Revitalization Update

Ann Cavanaugh Grosjean – CTSO Membership Chair

After a year developing a Revitalization Plan to increase the number of members and to retain our members, it is time for the implementation phase! It has moved from the state to the chapter level where membership begins! Last fall (2022), we met with Carolyn Pittman from DKG International to evaluate our strengths, weaknesses, and goals. We had focus groups review and add to these goals at the Fall Conference. The Executive Board also met a few times to review the plan. Finally, the completed plan, which supports our CTSO 2019 Strategic Plan, was shared in paper form at the Spring 2023 Convention and placed on the CTSO website ( <https://dkgct.weebly.com/strategic-plan.html> ). It includes suggestions and action plan kits for the following :

* Recruiting of New Members
* Marketing DKG
* Resources
* Mentoring New and Disengaged Members
* Relevance and Planning
* Leadership Opportunities

Each chapter received a copy and has been asked to develop action plans to increase their chapter membership and retain their current members. Lenore Martinelli, CTSO president; Linda Paslov, CTSO first vice president; Pam Aubin, CTSO treasurer and author of the Revitalization Plan; and Ann Grosjean, membership chair focused on this plan at DKG State Leadership Training in Texas in June. They established a time line to guide and assess the implementation of the plan.

The first benchmark was an excellent meeting held on August 28, 2023 on Zoom to share the progress chapters are making with developing and implementing their action plans. Nine of our fourteen chapters shared their progress and their plan steps offered ideas to those chapters just starting out. The shared ideas can be found in the Fall 2023 Keynote.

The next benchmark will be at our September 23, 2023 Executive Board meeting when each chapter will again be asked to share their progress. There will be a workshop at the November 4, 2023 Fall Conference about the Revitalization Action Plans and chapters will be asked to share once more at the Spring Executive Board Meeting. We encourage chapters to make this a priority since low membership number is also a financial problem at the international, state and chapter levels.

Finally, next year, we will compare our 2023/2024 and 2024/2025 CTSO chapter and state membership numbers to measure the growth. The plan will be assessed and any necessary modifications made at that time.