

**STRATEGIC ACTION PLAN  
for the ALPHA BETA CHAPTER  
of The DELTA KAPPA GAMMA SOCIETY INTERNATIONAL  
2020-2022 Biennium**



**PURPOSES OF DELTA KAPPA GAMMA**

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 OF DKG INTERNATIONAL**

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

**CORE VALUES OF DKG INTERNATIONAL**

Collegiality  
Global Emphasis  
Leadership  
Philanthropy  
Professional/personal growth

**VISION STATEMENT OF DKG INTERNATIONAL**

Leading Women Educators Impacting Education Worldwide

**1. AREA OF FOCUS: MEMBERSHIP**

**GOAL: Stimulate and increase chapter vitality and sustainability**

OBJECTIVES	ACTIVITIES
1.1 Actively recruit new members, especially young educators.	1.1.1 Encourage members to bring guests to meetings.
	1.1.2 Promote DKG and Alpha Beta to school district officials.
	1.1.3 Solicit reactivation of members who have discontinued membership.
1.2 Create member connections as a means of retaining members.	1.2.1 Follow up with members who miss meetings through personal calls, written notes, emails, or text messages.
	1.2.2 Send minutes to members unable to attend meetings.
	1.2.3 Develop and implement a mentorship plan.
	1.2.4 Make time at meetings for ‘get to know you’ activities
	1.2.5 Recognize members for years of service and for accomplishments in the community.
	1.2.6 Explore feasibility of returning to a pictorial directory.
1.3 1.3 Get members more involved in Chapter activities.	1.3.1 Assign co-chairs and co-coordinators to committees. 1.3.2 Assign appropriate chapter committees to plan programs for the meetings and engage committee members in the planning and implementation of the program.

as of 05-05-20

**2. AREA OF FOCUS: CHAPTER VISIBILITY**

**GOAL: Use a variety of methods to maintain visibility in the communities represented by the members, in the PA State Organization, and in DKG International**

OBJECTIVES	ACTIVITIES
2.1 Share information about the chapter with external markets.	2.1.1 Publish chapter information and accomplishments in local print media outlets and the Keystoneian.
	2.1.2 Publish chapter information and accomplishments in appropriate web-based outlets.
2.2 Increase local and regional awareness of DKG and Alpha Beta.	2.2.1 Work with local public school officials, internal school groups, and personnel within university schools of education to raise awareness of the DKG International Society for Key Women Educators and highlight benefits of joining DKG and the Alpha Beta Chapter.
	as of 05-05-20

**3. AREA OF FOCUS: COMMUNICATION AND TECHNOLOGY**

**GOAL: Improve communication and access to information**

OBJECTIVES	ACTIVITIES
3.1 Have a way of conducting chapter business and meetings when physical meetings aren't an option.	3.1.1 Develop a plan for electronic meetings using established DKG Guidelines for Electronic Meetings.
3.2 Keep the membership informed of Chapter, State and International news through the use of the newsletter, website, and informational emails.	3.2.1 Provide information to members of the Communication Committee for dissemination to the membership.
	as of 05-05-20

**4. AREA OF FOCUS: COMMUNITY OUTREACH**

**GOAL: Promote activities and projects that develop a strong sense of social responsibility and civic awareness**

OBJECTIVES	ACTIVITIES
4.1 Publicize our work with current community outreach activities.	4.1.1 Place articles in local newspapers, in the Keystonian, and in online outlets.
4.2 Assess, on an annual basis, activities and projects to determine if any changes are needed.	4.2.1 Conduct a review of current activities and projects to determine success and whether to continue.
	4.2.2 Poll membership on community outreach projects to determine if there are other areas on which the Chapter should focus.
4.3 Support the current state president’s project.	4.3.1 Engage in activities that support the current state president’s project.
	as of 05-05-20