

STRATEGIC PLAN OF ACTION
Texas State Organization
The Delta Kappa Gamma Society International
2017-2027

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

Structure of the DKG TSO Strategic Plan

The language of the Strategic 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 TSO Strategic Plan

Four broad goals have emerged:

- Membership Development
- Leadership Development
- Communication and Publicity
- Organizational Effectiveness

Plan Implementation and Monitoring

Accountability for reaching the goals rests with the TSO Executive Committee, TSO State committees and personnel at the state level of the Society. **Chapters** are encouraged to develop their own unique strategic plans, attending to both local context and their role within the Society. This plan offers actions intended to achieve these goals. Chapters may use these actions but the chapters are not limited to these actions.

The TSO Strategic Plan provides for continuous review and updates. The TSO Strategic Plan Committee will review the Plan prior to each meeting of the TSO 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 behind each goal. The latest review and revision will be noted on the updated Plan and posted on the TSO website.

The TSO Strategic Plan Committee conducted a review of the Plan during the 5th year (2022) of its implementation. That report was shared with the TSO Executive Committee. During the 8th year of the Plan, the committee will begin revisions that will transition into a new Plan set to be introduced in late 2027.

The Strategic Intent: Goals, Initiatives, Objectives, Actions

Goals are in red; Initiatives, in blue; Objectives, in green; Actions, in black.

Acronym Legend

- ACs – Area Coordinators
- ASTEF – Alpha State Texas Educational Foundation
- CPE – Continuing Professional Education
- DKG – The Delta Kappa Gamma Society International
- LDCP – Leadership Development of Chapter Presidents
- LOSP – Leadership Orientation for State Personnel
- LSN – *Lone Star News*
- SPA – Strategic Plan of Action
- TSO - Texas State Organization

GOAL 1: Membership Development

1.A Recruit

1.A.1 Promote the implementation of the TSO Recruitment Plan

- 1.A.1.a Use the website dkgtxas.org/committees/membership to understand the plan. (TSO 2nd VP, Membership Chair, Webmaster)
- 1.A.1.b Present the plan at LDCP training. (TSO 2nd VP, LDCP)
- 1.A.1.c Share examples of plan success. (TSO 2nd VP, Membership Chair)

1.A.2 Market DKG to multi-generations including early career educators and students pursuing careers as professional educators

- 1.A.2.a Recognize chapters, members or universities who successfully work with early career educators. (ACs, TSO Officers)
- 1.A.2.b Publicize and acknowledge scholarships for ASTEF Aspiring Educators. (ASTEF)
- 1.A.2.c Share information about DKG with student teachers and supervising teachers whenever possible. (Chapters)

1.B Retain

1.B.1 Intervene with chapters in order to provide them support and encouragement

- 1.B.1.a Share membership data with TSO Mentor and AC to facilitate discussions with chapter president. (TSO 2nd VP, TSO Mentors, ACs)
- 1.B.1.b Support and encouragement will be provided from state mentoring teams. (TSO Mentors)
- 1.B.1.c Recognize accomplishments and awards of outstanding educators in the chapter. (Chapters, LSN)
- 1.B.1.d Assist members of dissolved chapter as they transfer their memberships before dissolution of chapter. (TSO President, TSO 2nd VP, Membership Chair, ACs)

- 1.B.1.e Assist relocating members for transfer to another chapter. (TSO 2nd VP, ACs, TSO Mentors)
- 1.B.1.f Engage Area Coordinators in an analysis of chapter data in order to identify both strong and vulnerable chapters for follow-up and intervention as appropriate. (TSO Mentors, 2nd VP, ACs)

1.B.2 Mentoring Program for both chapters and new members

- 1.B.2.a Provide each chapter president with a list of area members who serve on all state committees for sources of information and chapter programs. (TSO President)
- 1.B.2.b Strengthen chapters using established area leaders to visit other chapters. (TSO Officers, TSO Mentors, ACs)
- 1.B.2.c Encourage chapters to invite state officers and PSPs to visit chapter meetings. (Chapters)

1.B.3 Buddy or sister chapters

- 1.B.3.a Establish contact with another chapter, where multiple chapters exist, linking chapters to each other to form a buddy system. Meetings and projects can be shared. (ACs, Chapters)

1.C Reinstate

1.C.1 Reinstate members

- 1.C.1.a Encourage contact calling of former members using Annie Calling: explanation and Discussion Map located at dkgtexas.org/membership. (TSO 2nd VP, Membership Chair, Chapters)
- 1.C.1.b Maintain contact with former members in various ways. (Chapters)

GOAL 2: Leadership Development

2.A Chapter Leadership

2.A.1 Chapter leadership training

- 2.A.1.a Ensure that chapter leadership is trained and understand the responsibilities given to them. (LDCP)
- 2.A.1.b Encourage chapter presidents to attend LDCP. (TSO President, ACs)
- 2.A.1.c Encourage chapter presidents unable to attend LDCP training to attend follow-up training. (TSO President, ACs)

2.B Area Leadership

2.B.1 Area Coordinator Training

- 2.B.1.a Place emphasis on successful strategies when working with chapters during the biennium. (TSO Officers)
- 2.B.1.b Build a working relationship with the TSO mentors and the mentees by allowing the mentors to attend AC training. (TSO President)
- 2.B.1.c Provide periodic training for ACs to be held during the biennium as needed. (TSO President)

2.B.2 Regional Area Workshop participation

- 2.B.2.a Encourage greater attendance at Regional Area Workshops by utilizing

- various methods of communication i.e., Save the Date card. (ACs)
- 2.B.2.b Emphasis should be placed on attending Regional Area Workshop, as it is vital training for all chapter members in leadership positions. (ACs)

2.C State Leadership

2.C.1 LDCP

- 2.C.1.a Planning should meet the needs of both new presidents and returning presidents which is essential for LDCP training. (LDCP)
- 2.C.1.b Planning for LDCP sessions should be structured based on the most recent data. (LDCP)

2.C.2 Leadership Seminar

- 2.C.2.a Encourage members to apply to further develop their leadership skills. Form is available at dkgtexas.org for the biennial two-day seminar. (TSO Mentors, Leadership Seminar, ACs, Chapters)
- 2.C.2.b Encourage participation in Leadership Seminars by placing all updated forms on TSO website at dkgtexas.org under Deadlines and Forms. Deadline is October 15 of even numbered years. (Leadership Seminar, Webmaster)
- 2.C.2.c Work directly with Leadership Seminar Committee Chair in promoting Leadership Seminar through information included on the Leadership Seminar webpage on the TSO website. (TSO President, Leadership Seminar, Webmaster)

2.C.3 Convention participation

- 2.C.3.a Devise varied ways to market the value of state convention attendance, including but not limited to use of social media. (TSO President, Convention Chair)

2.C.4 LOSP

- 2.C.4.a Structure plans for LOSP sessions as needed based upon most recent data. (TSO President, LOSP)

2.C.5 State Committees

- 2.C.5.a Encourage any interested member to apply for state committees at Regional Area Workshops and thereafter. Information and application form *State Personnel Appointment*, are available at dkgtexas.org /Deadlines and Forms. Deadline is February 1 of odd numbered years. (TSO Officers, Committee Chairs, ACs, Webmaster, Chapters)

2.D International Leadership

2.D.1 DKG Ignite

- 2.D.1.a Encourage members to apply to further develop their leadership skills. Form is available at dkg.org /Committees/DKG Ignite. The form is available July 1 of odd numbered years and is due December 1. (TSO Officers, Committee Chairs, ACs, Chapters)

2.D.2 International committees

- 2.D.2.a Encourage interested members to apply for International committees. Information and application form are available on the International website dkg.org under forms and applications. Form is due June 1, even numbered years. (Chapters)

2.D.3 International Convention participation

- 2.D.3.a Advertise with use of social media and individual testimonials the value of attendance at International conferences and conventions. (TSO President, LSN)

GOAL 3: Communications and Publicity

3.A Printed Media

3.A.1 International Media such as: *Our Heritage, Volumes 1, 2, 3, & 4, DKG News, The Bulletin*, brochures, *The Collegial Magazine*, *U.S. Forum* newsletter, *DKG at the UN* newsletter

3.A.1.a Utilize International Media to inform members as well as promote the Society. (Chapters)

3.A.2 TSO Media such as: *Lone Star News; TSO Brochure; Biographies of Past State, Presidents, Volumes I & II*

3.A.2.a Encourage reading of materials for current information and historical perspective. (Chapters)

3.A.2.b Encourage nomination for Member in Print awards and Media Recognition awards. (Communication and Publicity, Chapters)

3.A.3 Chapter Media such as: chapter newsletters, chapter brochures

3.A.3.a Encourage creation of chapter newsletter and brochure. (ACs, Chapters)

3.A.3.b Recognize publication of chapter newsletters at state convention. (Communication and Publicity)

3.B Social Media

3.B.1 Utilize social media to promote the Society and inform members

3.B.1.a Use social media outlets such as: Facebook, Twitter, Constant Contact. (TSO President or Designee)

3.B.1.b Encourage chapters to facilitate and educate members on the use of social media, ex. DKG membership profile. (Technology)

3.C Technology

3.C.1 Utilize technology to promote the Society and inform members

3.C.1.a Encourage the use of *dkg.org.*, *dkgtexas.org*, and chapter websites. (Technology)

3.C.1.b Encourage the use of the International My DKG. (Technology, Membership Chair, Chapters)

3.C.1.c Encourage members to download the DKG app. (Technology, Chapters)

3.C.1.d Encourage the use of the U.S. Forum website. (Technology, US Forum Liaison)

3.D Educational Impact

3.D.1 TSO will make an educational impact throughout the state

3.D.1.a Establish contact with public officials and encourage local and state TSO entities to invite public officials to meetings. (Legislation)

3.D.1.b Publish information in the *Lone Star News* concerning legislative and/ or educational issues. (Legislation, *LSN*)

3.D.1.c Create networks/alliances with groups of similar purpose. For example: Texas Retired Teachers Association, Girl Scouts, Chambers of Commerce, American Association of University Women. (TSO President, Legislation, Chapters)

3.D.1.d Encourage attendance and support of a capitol rally in affiliation with Texas Retired Teachers Association legislative issues in odd numbered years. (Legislation)

3.D.1.e Actively promote chapter programs and projects supporting early career educators in their communities. (Chapters)

GOAL 4: Organizational Effectiveness

4.A State

4.A.1 Convention

- 4.A.1.a Evaluate annual convention as to effectiveness of convention offerings, fulfilling duties and responsibilities of chapter officers and meeting needs of members. (TSO President, Convention Chair, Research)
- 4.A.1.b Share results and solicit responses of convention survey with Executive Committee and Convention Chairs. (Research)
- 4.A.1.c Solicit one or more articles explaining the benefits of convention attendance on membership retention, leadership, and chapter strengthening. (TSO President, LSN, Convention Chairs)
- 4.A.1.d Offer opportunities for professional and personal growth through CPE workshops. (Personal and Professional Enrichment)

4.A.2 LOSP

- 4.A.2.a Participate in training sessions for leaders and evaluate LOSP effectiveness as to being pertinent to responsibilities accepted (TSO Officers, ASTEF President, Immediate Past ASTEF President, Committee Chairs, Webmaster, LSN)
- 4.A.2.b Exchange of materials and ideas by outgoing and incoming state officers, committee chairs and ACs should be made by those involved. It is the responsibility of the outgoing leader to adequately go over the materials being exchanged. This could happen at state convention, LOSP, or at a site agreed upon by those making the exchange. The State President will remind them of the exchange. (TSO President, TSO State Personnel)
- 4.A.2.c Compilation of the survey of all state officers, committee chairs and ACs will be made by the immediate previous LOSP Chair prior to the October Executive Committee meeting. The results of survey will be presented at the October Executive Committee meeting by State President (TSO President, LOSP)

4.A.3 LDCP

- 4.A.3.a Determine the number of new presidents and returning presidents to plan for a training that better fits everyone's needs. (LDCP)
- 4.A.3.b Survey LDCP participants prior to July 1 to determine if LDCP was helpful to them and what should have been included. The information learned will be shared with the Executive Committee. (LDCP)
- 4.A.3.c Train chapter presidents and treasurers in the use of the due's portal. (LDCP)

4.A.4 Evaluation of State Bylaws and Rules

- 4.A.4.a Continue to review TSO Bylaws and Rules to ensure compliance with International Constitution and consistency in the decision-making process. (TSO President, Bylaws and Rules, Parliamentarian)

4.A.5 Evaluation of Strategic Plan of Action

- 4.A.5.a Ensure that all state personnel are aware of the Strategic Plan of Action plan and responsibilities for their individual positions. (SPA, LOSP)
- 4.A.5.b Present a brief summary of accomplishments to SPA Chair by February 1 of each year. Each person responsible for a summary will be notified by the SPA committee. (SPA)

4.B Coordinating Councils

- 4.B.1.a Compile a list of Coordinating Councils in the state with contact information of chairmen and chapters included in the council. Have list accessible on the TSO website. (Recording Secretary)
- 4.B.1.b Work closely with the coordinating councils throughout the state to clarify their functions and define responsibilities. (Recording Secretary)

4.C Mentoring

- 4.C.1.a Assign mentoring teams to work with chapters within the State. (TSO President)

4.D Area

4.D.1 Regional Area Workshop

- 4.D.1.a Evaluate Regional Area Workshop to determine if it met the needs of those attending. (ACs)
- 4.D.1.b Share results of evaluation with TSO Mentor. (TSO Mentors, ACs)

4.D.2 Mentors from TSO

- 4.D.2.a Maintain a relationship with Area Coordinators and Chapter Presidents of their respective areas. (TSO Mentors)

4.D.3 AC Training

- 4.D.3.a Evaluate feedback from the TSO Mentors and ACs at the beginning of the biennium so that the Executive Committee can evaluate the effectiveness of the AC training. (TSO Mentors, ACs, TSO Officers)

4.E Financial

4.E.2 Dues

- 4.E.1.a Review the State dues structure each biennium and make recommendations regarding changes deemed necessary to meet fiscal obligations. (Finance)

4.F ASTEF

4.F.1 Publicize ASTEF

- 4.F.1.a Provide information about donations, non-dues and disbursement of funds in leadership, scholarship, and projects. (ASTEF)

4.F.2 Devise ways to strengthen member understanding of the connection between ASTEF and TSO

- 4.F.2.a Strengthen member understanding of the connection between ASTEF and TSO by having the *Lone Star News*, Constant Contact, ASTEF annual business meeting and chapter programs share information of the activities of ASTEF. (ASTEF, LSN, Chapters)

4.F.3 Promote ways to fund projects for chapters through ASTEF marketing programs and advancement

- 4.F.3.a Publish how to successfully apply for ASTEF project funds. (ASTEF)
- 4.F.3.b Present at state convention a workshop on applying for ASTEF project funding. (ASTEF)

Addendum: 03-28-2022 After review these items were removed from the document.

Membership Development

- 1.C.1.c Utilize ACs for ideas to reach out to former members. (AC, Chapter)

Leadership Development

- 2.A.1.c Acknowledge leadership traits in members and utilize their talents in leadership positions by creating opportunities of service. (Chapter)
- 2.B.2.c Various methods such as save the date cards and periodic announcements can be used to encourage attendance. (AC)

Communication and Publicity

- 3.D.1.e Publicize CPE opportunities for early career educators at area workshops, state conventions, chapter meetings, and special events. (Personal and Professional Enrichment, ACs, Chapters)

Organizational Effectiveness

- 4.E.1 Develop sources for increase of non-dues revenue. (Finance)