

## ***Strategic Plan: Suggestions for Delta Kappa Gamma Chapters in Michigan***

### **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.
- Chapters will strive to increase membership diversity by initiating members from different fields of study, ages, workplaces, ethnicities, etc.

### **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.

### **PROGRAM**

**GOAL:**

TO PRESENT PROGRAMS THAT MEET THE NEEDS OF MEMBERS AND INCLUDE INITIATIVES THAT SUPPORT THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL PROJECTS

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### **OBJECTIVES:**

- Chapters will identify and utilize member data.
- Chapters will develop programs and projects 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 and recommend chapter members for state and International positions.
- Chapters will promote and sponsor all members' attendance, participation and leadership at the chapter, state and International levels of the Society.
- Chapters will encourage members to apply for leadership training opportunities and allow themselves to be nominated for leadership positions.

## **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.