

Strategic Plan
TEXAS STATE ORGANIZATION
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 will conduct an audit of the Plan during the 5th year (2022) of its implementation. That report will be 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.

GOAL 1: Membership Development

1.A Recruit

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

- 1.A.1.a Use of website dkgtexas.org/committees/membership to understand the plan** (TSO 2nd VP, Membership Chair, Webmaster)
- 1.A.1.b Present plan at LDCP training** (TSO 2nd VP)
- 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 or members who successfully work with early career educators** (AC)
- 1.A.2.b Publicize scholarships for ASTEF Aspiring Educators** (ASTEF)
- 1.A.2.c Mentor student teachers and supervising teachers to share the Society where 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 Mentoring team from state will provide support and encouragement** (TSO Mentors)
- 1.B.1.c Recognize accomplishments and awards of outstanding educators in the chapter** (Chapters)
- 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)
- 1.B.1.e Assist relocating members for transfer to another chapter** (TSO 2nd VP)
- 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)

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

- 1.B.2.a Provide each chapter president (and Chapter Executive Board) 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, PSPs, and to visit chapter meetings (Chapter)

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 shared (AC, Chapter)

1.C Reinstate

1.C.1 Reinstate members

1.C.1.a Annie Calling: explanation and Discussion Map dkgtexas.org/membership (Membership)

1.C.1.b Maintain contact with former members in various ways (Chapter)

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

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 understands their responsibilities (LDCP)

2.A.1.b Ensure that chapter presidents attend LDCP (AC)

2.A.1.c Acknowledge leadership traits in members and utilize their talents in leadership positions by creating opportunities of service (Chapter)

2.B Area Leadership

2.B.1 Area Coordinator Training

2.B.1.a Area Coordinators Training should focus on successful strategies when working with chapters during the biennium (TSO Executive Committee)

2.B.1.b The TSO officer mentors should be a part of the AC training to help build a working relationship with their mentees (TSO Mentors)

2.B.2 Area Workshop participation

2.B.2.a Encourage greater attendance at area workshops (AC)

2.B.2.b Emphasis should be placed on attending Area Workshop as it is vital training for all chapter members in leadership positions (AC)

2.B.2.c Various methods such as save the date cards and periodic announcements can be used to encourage attendance (AC)

2.C State Leadership

2.C.1 LDCP

2.C.1.a Training should meet the needs of both new presidents and returning presidents (LDCP)

2.C.1.b Based upon most recent data, plans for LDCP sessions should be structured as needed (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.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 Based upon most recent data, plans for LOSP sessions should be structured as needed (TSO President, LOSP, Convention Chairs)

2.C.5 State Committees

2.C.5.a Any interested member should apply. Information and application form *State Personnel Appointment*, are available at dkgtexas.org /Deadlines and Forms. Deadline is February 1 of odd numbered years (Members)

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 State Personnel, LSN)

2.D.2 International committees

2.D.2.a Any interested member needs to apply. Information and application form are available on the International website dkg.org under forms and applications. Form is due June 1, even numbered years (Members)

2.D.3 International Convention participation

2.D.3.a Advertise with use of social media and individual testimonials the value of attendance at Regional conferences and International 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, DKG News, The Bulletin, brochures, The Collegial Magazine, U.S. Forum newsletter, DKG at the UN newsletter*

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 members in print awards for both member and newspapers (Communications and Publicity)

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

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)

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 dkg.org, dkgtexas.org, and chapter websites (Technology)
- 3.C.1.b International Membership Portal (Technology)
- 3.C.1.c DKG app (Technology)
- 3.C.1.d U.S. Forum website (Technology)
- 3.C.1.e Media Presentations (Technology)

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 (Legislative, LSN)
- 3.D.1.b Publish information in the *Lone Star News* concerning legislative and/ or educational issues (Legislative, LSN)
- 3.D.1.c Create networks/alliances with groups of similar purpose. For example: Texas Retired Teachers Association, *Girl Scouts*, Chambers of Commerce, AAUW (TSO President, Legislative, Chapters)
- 3.D.1.d Encourage attendance and support of a capitol rally in affiliation with TRTA legislative issues in odd numbered years (Legislative)
- 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)
- 3.D.1.f 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 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, convention chairs, state committee chairs and PSP's (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, Committee Chairs, Webmaster, LSN)
- 4.A.2.b Adequate time must be scheduled for proper exchange of materials and Ideas by outgoing and incoming state officers, committee chairs and area coordinators (TSO President)
- 4.A.2.c Prior to October Executive Committee meeting, the immediate previous LOSP Chair will compile results of the survey of all State officers, committee chairs and AC's to determine effectiveness of LOSP training. Results of survey will be

presented at the October Executive Committee meeting by State 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 their needs (LDCP)
- 4.A.3.b Chairman will survey LDCP participants prior to October Executive Committee meeting to determine if LDCP was helpful to them and what did they need which should have been included. The information learned will be shared with the Executive Committee (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 Insure that all state personnel are aware of the Strategic Plan of Action plan and responsibilities for their individual position (Strategic Plan of Action Committee)
- 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 (Strategic Plan of Action Committee)

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 The State Recording Secretary will 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 Teams will be assigned by the TSO President to work with chapters within the state (TSO President)

4.D Area

4.D.1 Area Workshop

- 4.D.1.a Evaluate workshops to determine if it met the needs of those attending (AC)
- 4.D.1.b Share results of evaluation with TSO mentor (TSO Mentors, AC)

4.D.2 Mentors from TSO

- 4.D.2.a Mentors should maintain a relationship with area coordinators and chapter presidents of their respective areas (TSO Mentors)

4.D.3 AC Training

- 4.D.3.a At beginning of each biennium, the Executive Committee shall evaluate the effectiveness of AC training through TSO mentors feedback (TSO Mentors)

4.E Financial

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

4.E.2 Dues

- 4.E.2.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 Lone Star News, Constant Contact, ASTEF Annual Business Meeting and
chapter programs all will share information of the activities of ASTEF (ASTEF)**

**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)**