

# STRATEGIC ACTION PLAN

## Beta Epsilon

*Changes approved March 2018*

### Purposes

The Delta Kappa Gamma Society International has seven basic *purposes* that govern its program of work and study. The activities of each level of the Society implement the *purposes* of the Society. The seven *purposes* include

1. To unite women educators of the world in a genuine spiritual fellowship
2. To honor women who have given or who evidence a potential for distinctive service in any field of education
3. To advance the professional interest and position of women in education
4. To initiate, endorse and support desirable legislation or other suitable endeavors in the interests of education and of women educators
5. To endow scholarships to aid outstanding women educators in pursuing graduate study and to grant fellowships to non-member women educators
6. To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action
7. To inform the members of current economic, social, political and educational issues so that they may participate effectively in a world society

### Mission Statement

The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.

### Vision Statement

Leading Women Educators Impacting Education Worldwide

### Planning Process

This Strategic Plan provides for continuous review and monitoring of the progress of identified activities that support the seven purposes, mission, and vision of the society. Review and monitoring of activities has been assigned to specific committees and/or individuals. The responsible committees and/or individuals will determine progress on activities by labeling each as: **Accomplished**, **In Progress**, or **No Action Taken**. Activities planned for, completed, or continuing in the present biennium are reported **Accomplished**. Those initiated but not fully implemented are reported **In Progress**. Activities that have not been initiated or implemented are reported **No Action Taken**. Discontinued activities will be reported **Deleted**.

The plan is divided into areas of focus, objectives, and activities. As the Strategic Plan is updated and areas of focus, objectives, and activities are added, revised, and/or deleted, the latest review date will be noted in the measurement column.

## Focus 1: Membership

**Objective 1:** To increase the chapter's membership.

Activities	Responsible Committee	Measurement
Use of membership handout (created by Ann Pastovic and Melanie Dudak)	All members	Minimum one new member/year
Use DKG Recruitment/Membership Plan (developed by Dr. Lyn Schmid)	All members	Minimum one new member/year
Invite a colleague to a meeting (presented by Dr. Lyn Schmid)	All members	Minimum one new member/year

**Objective 2:** To maintain the chapter's current membership.

Activities	Responsible Committee	Measurement
Assign mentors to the newest members – bring to events, sit with them, interact with veteran members	Selected members	Continued membership
Engage new members in meetings – invite to be hostesses, add to committees with veteran members	All members	Continued membership
Utilize flexibility to allow current chapter and societal rules to complement today's generations and lifestyles	All members	Continued membership
Honor and recognize current members and personally correspond with members not regularly attending	All members	Continued membership

## Focus 2: Finance

**Objective 1:** To increase the chapter's reserve revenue by raising funds through organized fundraisers and to pursue possible community/grant funding opportunities.

Activities	Responsible Committee	Measurement
Research and execute fundraising activities	Finance/Project	Funds raised
Research grants available through DKG and the Pennsylvania State Organization in addition to community and professional entities.	Finance/Project	Monies awarded
Inquire about new and maintain current partnerships with community organizations to help fund chapter projects	Finance/Project	Monetary/in-kind donations

## Focus 2: Finance (continued)

**Objective 2:** To reduce the chapter's expenses by reviewing the annual budget and streamlining expenses where possible.

Activities	Responsible Committee	Measurement
Examine and possibly reduce expenses through budget preparation and proposal to chapter membership	Finance	Reduction of expenses
Reduce meeting and activity expenses where possible	Finance	Reduction of expenses

## Focus 3: Communications

**Objective 1:** To promote the chapter by increasing its digital presence by utilizing the Internet and social media.

Activities	Responsible Committee	Measurement
Web page	Webmaster	Minimum five times/year
Facebook site	Social media administrator	Minimum five times/year
Research and expand the use of additional social media platforms	Social media administrators	Minimum five times/year

**Objective 2:** To share the chapter's purpose, projects, and activities within the Society.

Activities	Responsible Committee	Measurement
Submit articles to <i>The Keystoneian</i>	Communications	Minimum two times/year
Submit newsletters to the Pennsylvania State Organization web page	Communications	Minimum two times/year
Publish information on the chapter web page and social media platforms	Webmaster and social media administrators	Minimum five times/year