MEMBERSHIP	**COMMUNICATION**	**PROGRAM**
GOAL: TO SECURE AND MAINTAIN AN ACTIVE, INVOLVED MEMBERSHIP	**GOAL:** TO INCREASE AWARENESS OF THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL	**GOAL:** TO PRESENT PROGRAMS THAT MEET THE NEEDS OF MEMBERS
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.	**OBJECTIVES:** • Chapters will publicize Society Information, member benefits, and opportunities. • Chapters will gain visibility and recognition through increasing public relations efforts.	**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.

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.

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 and International websites and encourage individual members to visit Delta Kappa Gamma websites regularly.
- Chapters will incorporate technology for record keeping, communications, and other Society business.

Strategic Plan for Delta Kappa Gamma in Michigan

Membership
Communication
Program
Leadership
Technology

Alpha Iota State
Strategic Planning Committee
April 2010