

Beta Chapter DKG Revitalization Plan – Due 4/8/2024

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Recruitment and Reinstatement of Members Action Plan

Strategic Goal 1: Support Members

1.A. Create new membership opportunities.

1.A.1. Actively market DKG/Connecticut State Organization to attract enthusiastic women from diverse groups and in a variety of educational roles.

1.A.2. Use technology, scholarships, mentoring and community partnerships to recruit and promote DKG as an international professional organization.

SMART Goal for 1.A. (Recruitment and Reinstatement of Members Action Plan): Increase membership in DKG by promoting DKG through outreach strategies and marketing efforts as measured by the number of new (and reinstated) members who pay dues by October 1st of each calendar year.

Strategy	Who is the person responsible?	Evidence of accomplishment	Notes, modifications to the strategy	Timeline
<p>1.A.1. Actively market DKG/Connecticut State Organization to attract enthusiastic women from diverse groups and in a variety of educational roles.</p> <p>Beta Chapter will complete and print copies of the following for distribution to prospective members:</p> <ul style="list-style-type: none"> • Chapter Tri-fold Brochures. • New Member forms unique to our chapter. 	Beta Chapter Membership Chair	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Completed tri-fold brochure for Beta chapter. • Completed new member forms. 		<p>August/September: Prepare materials for outreach.</p> <p>Spring: Revise (if needed, new member forms.</p>

<p>Beta Chapter will collect names of prospective members from current members a minimum of twice per year. These prospective members include educators who are: traditional, certified teachers and administrators; higher ed adjuncts and professors; paraprofessionals; private instructors; tutors; preschool educators; museum personnel or docents (i.e., anyone who instructs children or adults.</p>	<p>Beta Chapter Membership Chair</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> List of prospective members and their contact information. 		<p>August/September: Collect names of prospective members from current members</p> <p>Spring: Collect names of prospective members from current members</p>
<p>Beta Chapter will email a personalized recruitment letter and New Member Kit to all on the prospective member list.</p>	<p>Beta Chapter Membership Chair</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> The recruitment letter is on file. The New Member Kit 2023 as a PDF is available for attaching to an email. A prospective member attends a chapter meeting. 		<p>August/September: Email personalized recruitment letter and New Member Kits.</p> <p>Spring: Email personalized recruitment letter and New Member Kits.</p>
<p>Beta Chapter members will invite a prospective member to a craft meeting or one which includes a presenter.</p>	<p>Chapter members who, in turn, notify the Membership Chair of their efforts/actions</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> The attendance list at these meetings include names of participating guests. 		<p>Any time throughout the year.</p>
<p>Beta Chapter members will independently reach out to universities in</p>	<p>Chapter members who, in turn, notify the Membership Chair of their efforts/actions</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> Communication from chapter members to the 		<p>Any time throughout the year.</p>

which they have partnerships with teacher preparation programs to recruit collegiate members.		Membership Chair.		
Beta Chapter will contact dropped members and encourage them to be reinstated by inviting them to chapter meetings and events.	Beta Chapter Membership Chair	<u>Short term:</u> <ul style="list-style-type: none"> The emails to dropped members are documented. 		Any time throughout the year.
Some Beta Chapter members will sponsor a collegiate or other member by paying their dues.	Beta Chapter Membership Chair and Treasurer	<u>Short term:</u> <ul style="list-style-type: none"> The new member's dues are noted in the Treasurer's Report 		Any time throughout the year.
<p>1.A.2. Use technology, scholarships, mentoring and community partnerships to recruit and promote DKG as an international professional organization.</p> <p>Beta Chapter will reach out to new teachers and aspiring administrators to initiate and form mentorship opportunities.</p>	Beta Chapter Membership Chair and President	<u>Short term:</u> <ul style="list-style-type: none"> Documentation of the emails and/or conversations. Documentation of scheduled mentoring meetings. 		Any time throughout the year.
Beta Chapter members will post information about DKG on their private Facebook pages, Instagram accounts, LinkedIn, and other social media sites.	Beta Chapter members, in collaboration with the Membership Chair and President	<u>Short term:</u> <ul style="list-style-type: none"> The social media postings are viewed and "liked". 		Any time throughout the year.

<p>Beta Chapter members will set up a table at the annual Vicki Soto Race in November to share information about DKG and benefits of membership.</p>	<p>A Beta Chapter member will chair this event, in collaboration with the Membership Chair and President</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Documentation of the number of informational pamphlets distributed. 		<p>November</p>
<p>Beta Chapter President will share information about scholarships and other benefits of DKG membership at a minimum of one chapter meeting per year. We will also share the recent focus: "Bursting the Bubble: Exploring the Benefits of DKG Membership." There are some great reminders about why women should join DKG. Whether it is for the discounts, the recognitions, financial assistance, leadership opportunities, travel & networking, publishing, or advocacy, there is always a reason to join. Members may burst some bubbles (for additional information) at: https://www.dkg.org/DKGSI/Membership/Benefits.aspx.</p>	<p>Beta Chapter President</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Minutes documenting the PowerPoint presentation. 		<p>At one meeting during the year</p>

Retention of Members Through Relevance and Engagement (Action Plan #1)

Strategic Goal 1: Support Members

- 1.B. Enhance existing membership opportunities.
 - 1.B.1. Strengthen personal and professional growth.
 - 1.B.2 Strengthen individual chapters.
 - 1.B.4. Provide mentoring of new members.
 - 1.B.5. Promote and strengthen communication.

SMART Goal for 1.B. (Retention of Members Through Relevance and Engagement Action Plan): Design innovative programs to interest a broad range of members to maintain or increase membership in DKG as measured by the number of members who pay dues by October 1st of each calendar year and attend at least 50% of chapter meetings.

Strategy	Who is the person responsible?	Evidence of accomplishment	Notes, modifications to the strategy	Timeline
<p>1.B.1. Strengthen personal and professional growth.</p> <p>Beta Chapter will design Chapter Programs to consider the varied interests of members Collegiate, Active teachers, and Retired members. Survey members for themes/ideas. The EEC Focus Areas to include are:</p> <ol style="list-style-type: none"> 1. UNICEF/USA (Global Education Fund pool) 2. SEE – Supporting Early Educators 	<p>Beta Chapter President in consultation with the Educational Excellence Chair and NextGen State Chair.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Beta Chapter calendar that reflects programs that appeal to the varied interests of members. 		<p>Annually, June 30th Planning Committee</p>

<p>3. Programs 4. Projects 5. Legislation 6. DKG and the UN/CTAUN 7. The Arts 8. Professional Growth/Leadership</p>				
<p>Beta Chapter will promote opportunities to publish in DKG International, the Collegiate Exchange, and submit work for selection to the DKG Fine Arts gallery. Due dates are on the dkg.org website.</p>	<p>Beta Chapter President and Fine arts Committee Chair.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Beta Chapter calendar that contains submission due dates. • Meeting minutes that include submission due dates. • Emailed letters for International congratulating members for acceptance of their work for publication. • Inclusion of stories about these members in the Keynote. 		<p>Throughout the year.</p>
<p>1.B.2 Strengthen individual chapters.</p> <p>Beta Chapter President will survey the membership to determine their preferred meeting format (in-person or Zoom) day of the week and time.</p>	<p>Beta Chapter President</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Beta Chapter Calendar should show a range of in-person and Zoom meetings. Some meetings should be after school (4:30-6:00) or in the evening on Zoom. • Survey results to determine preferred days/times/format for chapter meetings. • Summary of the results for the Planning Meeting. 		<p>Survey as needed in May so that information is gathered in time for the scheduled Planning Meeting.</p>

<p>1.B.4. Provide mentoring of new [and disengaged] members.</p> <p>Beta Chapter members will mentor new and disengaged members through phone calls, emails, and personal meetings.</p>	<p>Beta Chapter Membership Chair and various members.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Documentation of emails and/or phone calls and meetings. • Reports by mentors to Membership Chair. 		<p>Throughout the year.</p>
<p>1.B.5. Promote and strengthen communication.</p> <p>Beta Chapter President will publish an annual meeting calendar [which may need to be adjusted during the year] to enable the maximum number of members to attend.</p>	<p>Beta Chapter Executive Board in consultation with the Educational Excellence Chair.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Documentation of email with 2 weeks' notice with an agenda and attachments to all members before the upcoming meeting. 		<p>Annually by August 30th (if possible).</p>
<p>Beta Chapter will personally reach out to disengaged members to remind them of programs and activities in which they can participate.</p>	<p>Beta Chapter President, Membership Chair, and various members.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Documentation of emails and/or phone calls and meetings. • Reports by mentors to Membership Chair. 		<p>Throughout the year.</p>
<p>Beta Chapter will consider publishing a newsletter once again.</p>		<p><u>Short term:</u></p> <ul style="list-style-type: none"> • A newsletter will be published. 		<p>At various times during the year.</p>
<p>Chapter happenings and member accomplishments will be submitted to the CTSO Keynote newsletter.</p>		<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Keynote articles reflect the highlights of Beta Chapter and its members. 		<p>When requested by the CTSO President.</p>

Retention of Members Through Relevance and Engagement (Action Plan #2)

Strategic Goal 2: Develop Leaders

- 2.A. Create leadership opportunities for ALL members
 - 2.A.1. Provide leadership training through a variety of media.
 - 2.A.2. Empower members to take on leadership roles.
- 2.B. Establish leadership training for all members.
 - 2.B.1 Create diverse ways to conduct leadership training.
 - 2.B.2. Offer mentoring opportunities for emerging leaders.

SMART Goal for 2.A. and 2.B. (Retention of Members Through Relevance and Engagement - Leadership Action Plan):

Maintain or increase membership in DKG by deepening interest and commitment to leadership opportunities as measured by the number of members who pay dues by October 1st of each calendar year and complete State or International Leadership training.

Strategy	Who is the person responsible?	Evidence of accomplishment?	Notes, modifications to the strategy	Timeline
<p>2.A.1. Provide leadership training through a variety of media.</p> <p>2.B.1 Create diverse ways to conduct leadership training.</p> <p>Beta Chapter will identify members who have exhibited potential for leadership to participate in CTSO Leadership Training.</p>	Beta Chapter President and Executive Board	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Number of members new to leadership or ready to learn more. 		Annually, May/June.

<p>CTSO will invite potential state or chapter leaders to attend the CTSO Executive Board meetings. (This serves as an extra vote for Beta Chapter.)</p>	<p>Chapter President</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> Attendance at Executive Board meeting. 		<p>As scheduled by CTSO.</p>
<p>Beta Chapter will publish an annual meeting calendar and include the dates for CTSO Executive Board meetings, Conference and Convention, and CTSO Leadership Training. We will additionally share dates of International webinars as we learn of them.</p>	<p>Beta Chapter President in consultation with Executive Board and Educational Excellence Chair</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> Documentation of notice with an agenda and attachments to all members by position at least one week before the upcoming meeting. Documentation of postings on Instagram/Facebook and in newsletter. 		<p>Annually, August/September.</p>
<p>2.A.2. Empower members to take on leadership roles.</p> <p>Beta Chapter will inform all members of any leadership opportunities within the chapter and state (i.e., officers and committee chairs) through meeting agendas, meeting minutes, private Facebook and Instagram pages (to be developed soon), and newsletter, as well as via phone calls, emails, and conversations.</p>	<p>Beta Chapter President and Nominating Committee; CTSO President</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> Documentation of emails and/or phone calls and meetings. Documentation of postings on Instagram/Facebook and in newsletter. 		<p>Throughout the year.</p>

<p>2.B.2. Offer mentoring opportunities for emerging leaders.</p> <p>Prior and current leaders of Beta Chapter will meet with prospective and new chapter leaders to explain the specific role expectations and timelines at the beginning of their service, as well as on an “as needed” basis.</p>	<p>Beta Chapter officers and committee chairs.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> • Documentation of emails and/or phone calls and meetings. 		<p>Throughout the year.</p>
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Resources Action Plan

Strategic Goal 3: Build on Resources

3.A. Create new resources

3.A.1. Investigate a variety of marketing strategies, including social media (Instagram, Facebook).

3.A.2. Expand resources for members.

Smart Goal for 3.A. (Resources Action Plan): Increase membership through multimedia outreach designed to inform and recruit new members about joining DKG Connecticut State Organization as measured by the number of new members who pay dues by October 1st of each calendar year.

Strategy	Who is the key person responsible?	Evidence of accomplishment	Notes, modification to the strategy	Timeline
<p>3.A.1. Investigate a variety of marketing strategies, including social media (Instagram, Facebook).</p> <p>Beta Chapter will design, publish, and distribute a chapter brochure which highlights the unique attributes of our chapter. Canva will be explored as a tool.</p>	Beta Chapter President and Membership Chair or designee.	<p><u>Short term:</u></p> <ul style="list-style-type: none"> Completed Chapter trifold for distribution to potential members. 		Summer.
Beta Chapter will develop an “elevator speech” to briefly explain DKG and the advantages and benefits of membership to potential candidates.	Beta Chapter Membership Chair or her designee.	<p><u>Short term:</u></p> <ul style="list-style-type: none"> The sample copy of the “elevator speech” which has been distributed it to all chapter members. 		Summer or Fall.

<p>The CTSO and Beta Chapter will set up a private Instagram and Facebook account to announce Chapter activities and upcoming meetings.</p> <p>Beta Chapter will ensure that all current members have signed the photo release form, updated biographical information along with the dues form.</p>	<p>Chapter Webmaster</p> <p>Membership Chair or Treasurer.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> The Beta Chapter Facebook and Instagram accounts are active and include posts of chapter news and events on a regular basis. 		<p>Monthly.</p>
<p>Beta Chapter will submit a press release and photos to newspapers.</p>	<p>Chapter corresponding secretary.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> Documentation of a press release to a local newspaper with a short description of the event and photo (all members in the photo must have given written permission). 		<p>Throughout the year.</p>
<p>3.A.2. Expand resources for members.</p> <p>Beta Chapter will include links to DKG.org and the CTSO website, as well as the Beta Chapter brochure and New Member Kit on its private Facebook and Instagram pages.</p>	<p>Chapter President or Webmaster.</p>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> Documentation of the links. 		<p>Throughout the year.</p>

This plan was a collective effort by Beta Chapter members on November 29, 2023 and February 29, 2024. Allison Fay and Linda Paslov crafted the final document. It was respectfully submitted on April 8, 2024.