

**Oklahoma State Organization Strategic Action Plan  
The Delta Kappa Gamma Society, International  
Revision 2018-2019**

**PURPOSES**

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 in education.
4. To INITIATE, ENDORSE and SUPPORT desirable legislation or other suitable endeavors in the interests of education and 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 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.

**OVERVIEW**

The **Strategic Action Plan** of the *Delta Kappa Gamma Society, International, Oklahoma State Organization* provides for a continuous review and updating of identified action programs that implement the seven purposes, the mission of the Society and supports the Society's Action Plan. The status of the major areas of focus, objectives and activities are to be reviewed yearly at a meeting of the *Oklahoma State Organization* Executive Committee. All areas will be reviewed and the activities will be determined to be: **Accomplished, Deleted, Revised and/or Continued**. As the *Oklahoma State Organization Strategic Action Plan* is updated and major areas of focus, objectives or activities fare added, revised, etc. the latest review/revision date will be noted at the end of the document. The **SAP** is divided into major areas of focus, objectives and activities. Suggested personnel and committees responsible are listed. Chapters are encouraged to develop their own action plans.

## AREAS OF FOCUS

### 1. Membership

### Results

#### Objective 1.1: To retain members.

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|-----------------|--|-------------------|
| Activity 1.1.1: | Provide orientation and reorientation programs.  |                   |
| Activity 1.1.2: | Encourage chapters to honor 25, 30 and 40-year members at the chapter level and honor long-term members 50, 55, and 60-year members at the state level. Request their stories about why they have maintained their membership in the Society.<br><i>(Membership committee, chapter presidents, and state president.)</i> | Continued         |
| Activity 1.1.3: | Recognize effective chapter programs and activities that strengthen member participation in the Society by presentations at state convention, articles in the <i>Limelighter</i> and postings on the state website.<br><i>(membership committee, editor and webmaster)</i>   | Continued         |
| Activity 1.1.4: | Develop a mentoring program on both the chapter and state level<br><i>(membership committees at the chapter and state levels; individual members.)</i>   | Continued         |
| Activity 1.1.5: | On chapter and state membership report forms, solicit membership success stories and share them through the <i>Limelighter</i> and the website. <i>(membership committee, editor and webmaster)</i>  | To be implemented |

#### Objective 1.2: Encourage growth of chapter membership

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|-----------------|--|-------------------|
| Activity 1.2.1: | Recognize publicly the chapter that have increased membership<br><i>(membership committee, editor and webmaster)</i>   | Continued         |
| Activity 1.2.2  | Encourage chapter members to track and contact former members at least once each biennium to encourage them to consider reinstatement.   | Continued         |
| Activity 1.2.3: | Invite three people from school sites that individual chapter members have or have had personal connections with. <i>(chapter membership committee and individual members)</i>   | Continued         |
| Activity 1.2.4: | Add to the pool of prospective members by identifying sources such as political, university, pre-school, authors, hospitals and businesses that regularly conduct training sessions for their personnel.<br><i>(chapter membership committee and individual members)</i> | Continued         |
| Activity 1.2.5: | Develop a state membership plan which recognizes the Different membership challenges of urban vs. rural chapters <i>(membership committee chapter presidents and state president)</i>  | To be implemented |
| Activity 1.2.6: | Locate school districts that have employed <i>Teach for America</i> trained urban school teachers and extend special invitations to the women so identified.<br><i>(chapter membership committee and individual members)</i>   | To be implemented |

## 2. Leadership

### Objective 2.1: Provide leadership training opportunities for members.

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|-----------------|--|-----------|
| Activity 2.1.1: | Encourage participation in Oklahoma State Leadership seminars biennially to develop leadership skills, knowledge of Oklahoma State, and to prepare personnel for their state duties. ( <i>chapter Educational Excellence committees, State Leadership Seminar Committee and individual members</i> ) | Revised   |
| Activity 2.1.2: | Provide <b>on-going</b> leadership training for chapter presidents and other chapter personnel for their chapter duties. ( <i>Leadership Development for chapter officers and committee chairs.</i> )  | Revised   |
| Activity 2.1.3: | Provide workshops for members at Oklahoma State Convention and encourage members to participate in Continuing Professional Education credits for leadership and additional personal and professional knowledge. (Educational Excellence Committee and State President)                               | Continued |
| Activity 2.1.4: | Provide leadership development to members at Oklahoma State Convention by inviting an International guest, motivational Speaker or leader to present at a special session. ( <i>Educational Excellence Committee, State Executive Committee and Leadership Seminar Committee.</i> )                  | Continued |

## 3. Finance

### Objective 3.1 Increase non-dues revenues

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|-----------------|---|-----------|
| Activity 3.1.1: | Examine any request for changes in funding. ( <i>Finance Committee, Treasurer</i> )   | Continued |
| Activity 3.1.2: | Increase chapter participation in the annual Silent Auction or fundraising event. ( <i>Special Events Committee</i> )         | Continued |
| Activity 3.1.3: | Implement auction procedures for fair and equal bidding/winning opportunities and communicate these Silent Auction procedures | Continued |
| Activity 3.1.4: | Make the Silent Auction and Special Events committee more visible at the State Convention,                                    | Continued |

### Objective 3.2 Reduce mailing costs

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| Activity 3.2.1: | Send appropriate materials by email. (President, Professional Staff)   | Continued |
| Activity 3.2.2: | Send a communication to the Executive Board members requesting approval for appropriate materials to be sent to them by email. ( <i>State President, Executive Secretary</i> ) | Continued |

## 4. Marketing

### Objective 4.1 Improve members' marketing skills

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| Activity 4.1.1: | Provide monthly tips to chapter presidents, editors, webmasters and communications committee chairs on ways to <u>create a buzz</u> about the Society.<br><i>(Professional Staff, Communications Committee, President)</i>  | Continued |
| Activity 4.1.2: | Present at least one workshop emphasizing marketing strategies at the State Convention and Leadership Management Seminar  | Continued |
| Activity 4.1.3: | Encourage chapters to identify “web –watchers” to monitor other states’ websites for ideas on marketing the Society. Notify web-watchers automatically when new chapter resources are posted on the Oklahoma State website. | Continued |
| Activity 4.1.4: | Provide sample press releases for members and chapters to use in marketing efforts.<br><i>(Communications Committee)</i>  | Continued |

### Objective 4.2 Disseminate information about the Society to external markets

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|-----------------|---|-----------|
| Activity 4.2.1: | Challenge members to develop and use “elevator speeches” that briefly describe the Society.   | Continued |
| Activity 4.2.2: | Encourage chapters to pursue <b>outside</b> grants to fund chapter projects/activities for which chapter funds are not available. <i>(communications committee)</i>                                 | Revised   |
| Activity 4.2.3: | Encourage members to indicate their affiliation with the Society when they are recognized or published. <i>(Communications Committee; President)</i>  | Continued |
| Activity 4.2.4: | Market the Society in appropriate non-Society publications and with local, state and national media outlets. <i>(Communications Committee, Professional Staff; President, Administrative Board)</i> | Continued |
| Activity 4.2.5: | Encourage members to indicate affiliation when volunteering for other organizations<br><i>(President, Communications Committee, local chapters, members)</i>  | Continued |

## 5. Internal Communications

Objective 5.1 Facilitate communication within chapters and also communication between chapters and Oklahoma State Organization.

Activity 5.1.1:	Encourage and assist chapters with publication of chapter newsletters in electronic or print format ( <i>Communications Committee, State editor and State webmaster</i> )	Continued
Activity 5.1.2:	Establish improvement/excellence guidelines for chapter newsletters and communicate these to chapter. ( <i>Communications Committee</i> )	Continued
Activity 5.1.3:	Supply Awards Committee with list of chapters and awards earned. ( <i>Communications Committee</i> )	Continued
Activity 5.1.4:	Evaluate chapter newsletters using established guidelines and award chapters accordingly. ( <i>Communications Committee</i> )	Continued
Activity 5.1.5:	Review and modify Communications Award form as needed to be more user friendly regarding dates and submission requirements. ( <i>Communications Committee</i> )	Continued
Activity 5.1.6:	Challenge chapters to create chapter websites, with 10 new sites being the target for each biennium ( <i>Technology Committee</i> )	Continued

## 6. Review/ Update of Action Plan

<u>Objective 6.1</u>	Provide for the review and update of the State Action Plan by the Oklahoma Executive Board	
Activity 6.1.1:	Provide each board member a copy of the current plan ( <i>State President, Executive Secretary, Planning Committee</i> )	Accomplished/Continued
Activity 6.1.2:	Review all objectives and activities of the action plan at Administrative Board Meetings. Determine status of each and need for additions.	Accomplished/Continued
Activity 6.1.3:	Post the updated action plan on the State website. ( <i>Planning Chairman, webmaster</i> )	To be implemented
Activity 6.1.4:	Email each chapter president a copy of the updated Strategic Action Plan and invite reactions and suggestions for future modifications. ( <i>President, Executive Coordinator</i> )	Continued
	The Plan will be discussed with the new incoming chapter presidents at the State Convention.	To be implemented