

Omicron - Recruitment Action Plan

Strategic Goal 1: Support Members

1. 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.

SMART Goal: Increase membership in 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

Strategy:	Who is the person responsible?	Evidence of accomplishment	Notes, modifications to the strategy	Timeline
Invite previous grant winners to join.	Membership chair/ President	Collegiate memberships		Fall, each year
Invite previous grant winners to events and meetings.	Membership chair/ President	Attendance/ Collegiate memberships		Ongoing
Invite new retirees to events and meetings	Membership chair/ President/ All members	Attendance/ Membership		Ongoing
Invite dropped members to events and meetings	Membership chair/ President/ All members	Attendance/ Membership		Ongoing
Invite fellow teachers to events and meetings	All members	Attendance/ Membership		Ongoing

Distribute copies of Omicron trifold and 'A Journey for Life' at events	Membership chair/ President			Ongoing
Provide 'new teacher' bags for new teachers in each building with label from DKG	All members help with this			Fall, each year
Provide a 'snack' basket of cookies, etc. in faculty room for parent/teacher conference days	All members help with this			Parent/Teacher conference days

Omicron - Resources Action Plan

Strategic Planning 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: Implement a variety of marketing strategies designed to inform and recruit new members 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 person responsible?	Evidence of accomplishment	Notes, modifications to the strategy	Timeline
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Create FaceBook group for chapter	Membership Chair /President/ Corresponding Secretary	Members join group and follow		Completed Dec 2022
Continue to update FaceBook group page	Membership Chair /President/ Corresponding Secretary	Number of likes and/or comments		ongoing
Create Instagram account for chapter	Membership Chair /President/ Corresponding Secretary	Number of followers		Spring 2024
Continue to update Instagram	Membership Chair /President/ Corresponding Secretary	Number of likes and/or comments		ongoing
Produce a trifold for the chapter with dates of meetings and important information to	Membership Chair /President/ Corresponding Secretary			To be updated each year with current

distribute to current and potential members				dates and information
Distribute the chapter trifold to all members to share with potential members'	Membership Chair			
Post articles in local and online newspapers of chapter events	Corresponding Secretary			