

Area I: MEMBERSHIP

Purposes 1, 2, 3, 6

Goal 1: To recruit, orient, retain, and reinstate members

- Recruit members by
 - expanding membership in diverse educational settings (e.g. health care, law, religious, corporate, etc.)
 - inviting prospective members to chapter, state, and international activities
 - maintaining communication with student teachers, recruitment grant recipients, and award recipients to build future membership
 - maintaining communication with previously recommended candidates for membership
 - encouraging collegiate membership through local universities and colleges
 - encouraging diversity in all recruitment efforts
 - encouraging partnerships with high schools, universities, and colleges and with professional, educational, corporate, and community organizations
- Orient members by
 - inducting and mentoring members on an on-going basis
 - utilizing orientation and reorientation resources on the DKG International Website and those provided by DKG Illinois
- Retain members by
 - assisting members who are relocating and members of dissolved chapters by offering options
 - involving chapter members in programs, leadership opportunities, and service to the community and the state
 - stressing the importance of affiliation with Delta Kappa Gamma as a reason to continue membership
 - supporting members' childcare and personal care needs through technology and other means
 - encouraging members of struggling chapters to notify state leaders for assistance
- Reinstate members by
 - collecting and reviewing data from Form 18-A and Form 15 in the chapter treasurer's records of recently dropped members
 - contacting former members to reinstate their membership

Goal 2: To mentor members and recognize accomplishments and service

- Mentor members by
 - encouraging attendance at chapter, state, regional, and international events to promote fellowship
 - promoting DKG projects to strengthen opportunities for mentorship and networking
 - building relationships with other chapters and professional organizations to expand collegiality and networking
 - establishing relationships and "job alike" mentoring with all members
- Recognize member accomplishments and service by
 - highlighting chapter events and member accomplishments at meetings, on social media, DKG ILSO Website and/or in the DKG ILSO *Newscaster*

- challenging members to publish in DKG and other publications and to present workshops at all levels of the Society
- commemorating the service of members who are deceased

Area II: COMMUNICATION AND MARKETING Purposes 1, 2, 3, 6, 7

Goal 1: To promote frequent communication and marketing at all levels of the Society and with the community

- Promote communication by
 - preparing for chapter visits the first year of the chapter biennium and maintaining communication with state ambassadors throughout the biennium
 - establishing and maintaining communication among all state committee members and chapter chairs
 - distributing chapter newsletters to all the chapter members, DKG ILSO President, and state ambassador
 - encouraging chapters to submit "Chapter News" to the DKG ILSO *Newscaster*
- Market the Society by
 - encouraging news releases, using multiple social media platforms, and/or distribution of informational flyers/brochures to potential members and the community to market chapter, DKG ILSO and DKG events
 - promoting coordinating councils and interaction among chapters through professional/social events and community projects
 - acknowledging donations to the Marion Medical Mission, UNICEF Schools for Africa, and Teach to Lead in Illinois
 - recognizing and supporting member and chapter projects

Goal 2: To utilize current trends in technology

- Utilize trends by
 - providing training and encouraging the innovative use of technology for communication
 - encouraging chapters to utilize electronic means for programs and/or including members at meetings
 - utilizing DKG ILSO (www.deltakappagamma.org/IL/) and International (www.dkg.org) Websites for information and downloading forms and ilsozoom.weebly.com for Zoom links and directions, YouTube Channel at: Delta Kappa Gamma, Illinois, key women educators, and electronic communications from the DKG ILSO President, officers, related personnel, and committee chairs
 - organizing and maintaining all current and archival Society information electronically
 - encouraging chapters to appoint a media coordinator and reporter (web watcher and beyond)
 - encouraging chapters to develop and maintain websites and to communicate, promote events, and share information about DKG on social media
 - piloting a new form of social media

Area III: EDUCATIONAL EXCELLENCE

Purposes 1, 3, 4, 5, 6,

Goal 1: To empower members

- Empower members by
 - encouraging applications for scholarships, stipends, awards, and grants at all levels of the Society
 - engaging in professional networking opportunities through partnerships with community, educational, and business organizations
 - enhancing shared leadership skills in their professions and at all levels of the Society
 - participating in chapter and DKG ILSO approved professional development opportunities
- Encourage members by
 - motivating and mentoring current and potential members to attain leadership skills in their professions and beyond, and at all levels of the Society
 - participating in personal and professional activities, programs, and projects at the chapter, state, and international levels
 - recommending continued evaluation of chapter and DKG ILSO events
 - contributing and utilizing program ideas from state and international websites and publications
 - promoting a variety of professional and personal growth programs, leadership/communications and marketing/legislative seminars, and Professional Development (PD) DKG ILSO approved workshops that integrate the Purposes of the Society and current trends relevant to local and global education
 - providing financial opportunities for professional and personal growth through scholarships, stipends, awards, and grants
 - encouraging individuals to attend and empowering members to present workshops at chapter, state, and international events

Area IV: RESOURCE DEVELOPMENT

Purposes 5, 6, 7

Goal 1: To educate by

- informing members of income, expenses and funds
- practicing responsible management of fiscal resources
- providing information on opportunities to contribute to chapter, DKG ILSO, and international funds

Goal 2: To encourage development by

- reviewing DKG ILSO *Bylaws/Standing Rules* twice annually and Chapter Rules biennially, amending when needed
- creating and utilizing chapter yearbooks
- encouraging the use of orientation/training materials
- updating and utilizing chapter membership profiles annually
- educating and encouraging members to update member profiles on DKG International Website (dkg.org) to keep Chapter Connect current
- conducting well-organized business meetings within a minimum amount of time

The Delta Kappa Gamma Society International

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

International Biennial Theme

DKG: Leading Women Educators Impacting Education Worldwide

DKG Illinois State Organization (DKG ILSO) Strategic Action Plan for Renewal

Chapter and State 2021-2022



Proposed plan to be voted upon 9-18-21