

CTSO Theta Recruitment and Reinstatement of Members

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: Increase membership to DKG by promoting DKG through outreach strategies and marketing efforts as measured by the number of new 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
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Review New Member Recruitment Process with members annually Be sure they have access to necessary resources (trifolds, nomination form etc.)	Membership Chair	increase in membership numbers		Annually at Fall meeting
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All members create a list of potential members	~ all members ~ Membership Chair	increase in membership numbers	At march/May/Fall 2024 meetings, members will fill our cards	March, May, and Fall 2024 ~ then annually at Fall meeting
Encourage current members to invite educators to join				
Invite potential members to attend chapter meetings (with a colleague if wanted)	nominating members	increase in membership numbers	Nominating member should forward any meeting information to their nominee	2024-2025
Broaden our definition of educator to include anyone who instructs children/adults				
Inform potential and current members of DKG and CTSO scholarships and benefits				
Reinstate former members by reviewing list of members who have left Theta and personally invite them to return				
Invite our Theta Scholarship recipient to join DKG/CTSO/Theta				
Increase publicity via newspapers and social media				

<p>Host A DKG meeting in a school where there is a current member and invite staff to attend Invite staff members to join</p>	<p>~staff members to be identified at a school ~Planning meeting members</p>	<p>scheduled meeting</p>	<p>discuss at Planning meeting</p>	<p>2024-2025</p>
<p>Encourage active member in a school to identify a new teacher who they would be able to assist/mentor</p>				
<p>Encourage retired members to volunteer in schools to assist beginning teachers</p>				