

Strategic Action Plan for _____ Chapter

The Delta Kappa Gamma Society International / Alpha Iota State / Michigan

President _____ Contact Information _____ Date _____

Directions:

The Goals and Objectives of Michigan's Strategic Plan in the areas of Membership, Communication, Program, Leadership, and Communication are listed on the following pages.

Your chapter may want to adopt or adapt one (or more) of these objectives to fit your needs.

There is a work area after each topic allowing room for you to list ...

- 1) Chapter's own objective/s*
- 2) Method (and person/s) directing work toward this objective*
- 3) Indicators of success*
- 4) Date to revisit objective, evaluate progress, and redirect/refine/strategize or move on to a different objective, as necessary and appropriate.*

Chapter Strategic Plans are due to State President Jackie Smart by February 15, 2011.

jackie@mysmartfamily.com or 20158 Southampton, Livonia, MI 48152

Please Note: If, at any time, you and/or your chapter need help with Strategic Action Planning, contact Strategic Planning Committee Chairman Dr. Paula Dent at 313-838-4506 or appp1@aol.com. Committee members will be assigned to work with you.

MEMBERSHIP

GOAL: TO SECURE AND MAINTAIN AN ACTIVE INVOLVED MEMBERSHIP

OBJECTIVES:

- Chapters will initiate at least once a year.
- Chapters will revitalize themselves by involving each member in chapter activities.
- Chapters will create a sense of community so members feel comfortable and seek the company of other members.

Additional chapter objectives:

Objective/s	Method & Person/s	Success Indicators	Evaluation Date

COMMUNICATION

GOAL: TO INCREASE AWARENESS OF THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL

OBJECTIVES:

- Chapters will publicize Society Information, member benefits, and opportunities.
- Chapters will gain visibility and recognition through increasing public relations efforts.

Additional chapter objectives:

Objective/s	Method & Person/s	Success Indicators	Evaluation Date

PROGRAM

GOAL: TO PRESENT PROGRAMS THAT MEET THE NEEDS OF MEMBERS

OBJECTIVES:

- Chapters will identify and utilize member data.
- Chapters will develop programs based on Society Purposes, publications, and other Society resources.
- Chapters will present a mix of programs to address their diverse membership.
- Chapters will evaluate program effectiveness.

Additional chapter objectives:

Objective/s	Method & Person/s	Success Indicators	Evaluation Date

LEADERSHIP

GOAL: TO IDENTIFY, RECRUIT, INVOLVE, AND TRAIN MEMBERS TO BECOME LEADERS

OBJECTIVES:

- Chapters will include leadership knowledge and skills for all members in their meetings and activities.
- Chapters will identify, encourage, and support members' leadership potential.

Additional chapter objectives:

Objective/s	Method & Person/s	Success Indicators	Evaluation Date

TECHNOLOGY

GOAL: TO USE AVAILABLE TECHNOLOGY TO IMPROVE SOCIETY AWARENESS, COMMUNICATION, AND EFFECTIVENESS

OBJECTIVES:

- Chapters will appoint a chapter member to visit the Michigan and International websites on a regular basis and to share the results at chapter meetings and in chapter newsletters.
- Chapters will inform all chapter members of access codes to Delta Kappa Gamma Michigan (www.deltakappagamma.org/MI) and International (www.dkg.org) websites and encourage individual members to visit Delta Kappa Gamma websites regularly.
- Chapters will incorporate technology for record keeping, communications, and other Society business.

Additional chapter objectives:

Objective/s	Method & Person/s	Success Indicators	Evaluation Date

