

**Strategic Action Plan**  
**OHIO STATE ORGANIZATION**  
The Delta Kappa Gamma Society International  
2019 - 2025

**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 of 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

**Structure of the DKG Ohio State Organization Strategic Action Plan**

The language of the Strategic Action Plan represents a hierarchy from broad to specific:

- Goals (broad focus areas addressing current challenges/issues)
- Initiatives (possibilities)
- Objectives (measurable results not currently existing)
- Actions (specific decision or activities designed to support an objective)

## **Goals of the DKG Ohio State Organization Strategic Action Plan**

The six broad goals are:

1. Membership Development and Sustainability
2. Leadership Development and Sustainability
3. Communication and Marketing Effectiveness and Efficiency
4. Financial Effectiveness and Efficiency
5. Organizational Effectiveness and Efficiency
6. Review and Update the Strategic Action Plan

## **Plan Implementation and Monitoring**

Accountability for reaching the six broad goals rests with the Ohio State Organization Executive Committee and State Committees under Membership, Leadership, Communications and Marketing, Finance and Strategic Action Plan. Chapters are encouraged to develop their own unique strategic plans, attending to local context, State context, and their role within Delta Kappa Gamma Society International. This State plan offers actions intended to achieve these six broad goals. Chapters may use these actions but the chapters are not limited to these actions.

The DKG Ohio State Organization Strategic Plan provides for continuous review and updates. The State Strategic Action Plan Committee will review the State Strategic Action Plan prior to each meeting of the Ohio State Organization Executive Committee and report its findings. The Executive Committee will note its progress and review new opportunities and challenges that may impact results. Summaries, completed on an annual basis, will note the accomplishments related to the initiatives and objectives within each of the six broad goals. The latest review and revision will be noted on the updated State Strategic Action Plan and posted on the Ohio State Organization website.

During the 6th year of the State Strategic Action Plan, the Strategic Action Plan Committee will begin revisions that will transition into a new DKG Ohio State Organization Strategic Action Plan set to be introduced in late 2025.

## The Strategic Intent: Goals, Initiatives, Objectives, Actions

### GOAL 1. Membership Development and Sustainability

#### Objective 1.A. Recruit members

- 1.A.1 Promote the implementation of the DKG Recruitment/Membership Plan
  - 1.A.1.a. Use of website/committees/membership to understand the plan
  - 1.A.1.b. Present plan at Leadership training
  - 1.A.1.c. Share examples of Recruitment Plan success from local chapters
  
- 1.A.2 Promote DKG to multi-generations including early career educators and collegiate students pursuing careers as professional educators
  - 1.A.2.a. Recognize chapters or members who successfully work with career educators and collegiate students pursuing careers as professional educators
  - 1.A.2.b. Create and develop partnerships with post secondary entities to promote the mission of DKG

#### Objective 1.B. Sustain members

- 1.B.1 Coordinate with chapters to provide them with support and encouragement
  - 1.B.1.a. Share Ohio membership data with chapter presidents to facilitate discussions
  - 1.B.1.b. Recognize accomplishments and awards of outstanding educators in the chapters
  - 1.B.1.c. Assist relocating members for transfer to another chapter
  - 1.B.1.d. Assist members of dissolved chapter as they transfer their memberships before dissolution of chapter
  
- 1.B.2 Mentoring Program for chapters
  - 1.B.2.a. Provide each chapter president with a State directory of members who serve on State committees for sources of information and chapter programs
  - 1.B.2.b. Encourage chapters to invite State leaders to attend chapter meetings and/or meet with chapter leadership
  
- 1.B.3 Buddy or sister chapters
  - 1.B.3.a. Where multiple chapters exist, establish contact with another chapter, linking chapter to each other to form a buddy system. Meetings and projects can be more readily shared between chapters. Coordinating councils fulfill this action step.

**Objective 1.C. Reinstatement members**

- 1.C.1. Reinstatement members by using the membership data base
  - 1.C.1.a. Establish and maintain contact with former members in various formats including social media
  - 1.C.1.b. Utilize past membership records to re-establish contact with former members

**GOAL 2: Leadership Development and Sustainability**

**Objective 2.A Chapter Leadership and Sustainability**

- 2.A.1 Chapter leadership training
  - 2.A.1.a. Ensure that chapter leadership is trained and understands their responsibilities
  - 2.A.1.b. Encourage chapter officers to attend leadership workshops
  - 2.A.1.c. Seek out members and utilize their talents in leadership positions by identifying opportunities of service at the chapter, regional and State levels

**Objective 2.B State Leadership and Sustainability**

- 2.B.1 Establish specific training for State officers and committee chairpersons
  - 2.B.1.a. Train prospective State officers in the roles and responsibilities of each State office and committee chairperson offices
  - 2.B.1.b. Multiple methods should be utilized to encourage participation for prospective State officers and chairpersons
- 2.B.2 Encourage State Convention participation
  - 2.B.2.a. Devise varied methods to market the value of State convention attendance, including but not limited to use of social media

**GOAL 3: Communication and Marketing Effectiveness and Efficiency**

**Objective 3.A Printed Media**

- 3.A.1 International Media such as: Our Heritage, DKG News, The Bulletin, brochures, The Collegial Magazine, U.S. Forum newsletter, DKG at the UN newsletter, etc.
- 3.A.2 Chapter media such as chapter newsletters and chapter brochures

**Objective 3.B Social Media**

- 3.B.1 Utilize social media to promote DKG and the Ohio State Organization and inform members
  - 3.B.1.a. Ohio State Organization media including The Voice

- 3.B.1.b. Use social media outlets such as Facebook, Twitter, Constant Contact, Instagram, Snapchat, and Pinterest
- 3.B.1.c. Encourage chapters to facilitate and educate members on the use of social media

**Objective 3.C Technology**

- 3.C.1 Utilize technology to promote DKG and Ohio State Organization and inform members
  - 3.C.1.a. dkg.org, AlphaDeltaState.weebly.com, and chapter websites
  - 3.C.1.b. International Membership Portal
  - 3.C.1.c. DKG app
  - 3.C.1.d. U.S. Forum website
  - 3.C.1.e. Media Presentations

**Objective 3.D Educational Impact**

- 3.D.1 Ohio State Organization will make an educational impact throughout the State of Ohio
  - 3.D.1.a. Establish contact with public officials and encourage State and local chapters to invite public officials to meetings
  - 3.D.1.b. Publish information in The Voice and other media outlets concerning legislative and educational issues
  - 3.D.1.c. Create networks and collaborative alliances with groups of similar purpose
  - 3.D.1.d. Publicize professional development opportunities for educators at workshops, State convention, chapter meetings, and special events
  - 3.D.1.e. Actively promote chapter programs and projects supporting early career educators and those pursuing educational professions

**GOAL 4: Financial Effectiveness and Efficiency**

**Objective 4.A Assess and project the Ohio State Organization funds**

- 4.A.1.a Evaluate each fund (Available, Available Fund Reserve and Scholarship), estimate its potential future earnings in relation to its projected expenditures, and report those findings to the Leadership Team, Advisory Committee, Executive Board and membership annually, prior to the budget process.
- 4.A.1.b Adopt a timeline for Available Fund Budget: December 1 - officers, committee chairpersons, liaisons, coordinators, and related personnel submit funding needs to Finance Committee; December 15 - Finance Committee develops Available Fund Budget; four weeks prior to the winter Advisory Committee meeting, the proposed budget is sent to Advisory Committee for review; following the winter Advisory Committee meeting, the Finance Committee reviews the proposed budget; four weeks prior to the spring Executive Board meeting, the proposed budget is sent to the Executive Board.
- 4.A.1.c Review State dues and membership projections annually to ensure that the Ohio State Organization can fulfill its

fiscal obligations.

- 4.A.1.d Act on any recommended dues increase according to the Ohio State Organization Bylaws.
- 4.A.1.e Review the revenue and expenses of the preceding State Conventions and all meetings to determine appropriate charges to attendees and costs to the Ohio State Organization.
- 4.A.1.f Review Reimbursement Policy by the end of the biennium.

**Objective 4.B Review state treasurer reports and records**

- 4.B.1.a Provide revenue and expense reports against approved budget on a quarterly basis to state officers and finance committee members.
- 4.B.1.b Review reconciled bank, credit card and investments statements annually.
- 4.B.1.c Review IRS 990 and Compiled Financial Statements as prepared by the CPA prior to filing on November 15.

**Objective 4.C Present budget and finance reports**

- 4.C.1.a Present actions of the finance committee at Executive Board and other leadership meetings.

**Objective 4.D. Reduce costs**

- 4.D.1.a Send newsletters and all other appropriate communications electronically.
- 4.D.1.b Utilize GoToMeeting.
- 4.D.1.c. Seek non-dues revenue sources for the Ohio State Organization and Ohio chapters.

**Objective 4.E Increase members' knowledge of the Ohio State Organization and chapter finances**

- 4.E.1.a Provide pertinent and current information of the Ohio State Organization finances via newsletter, website and other electronic media to chapter presidents, treasurers, and members.
- 4.E.1.b Present information at State meetings related to State and chapter finances.

**Objective 4.F Provide support for chapter presidents, treasurers, finance chairpersons, and committee members**

- 4.F.1.a Assess needs of chapter presidents, treasurers, finance chairpersons, and committee members.
- 4.F.1.b Develop training plans for chapter presidents, treasurers, finance chairpersons and committee members.

**GOAL 5: Organizational Effectiveness and Efficiency**

**Objective 5.A To evaluate effectiveness of the Ohio State Organization**

- 5.A.1.a Obtain chapter input for State strategic planning
- 5.A.1.b Review chapter membership numbers in coordinating to assess assignments for state responsibilities.
- 5.A.1.c Publish state committee responsibilities on the State website and in The Voice prior to the time of new committee

member selection each biennium and encourage members to apply for assignment to a state committee.

**Objective 5.B To preserve the history of the Ohio State Organization**

- 5.B.1.a Prepare and issue a biennial update to the State organization
- 5.B.1.b Continue to update written guidelines for what is to be preserved and what is to be disposed of, and by what means, for both State and chapter archives
- 5.B.1.c Educate chapters about preserving important historical documents and records
- 5.B.1.d Encourage chapters to write their chapter histories

**Objective 5.C To maintain update chapter and state documents**

- 5.C.1.a Encourage chapters to update Chapter Standing Rules and submit them to the State Rules Committee for review
- 5.C.1.b Complete and maintain an updated list of chapters with dates that Chapter Standing Rules are due to be revised and submitted for review
- 5.C.1.c Update the State Standing Rules annually, as needed, by proposing amendments to bring State Standing Rules into compliance with international governing documents
- 5.C.1.d Update the State Bylaws every odd numbered years as needed at a State Convention by proposing amendments to bring State Bylaws into compliance with international governing documents

**GOAL 6: Review and Update the Strategic Action Plan**

**Objective 6.A To provide for the review and update of the Strategic Action Plan by the Ohio State Organization Executive Board**

- 6.A.1.a Provide each member of the Executive Board and Standing Committee Chairperson a copy of the current strategic action plan and invite reactions and suggestions for future modifications
- 6.A.1.b Review all objectives and activities of the strategic action plan and determine the status of each and the need for modification
- 6.A.1.c Post the updated Strategic Action Plan on the State website
- 6.A.1.d Establish a Strategic Action Plan Standing Committee Ongoing and continuous planning, shaping, and evolving are paramount for the future growth and livelihood of the Ohio State Organization.

The DKG Ohio State Organization Strategic Plan of Action articulates the mission, vision, goals and objectives of the Ohio State Organization.