

**Strategic Action Plan**  
**TEXAS STATE ORGANIZATION**  
**The Delta Kappa Gamma Society International**  
**2011-2013 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 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:** 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. 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, activities, purposes, and responsible personnel and committees.

**SPECIAL CODES:** TEC-Texas Executive Committee; ACs – Area Coordinators; LSN – Lone Star News;  
ASTEFL - Alpha State Texas Educational Foundation

## AREAS OF FOCUS

### 1. Membership

Objective 1.1 Intervene with chapters in order to provide them support and encouragement

<b>Activity: Committee:</b>	<b>Purposes:</b>	<b>Responsible Personnel or</b>
Activity 1.1.1 Disseminate and act on as appropriate the Chapter Revitalization Pilot Project as authorized by the Texas State Organization Executive Com.	1, 2, 3	State President, TEC, ACs, Chair of Membership Committee
Activity 1.1.2 Begin development of the Chapter Revitalization Tool Kit	1, 2, 3	State President, TEC, Chair of Membership Committee
Activity 1.1.3 Engage Area Coordinators in an analysis of chapter data in order to identify strong and vulnerable chapters for follow-up and intervention as appropriate	1, 2, 3	ACs with support from the TEC

Objective 1.2 Measure rates of retention and initiation over a two year period for trends and analysis

<b>Activity: Committee:</b>	<b>Purposes:</b>	<b>Responsible Personnel or</b>
Activity 1.2.1 Disaggregate longitudinal data in order to identify successful and vulnerable chapters for follow-up and intervention as appropriate	1, 2, 3	TEC working with Executive Secretary
Activity 1.2.2 Select and interview chapters concerning use of new Orientation with follow-up study of retention rates	1, 2, 3	Corresponding Secretary and Membership Chairman

Objective 1.3 Inform members of current legislation, educational issues and educational concerns

<b>Activity: Committee:</b>	<b>Purposes:</b>	<b>Responsible Personnel or</b>
Activity 1.3.1 Activate Electronic Communication Links and Communication	4, 7	State President (International info), Legislation Committee (State info),

Trees (coordinate with Objective 4), i.e., establish a link on web home page and in LSN that goes to source of legislator contact information with the entry of a zip code		Webmaster, Photographer/Editor
Activity 1.3.2 Publish a photo/illustration in each LS News illustrating and informing members of legislative/educational concern/issue with succinct caption and appropriate references	4, 7	TEC, ACs, Legislation Committee, Professional Affairs Committee
Activity 1.3.3 Create networks/alliances with groups of similar purpose (TRTA, TSTA, TACT, AAUW, A/TARP, DAR, League of Women Voters, PTO, PEO, etc.): a) Invite representatives to state conventions for particular session, i.e., panel discussion; b) Follow-up with media attention: photos in LSN with succinct captions and direct mailings to allies and appropriate officials	4, 7	TEC, Legislation Committee, Professional Affairs Committee
Activity 1.3.4 Plan and develop even year mid-winter conference(s) on a current legislative or educational topic and a Capitol Rally odd years	4, 7	ACs, TEC, Legislation Committee, Professional Affairs Committee

Objective 1.4      Develop new marketing strategies to promote the opportunities of membership

<b>Activity: Committee:</b>	<b>Purposes:</b>	<b>Responsible Personnel or</b>
Activity 1.4.1 Develop and disseminate a video about the benefits of Delta Kappa Gamma membership	1, 2, 3	Membership and Technology Committees with support from the TEC
Activity 1.4.2 Continue the production of the Membership Spotlight newsletter	1, 2, 3	Membership Committee
Activity 1.4.3 Develop and disseminate a written TSO promo piece	1, 2, 3	TEC, Membership Committee, Archives Committee

## 2. Leadership Development

Objective 2.1 Provide Texas State Organization sponsored personal and professional growth opportunities

<b>Activity: Committee:</b>	<b>Purposes:</b>	<b>Responsible Personnel or</b>
Activity 2.1.1 Promote greater attendance at Area Workshops	1, 3, 6, 7	TEC, ACs, State Personnel
Activity 2.1.2 Encourage CPE offerings at Area Workshops, State	3, 6	TEC, Professional Affairs Committee

Conventions, chapter meetings, special events		
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Objective 2.2 Initiate a longitudinal study of the impact of convention attendance on member retention

<b>Activity: Committee:</b>	<b>Purposes:</b>	<b>Responsible Personnel or</b>
Activity 2.2.1 Analyze data over a biennium using Form 15 and a list of convention registrants to determine membership retention rate of convention attendees	3, 5	TEC, Professional Affairs, Convention Registrar
Activity 2.2.2 Determine impact of TSO convention attendance on membership retention by studying state convention participation and membership attrition over three biennia	3, 5	TEC, Professional Affairs, Convention Registrar

### 3. Communications

Objective 3.1 Model communication techniques that foster connectedness

<b>Activity: Committee:</b>	<b>Purposes:</b>	<b>Responsible Personnel or</b>
Activity 3.1.1 Use a variety of electronic meeting formats such as Go To Meeting and Skype for the TEC meetings	6, 7	TEC
Activity 3.1.2 Share examples of work that is being done through electronic meetings to raise awareness of the ease of this type of communication	6, 7	TEC
Activity 3.1.3 Ask state personnel to report to the state president examples of communicating with committee members or chapter presidents where electronic communication other than email has been used	6, 7	State President

#### 4. Educational Impact

Objective 4.1 Establish a positive contact with appropriate local, state and/or national public officials concerning educational issues

<b>Activity: Committee:</b>		<b>Purposes: Responsible Personnel or</b>
Activity 4.1.1 Write positive letters to public officials	4	TEC, Legislative Committee, Professional Affairs Committee
Activity 4.1.2 Invite public officials to TSO state conventions	4	State President

#### 5. Organizational Effectiveness

Objective 5.1 Review and revise the Texas State Organization Bylaws

<b>Activity: Committee:</b>		<b>Purposes: Responsible Personnel or</b>
Activity 5.1.1 Solicit suggested changes to the TSO Bylaws from all TSO members in order to align TSO Bylaws with the International Constitution and Standing Rules	3, 6	TEC, Constitution/Bylaws Comm., LSN Editor, Webmaster, ACs
Activity 5.1.2 Compile all suggested changes	3, 6	Constitution/Bylaws Committee
Activity 5.1.3 Study all suggested changes and prepare a revised document	3, 6	Bylaws Revision Committee
Activity 5.1.4 Present the TSO Bylaws revision to the membership for action at the June 2013 Convention	3, 6	Constitution/Bylaws Committee
Activity 5.1.5 Edit and publish the approved TSO Bylaws document	3, 6	Constitution/Bylaws Committee

Objective 5.2 Review the finances of the state organization

**Activity:  
Committee:**

**Purposes:**

**Responsible Personnel or**

Activity 5.2.1 Order a yearly audit of all TSO funds from the auditor and submit to TEC for approval	6	Exec. Sec./Treasurer, Finance Committee, TEC
Activity 5.2.2 Report a summary of the status of the funds to the state membership each year	6, 7	Exec. Secretary/Treasurer, Finance Committee, TEC
Activity 5.2.3 Review the state dues structure each biennium and make recommendations regarding changes deemed necessary to meet fiscal obligations	6, 7	Exec. Sec./ Treasurer, Finance Committee, TEC
Activity 5.2.4 Publicize ASTEF and solicit donations for this Foundation	3, 4, 5, 6	TEC