

BETA ALPHA - NC DKG STRATEGIC PLAN 2023-2024

Entries should be color coded as follows: **Red- Goal**, **Blue- Initiatives**, **Green- Actions** & **Black- Steps Taken**
Please Bullet Entries

GOAL I: MEMBERSHIP

A. Strengthen Personal and Professional Growth	
ACTION	Addressed in . . .
1. Increase chapter participation at State Convention, Leadership Seminar and Summer Training for Chapter Leaders	<ul style="list-style-type: none"> ● Provide basic registration for selected chapter members in good standing as the budget permits
2. Provide time for networking at chapter events	<ul style="list-style-type: none"> ● Schedule time for members to socialize by having meal functions as a part of the meetings ● Schedule 4 social events/activities per calendar year outside of chapter meetings
3. Encourage members to update profiles on International websites	<ul style="list-style-type: none"> ● Set up computer stations at fall chapter meetings to log in to the International website for this purpose with an assistant to facilitate Include information for completing the process of updating profiles on International website via the newsletter and/or email communications
4. Encourage members to submit articles and/or items of interest to the international journal and magazine	<ul style="list-style-type: none"> ● Highlight articles from the international journal and magazine by North Carolina members ● Include information on the process for submitting articles by chapter members in the newsletter and upon request
5. Promote member wellness with a focus on physical and mental well-being	<ul style="list-style-type: none"> ● Plan for one chapter meeting per membership year to focus on personal growth
B. Strengthen Beta Alpha Membership	
ACTION	Addressed in . . .
1. Promote the benefits of membership, networking, scholarships, grants, spiritual fellowship, professional opportunities, and leadership development	<ul style="list-style-type: none"> ● Include a feature article on benefits in each edition of the newsletter and/or submit a promotional email each month ● Ask individual members to share personal experiences that have benefitted them through DKG membership in newsletter and chapter meetings ● Include dates for scholarships, grants, etc. at chapter meetings

<p>2. Recruit and educate potential members of the opportunities and benefits of membership</p>	<ul style="list-style-type: none"> ● Have the membership committee host a fall and spring invitational social for prospective new members ● Send a congratulatory note to all female school level Teachers of the Year and National Board of Professional Teaching Practices Certified Candidates and extend an invitation to attend a future meeting ● Encourage the membership committee to utilize the resources available on the International website
<p>3. Recognize the professional and personal achievements of members</p>	<ul style="list-style-type: none"> ● Acknowledge personal milestones of members via personal notes, recognition at chapter meetings, and the newsletter ● Have the membership committee e-mail members requesting information regarding professional activities/achievements and then acknowledge /recognize members in the newsletter and other social media and at chapter meetings
<p>4. Offer joint meetings and activities with Pitt County sister chapters</p>	<ul style="list-style-type: none"> ● Share the annual calendar with the Pitt County sister chapters with an open invitation for their members to attend/participate ● Share the Beta Alpha Bits with the Pitt County sister chapters to develop an awareness of chapter activities and to update their members of Beta Alpha activities ● Extend a special invitation to members of the Pitt County sister chapters to attend special activities like membership initiations, Ceremony of Remembrances, Christmas socials, and meetings with visits of district, state, and international officers
<p>5. Institute a systematic plan for membership retainment</p>	<ul style="list-style-type: none"> ● Recognize benchmarks in DKG membership annually as planned by the Membership Committee ● Contact members who are not in attendance at regularly scheduled meeting to check-in with them ● Establish mentors for members in their first ten years of membership ● Announce grant, scholarship, leadership training - chapter meetings, newsletter and emails

GOAL II: GLOBAL AWARENESS

A. Promote the existing global DKG opportunities: ie. Schools for Africa, World Fellowship and UN Activities

	Addressed in . . .
1. Promote and support the global activities of DKG International	<ul style="list-style-type: none"> ● Schedule one program for a chapter meeting each year on DKG global activities such as Schools for Africa ● Feature an article on DKG global activities in the newsletter at least once per year ● Submit an annual donation to at least one DKG global activity
B. Encourage members to utilize the resources on the International Website	
	Addressed in . . .
1. Provide links to DKG resources on the chapter website and in the chapter newsletter	<ul style="list-style-type: none"> ● Introduce chapter committee chairs to the resources relevant to their area which are available on the DKG website ● Utilize embedded links in the chapter newsletter to direct members directly to information on the DKG website for conferences and conventions ● Utilize embedded links in other chapter communications to distribute DKG International communications as well as NC DKG communications
2. Promote professional opportunities, scholarships, and grants at the international level	<ul style="list-style-type: none"> ● Utilize embedded links in chapter communications to promote professional opportunities, scholarships, and grants to chapter members ● Introduce members to various components of the DKG International website by demonstrations at chapter meetings ● Include a demonstration of the DKG resources available through the website at new member orientations

GOAL III: LEADERSHIP DEVELOPMENT

A. Inspire a New Generation of Leaders	
ACTION	Addressed in . . .
1. Nominate members for state awards	<ul style="list-style-type: none"> ● Submit at least one member each year for consideration
2. Encourage and sponsor members to apply to attend the leadership seminar	<ul style="list-style-type: none"> ● Place in Beta Alpha budget registration costs for 2 members to attend leadership seminars
3. Encourage members to serve on /chair chapter committees	<ul style="list-style-type: none"> ● Provide each committee with two co-chairs or a chair and vice-chair with overlapping terms with the intent that the chair mentor an incoming chair

	<ul style="list-style-type: none"> ● Set the expectation that every active member serves on at least one committee each biennium ● Establish a schedule for committees to routinely meet to carry out the business of each committee ● Direct committee chairs to submit a report at each meeting to the Executive Board and for the chapter newsletter as needed
B. Promote Leadership Opportunities	
ACTION	Addressed in . . .
1. Nurture members to realize their leadership potential	<ul style="list-style-type: none"> ● Pair new members upon entry to Beta Alpha with an active member who will make contacts (verbal and/or written), especially prior to meetings with the new member ● Develop an “active” member participation card whereby members collect points for various activities and then recognize members at various levels of participation at the end of the chapter year
2. Inform members of leadership opportunities	<ul style="list-style-type: none"> ● Invite and mentor members to participate in leadership opportunities ● Identify members who might benefit from leadership opportunities and have their mentor/an executive board member encourage the member to participate in the opportunity
3. Train leaders to advocate for educational law and policy	<ul style="list-style-type: none"> ● Invite local legislators to share recent changes in educational law and their perspective of local positions on them LHW [If adopted, this must include all political parties. We discussed this previously and decided against this. May need further discussion] ● Attend a panel discussion with members of the Pitt County Board of Education to highlight changes in educational law and local board policy ● Put together a program with chapter members and NC DKG leaders on educational advocacy at the local, state, and national levels and identify the appropriate process for lobbying leaders
C. Recognize Women Leaders	
ACTION	Addressed in . . .
1. Share grant-in-aid and/or scholarship recipients with the general public and school	<ul style="list-style-type: none"> ● Arrange to have recipients recognize at a Pitt County Board of Education meeting and/or a school level meeting

	<ul style="list-style-type: none"> ● Publicize information about recipients, the award, and information about the organization by submitting articles to the local newspaper and other media resource
<p>2. Acknowledge outstanding women educators and their accomplishments</p>	<ul style="list-style-type: none"> ● Send timely congratulatory notes to local women educators who are receiving recognition and awards such as Teacher of the Year, National Board Certification, grants and scholarship recipients, participants in special programs of Pitt County Schools, etc.

GOAL IV: COMMUNITY CONNECTIONS

A. Collaborate with community organizations	
ACTION	Addressed in . . .
<p>1. Support community connections/programs within our schools</p>	<ul style="list-style-type: none"> ● Work with Pitt County Schools to provide support to the Beginning Teachers Program, i.e. refreshments, gift cards, etc. ● Adopt one school site to provide additional support to the beginning teachers throughout the school year ● Serve as EOG volunteers at BT host school or other educational institution
<p>2. Develop partnerships with community organizations to support the educational goals of the community action</p>	<ul style="list-style-type: none"> ● Partner with United Way in support of the Dolly Parton Imagination Library ● Partner with United Way in support of the “after school program”
B. Plan and deliver outreach projects and programs that support community needs	
ACTION	Addressed in . . .
<p>1. Support community needs through specific service-based chapter projects</p>	<ul style="list-style-type: none"> ● Collect and donate items as determined by current needs within the schools, i.e. Kleenex, Lysol spray, sanitary wipes, etc. ● Collect and distribute books to community organizations such as Center for Family Violence Prevention
C. Engage a broader audience as informed, respected voices of education	
ACTION	Addressed in . . .

1. Utilize social media	<ul style="list-style-type: none"> ● Publicize chapter activities on a regular basis utilizing social media sources such as Facebook and chapter website ● Develop a plan to broaden chapter exposure on social media by encouraging members to “follow” the chapter Facebook page and “share” activities posted on the page with their social community
2. Utilize print media (i.e. newsletters, newspapers and magazines)	<ul style="list-style-type: none"> ● Submit articles to local media to share chapter activities with outside audiences ● Explore opportunities to share the chapter newsletter at the school and community level
3. Utilize online media (i.e. photos and videos)	<ul style="list-style-type: none"> ● Insure that members of the communication committee are assigned for recording chapter activities for use in support of the chapter ● Create a community folder on the chapter website for preserving and sharing photo albums of chapter activities to be available to appropriate chapter members

GOAL V: BUILD RESOURCES

A. Encourage support of chapter efforts to facilitate grant-in-aid opportunities	
ACTION	Addressed in...
1. Create marketing strategies that encourage members to donate funds	<ul style="list-style-type: none"> ● Promote the value of providing funds through the annual grant-in-aid program by having recipients come back to chapter meetings to report ● Sponsor annual fundraising activities to support the awarding of scholarships and/or grants-in-aid
B. Encourage participation in chapter efforts to support operating expenses	
ACTION	Addressed in...
1. Provide stability and support for chapter business through financial resources in addition to chapter dues	<ul style="list-style-type: none"> ● Educate chapter members on dues disbursement and the budgetary needs of the chapter ● Explore new avenues and develop ways to support chapter needs in addition to membership dues, i.e. RaiseRight, fundraiser dinner, etc.

