 4.2.2** Establish improvements/excellence guidelines for chapter newsletters and communicate these to the chapters. (Communications Committee) \_\_\_\_\_
- Activity 4.2.3** Evaluate chapter newsletters using established guidelines and award chapters accordingly. (Communications Committee) \_\_\_\_\_

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### **Objective 4.3 Increase member's use of the Alpha Epsilon State Website**

**Activity 4.3.1** Create an outline to assist members in navigating the state website.  
(Webmaster) \_\_\_\_\_

**Activity 4.3.2** Encourage members to use the state website to their advantage by publicizing web content in *The Hoosier Newsette* and thru the state president 's newsletter to chapter presidents. (Editor, Webmaster State President) \_\_\_\_\_

**Activity 4.3.3** Investigate the establishment of a secure link for members to exchange ideas. (Webmaster) \_\_\_\_\_

## **5. Public Relations (Marketing)**

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

**Activity 5.1.1** 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. (State Scholarship Chairman, State Personal Growth Chairman, State Communications and Publicity Chairman). \_\_\_\_\_

**Activity 5.1.2** Develop elevator speeches for members to use when talking with non-members about the Society. Publish speeches on the Website and in *The Hoosier Newsette*. (Communications and Publicity Committee) \_\_\_\_\_

**Activity 5.1.3** Encourage members to create a personal Society business card. (Template available on the International website.)  
(Communications and Publicity Committee) \_\_\_\_\_

**Activity 5.1.4** Provide sample press releases for members and chapters.  
(Communications and Publicity Committee) \_\_\_\_\_

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**Activity 5.1.5** Provide a sample letter for District Superintendents informing them of Society members in their district who teach in their schools or serve as volunteers. (Personal Growth Committee) \_\_\_\_\_

**Activity 5.1.6** Encourage members to indicate their affiliation with the Society in their person bio's when they are recognized or published. (Personal Growth Committee) \_\_\_\_\_

## **Objective 5.2 Marketing the Society to members and non-members**

**Activity 5.2.1** Develop an Alpha Epsilon State informational brochure that can be down loaded from the website. (Communications and Publicity Committee) \_\_\_\_\_

**Activity 5.2.2** Encourage the use of the AE State informational Brochure. (Communications and Publicity Committee, Personal Growth Committee) \_\_\_\_\_

## **6. Organizational Effectiveness**

### **Objective 6.1 To evaluate effectiveness of the state organization**

**Activity 6.1.1** Request / Recommend changes as needed in the appropriate state governing documents (State President, State Executive Committee, Parliamentarian, Rules Committee, Members) \_\_\_\_\_

**Activity 6.1.2** Obtain chapter input for state strategic planning (SAP Committee) \_\_\_\_\_

**Activity 6.1.3** Assign a state liaison to chapters to visit them for the purpose of providing information and opportunities, addressing questions and concerns, and providing encouragement to members and chapter leaders. Liaisons will submit a written report to the state president. (State President, Officers, Committee Chairmen and Related Personnel) \_\_\_\_\_

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**Activity 6.1.4** Review chapter membership numbers in coordinating councils to assess assignments for state responsibilities. Make recommendations for realignment of chapters within a council and for assigning state conference and convention hosting responsibilities. (State President, two past state presidents) \_\_\_\_\_

**Activity 6.1.5** Publish state committee responsibilities on the state website and in the *Hoosier Newsette* prior to the time of new committee member selection / election each biennium and encourage members to apply for assignment to a state committee. (State President, State Editor, State Webmaster) \_\_\_\_\_

**Activity 6.1.6** Create continuity between biennia by having outgoing state committee chairmen and officers bring all materials pertinent to that committee/office to a June reorganizational meeting in odd numbered years (Commonly known as 'the Change-Over Meeting') for the purpose of passing on materials and information regarding each committee to the incoming state committee chairmen and officers. (State President, State Committee Chairmen) \_\_\_\_\_

## **Objective 6.2 To preserve the history of the state organization**

**Activity 6.2.1** Prepare and issue a biennial update to the state organization. (State Historian) \_\_\_\_\_

**Activity 6.2.2** 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. (State Historian) \_\_\_\_\_

**Activity 6.2.3** Educate chapters about preserving important historical documents and records. (State Historian) \_\_\_\_\_

**Activity 6.2.4** Formulate a plan to help interested chapters write their chapter histories. (State Historian) \_\_\_\_\_

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

- Activity 6.3.1** Encourage chapters to update Chapter Standing Rules every three (3) years and submit them to the State Rules Committee for review. (State President, State Parliamentarian, State Rules Committee) \_\_\_\_\_
- Activity 6.3.2** Complete and maintain an updated list of chapters with dates that Chapter Standing Rules are due to be revised and submitted for review. (State Rules Committee) \_\_\_\_\_
- Activity 6.3.3** Review one-third of the chapters' standing rules each year to determine if chapters are in compliance with international, and state documents and notify chapters of any areas needing revision. (State Rules Committee) \_\_\_\_\_
- Activity 6.3.4** Update the State Standing Rules annually, as needed, by proposing amendments to bring State Standing Rules into compliance with international governing documents. (State Rules Committee, State Parliamentarian, Membership) \_\_\_\_\_
- Activity 6.3.5** Update the State Bylaws every odd numbered years as needed at a State Convention by proposing amendments to bring State Bylaws into compliance with international governing documents. (State Rules Committee, State Parliamentarian, Membership) \_\_\_\_\_

## **7. Review / Update the Strategic Action Plan**

### **Objective 7.1 To provide for the review and update of the Strategic Action Plan by the Alpha Epsilon State Executive Board**

- Activity 7.1.1** Provide each member of the Executive Board and Standing Committee Chairmen a copy of the current SAP plan and invite reactions and suggestions for future modifications. (State President, Executive Secretary, Ad Hoc Strategic Action Planning Committee) \_\_\_\_\_

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- Activity 7.1.2** Review all objectives and activities of the Strategic Action Plan and determine the status of each and the need for additions  
(Ad Hoc Strategic Action Planning Committee) \_\_\_\_\_
- Activity 7.1.3** Post the updated Strategic Action Plan on the state website  
(Ad Hoc Strategic Action Planning Committee, Webmaster) \_\_\_\_\_
- Activity 7.1.4** Provide each member of the Executive Board and Standing Committee Chairmen a copy of the updated Strategic Action Plan as needed (State President, Ad Hoc Strategic Action Planning Committee, Executive Secretary) \_\_\_\_\_
- Activity 7.1.5** Establish a Strategic Action Planning Standing Committee  
(Ad Hoc Strategic Action Planning Committee Executive Board) \_\_\_\_\_

Adopted April 26, 2014

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