

Strategic Action Plan
TEXAS STATE ORGANIZATION
The Delta Kappa Gamma Society International
2009-2011 Biennium

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 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 women educators from other countries.
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.

PLANNING PROCESS

The Strategic Action Plan of the Texas State Organization, The Delta Kappa Gamma Society International 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 Texas 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 Texas State Organization Strategic Action Plan is updated and major areas of focus, objectives or activities are added, revised, deleted, etc., the latest review/revision date will be noted at the end of the document.

The Texas State Organization Strategic Action Plan is divided into major areas of focus, objectives, and activities. Suggested personnel and committees responsible are listed.

AREAS OF FOCUS

1. Membership

Results

Objective 1.1 To increase retention of membership 10% each biennium

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| Activity 1.1.1 Encourage chapters to support the International Membership Committee agenda.
<i>(Membership Committee)</i> | Continued |
| Activity 1.1.2 Establish and implement a process for support to chapters in need of encouragement.
<i>(Expansion Committee, Executive Committee, Area Coordinators)</i> | Continued |
| Activity 1.1.3 Engage chapters in programs, projects, and activities of the Texas State Organization.
<i>(State Personnel, Program of Work Committee)</i> | Continued |
| Activity 1.1.3 Encourage chapters to assign new members a mentor to provide a sense of belonging, personal contact and knowledge of the Society. <i>(All State Personnel)</i> | Continued |
| Activity 1.1.4 Honor long-term members of 50 years or more each biennium with recognition from Texas State. Encourage chapters to recognize all members at the chapter level for their years of service. <i>(Membership Committee, Lone Star News Editor, Chapter Presidents)</i> | Continued |
| Activity 1.1.5 Analyze data from International about the reasons members discontinue their membership including deaths, reinstatements, transfers and non-payment drops from chapters.
<i>(Membership Committee, Texas Executive Committee, Research Committee)</i> | Continued |

Objective 1.2 Encourage growth of chapter membership

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| Activity 1.2.1 Recognize publicly the chapters that have maintained or increased membership each biennium. <i>(Membership Committee, Lone Star News Editor)</i> | Continued |
| Activity 1.2.2 Solicit from chapters successful practices/techniques they have used to increase and maintain membership in order to document and disseminate excellent practices during the biennium. <i>(Membership Committee, Program of Work Committee)</i> | Continued |

2. Leadership Development

Results

Objective 2.1 Provide professional leadership training opportunities for members

- Activity 2.1.1 Encourage participation in Texas State Leadership Seminar conducted once during the biennium to develop leadership skills and to increase knowledge of the Society for members. (*Leadership Seminar Committee*) Continued
- Activity 2.1.2 Provide leadership training for State Personnel conducted once during the biennium to develop leadership skills, knowledge of Texas State, and prepare personnel for their state duties. (*Leadership Development for State Personnel Committee*) Continued
- Activity 2.1.3 Provide leadership training for Chapter Presidents conducted once during the biennium to develop leadership skills, knowledge of Texas State, and prepare personnel for their chapter duties. (*Leadership Development for Chapter Presidents*) Continued
- Activity 2.1.4 Provide leadership for chapter officers and chapter committee chairmen at Area Workshops to develop leadership skills and prepare them for their chapter duties. (*Executive Committee, Committee Chairmen and members, Area Coordinators*) Continued
- Activity 2.1.5 Provide workshops for members at Texas State Convention and encourage members to participate in Continuing Professional Education (CPE) credits for leadership, personal, and professional knowledge. (*Professional Affairs Committee, State President*) Continued
- Activity 2.1.6 Provide leadership development to members at Texas State Convention by inviting an international guest, motivational speaker or leader to present at a special session. (*Professional Affairs Committee, State Executive Committee, Leadership Seminar Committee*) Continued
- Activity 2.1.7 Encourage members to apply for the International Golden Gift Leadership Seminar. (*All State Personnel*) Continued

Objective 2.2 Provide chapters information on International and Texas State initiatives

- Activity 2.2.1 Encourage members to utilize the information designed to promote healthy, intellectual, and adventuresome lifelong living and learning sponsored by the International Personal Growth and Services Committee. (*Personal Growth and Services Committee*) Continued

	<u>Results</u>
Activity 2.2.2 Encourage members to participate in the Visual Arts Display at State Convention and encourage chapters to feature the arts and women artists during chapter programs including promoting the use of music at chapter meetings. (<i>Personal Growth and Services Committee and Music Committee</i>)	Continued
Activity 2.2.3 Encourage members to participate in the Texas Legislative Days and the U.S. Forum then use the information to communicate with educational stakeholders regarding the needs of the school children and teachers. (<i>Research, Professional Affairs and Legislation Committees</i>)	Continued
Activity 2.2.4 Encourage chapters to provide meaningful programs that promote professional and personal growth of members. Keep members informed electronically on legislative issues that impact education. (<i>Program of Work, Professional Affairs and Legislation Committees</i>)	Continued
Activity 2.2.5 Encourage members to submit names and use speakers on the Texas Bureau of Speakers to enhance state and chapter programs. (<i>Research Committee</i>)	Revised
Activity 2.2.6 Provide suggestions for activities and projects for chapters and encourage chapters to participate in a unified Texas State project. (<i>Program of Work Committee including Personal Growth and Services and Executive Committee</i>)	Revised
<u>Objective 2.3</u> Provide information to members and encourage them to apply for International and Texas State benefits	
Activity 2.3.1 Provide members with applications and encourage members to apply for an International Scholarship and a Texas State Scholarship to further their education. (<i>Scholarship Committee, Webmaster</i>)	Continued
Activity 2.3.2 Provide Latin American members with applications and encourage them to apply for the Eula Lee Carter Memorial Fund. (<i>Eula Lee Carter Memorial Fund Committee, Webmaster</i>)	Continued
Activity 2.3.3 Provide members with applications and encourage members to apply for The Delta Kappa Gamma Society International Speaker’s Fund, International Educational Foundation Grant	

Results

Projects, the Lucile Cornetet Award, and the Lucile Cornetet Seminar Award for Professional Development. (*Scholarship Committee, Professional Affairs Committee, State Webmaster, Lone Star News Editor*)

Continued

3. Finance

Objective 3.1 Assess and project Texas State Funds

Activity 3.1.1 Evaluate each Texas State Fund and report on potential earnings.
(*Finance Committee, Executive Committee*)

Continued

Activity 3.1.2 Evaluate the Texas State budget to continue to better align expenditures for the upcoming year and biennium. (*Finance Committee, Executive Committee*)

Continued

Activity 3.1.3 Evaluate finances of the State Convention. (*Finance Committee, Executive Committee, Convention Committee*)

Continued

Activity 3.1.4 Review the state dues structure and membership projections to ensure that the Texas State Organization can fulfill its fiscal obligations, adequately compensate its personnel, and cover other operating costs. (*Finance Committee, Executive Committee*)

Continued

Objective 3.2 Increase non-dues revenue

Activity 3.2.1 Set rates annually for vendors at State Convention. (*Executive Committee, Convention Committee*)

Revised

Activity 3.2.2 Create an Ad Hoc Committee to look into possible means for non-dues revenue. (*State President*)

Revised

Activity 3.2.3 Solicit businesses for advertisements in the State Convention Program and sponsorship at the State Convention. (*Executive Committee, Convention Committee*)

Revised

Activity 3.2.4 Develop a planned giving program for the state and publicize it to members. (*Executive Committee, Finance Committee, Headquarters Committee*)

Revised

Results

Activity 3.2.5 Continue to provide Continuing Professional Education (CPE) credits for professional development and implement a fair fee for service. (*Professional Affairs, Executive Committee, Convention Committee*)

Continued

Objective 3.3 Reduce mailing cost

Activity 3.3.1 Send/provide appropriate Executive Board materials, the President's Kit, Convention Reports, Committee Letters to Chapters, and important information electronically. (*State Personnel, Webmaster*)

Continued

Activity 3.3.2 Provide members the *Lone Star News* online. (*State Editor/Photographer, Webmaster*)

Continued

4. Marketing

Objective 4.1 Improve members' marketing skills internally

Activity 4.1.1 Encourage members to check the state and international websites for information, scholarships, and personal growth opportunities. (*All State Personnel, Chapter Presidents, Webmaster, Members*)

Continued

Activity 4.1.2 Provide sample press releases for the state, chapters and members to use in marketing efforts. (*Convention Committee, Communications Committee, State President*)

Continued

Activity 4.1.3 Provide information to members using Membership Brochures, websites, newsletters, State Conventions, Area Workshops, and chapter meetings. (*Membership Committee, All State Personnel, Yearbook Committee, Chapter Presidents, Webmaster*)

Continued

Activity 4.1.4 Acknowledge awards for outstanding chapters at Convention, in the *Lone Star News*, and on the website. (*State Editor/Photographer, Webmaster, All State Personnel, State President*)

Continued

Results

Objective 4.2 Improve members' marketing skills externally

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| Activity 4.2.1 Challenge members to develop and use "elevator speeches" that briefly describe the society. (<i>All State Personnel, Chapter Presidents</i>) | Revised |
| Activity 4.2.2 Encourage members to indicate their affiliation with the Society when they are recognized or published. (<i>Communications Committee, All State Personnel, Chapter Presidents</i>) | Revised |
| Activity 4.2.3 Study and report on the possibility of "marketing" the Society in appropriate non-Society publications and with state and national media outlets. (<i>Communications Committee, State President</i>) | Revised |
| Activity 4.2.4 Incorporate a state-wide project to improve members' marketing skills. (<i>Program of Work, Executive Committee</i>) | Revised |
| Activity 4.2.5 Provide public service announcements or local news about Texas State and chapter activities, projects, programs, and events to inform respective communities. (<i>Communications Committee</i>) | Revised |

5. Communications

Objective 5.1 Improve the Society's electronic information

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| Activity 5.1.1 Maintain an updated state society website. (<i>Webmaster, All State Personnel</i>) | Continued |
| Activity 5.1.2 Use state-wide electronic means to reach members with electronic notices. (<i>Technology Committee, State President, Executive Secretary/Treasurer</i>) | Revised |

Objective 5.2 Increase members' knowledge and use of electronic communications

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| Activity 5.2.1 Encourage chapters to identify a "web-watcher" to monitor international and state websites and share ideas on marketing the Society. (<i>Communications Committee, Technology Committee, State Editor/Photographer</i>) | Continued |
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	<u>Results</u>
Activity 5.2.2 Encourage chapters to create and maintain a chapter website and recognize them at State Convention and on the website. (<i>Webmaster, Technology Committee, Communications Committee</i>)	Continued
Activity 5.2.3 Provide workshops at State Convention to increase members' knowledge and use of electronic communication. (<i>Communications Committee, Technology Committee, Webmaster</i>)	Continued
Activity 5.2.4 Promote the use of the resource "Leadership Tools on the Net." (<i>Communications Committee, Webmaster, All State Personnel</i>)	Continued
Activity 5.2.5 Encourage members to submit articles and writings for publication to Delta Kappa Gamma publications and other publications. (<i>Communications Committee, All State Personnel, Webmaster</i>)	Continued

6. Society Impact on Education

Objective 6.1 Increase the profile of Delta Kappa Gamma in the community by influencing educational policy decision makers

Activity 6.1.1 Arrange for sessions at each state convention that provides an overview of state educational and legislative issues. (<i>Professional Affairs, Legislation Committee, State President</i>)	Revised
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Activity 6.1.2 Support a collaborative project with the United Nations to foster education in a Global Community. (<i>Personal Growth and Services Committee, State President</i>)	Revised
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Objective 6.2 Increase the profile of Delta Kappa Gamma in the community by improving teacher retention.

Activity 6.2.1 Encourage chapters and members to mentor teachers in their communities. (<i>Personal Growth and Services Committee</i>)	Continued
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7. Organizational Effectiveness

Objective 7.1.1 Evaluate effectiveness of the Texas State Organization and revisions of the governing documents of the Society that relate to the state

	<u>Results</u>
Activity 7.1.1 Continue to review Texas State Bylaws every four years and the Official Manual every two years to ensure compliance with the International Constitution and continued consistency in the decision making process. (<i>Executive Board, Constitution and Bylaws Committee</i>)	Revised
Activity 7.1.2 Continue to review the committee structure to determine areas most appropriate for Texas State. (<i>Executive Committee</i>)	Continued
Activity 7.1.3 Encourage chapters to develop and review their long-range 2, 5, and 10 year action plans. (<i>State President</i>)	Continued
Activity 7.1.4 Review and revise <i>Operations Manual</i> for State Personnel. (<i>Personnel Committee</i>)	Continued
Activity 7.1.5 Review the guidelines for life and enrichment of a chapter including birth and growth, revitalization with merger and consolidation, and dissolution. (<i>Executive Committee</i>)	Revised

8. Review/Update of Action Plan

Objective 8.1 Provide for the review and update of the Texas State Strategic Action Plan by the State Executive Committee

Activity 8.1.1 Provide each committee member a copy of the current plan. (<i>State President, Executive Secretary/Treasurer</i>)	Revised
Activity 8.1.2 Review all objectives and activities of the action plan at Executive Committee meetings and share with the Executive Board. (<i>Executive Committee</i>)	Revised
Activity 8.1.3 Post the updated action plan on the Texas State website. (<i>Webmaster</i>)	Revised
Activity 8.1.4 Email each chapter president a copy of the updated State Strategic Action Plan and invite suggestions for future improvements. (<i>State President</i>)	Revised