

**Strategic Plan Gamma Alpha Chapter  
2022-2024**

The Gamma Alpha Chapter of DKG-Michigan State Organization strives to be relevant to the needs of its members while promoting the principles and goals of The Delta Kappa Gamma Society International.

**MEMBERSHIP**

**Goal: To Secure and Maintain an Involved Chapter Membership**

| <b>Objectives</b>  | <b>Persons Responsible</b>  | <b>Success Indicators</b>                                 | <b>Evaluation Date</b> |
|--|-----------------------------|---|------------------------|
| Chapter will utilize DKG Recruitment/Membership Plan   | Membership Chair            | Increase in Chapter Membership                            | Annually in June       |
| Zoom for Winter meetings and whenever CDC recommends appropriate                                   | Technology Chair            | Track Attendance at Zoom meetings                         | Annually in June       |
| Each meeting will contain a social period and/or icebreaker so members will get to know each other | President/Meeting Hostesses | President will complete a checklist of meeting components | Annually in June       |

**COMMUNICATION**

**Goal: To Continue to Improve Communication Methods and Topics among Chapter Members**

| <b>Objectives</b>  | <b>Persons Responsible</b>                                | <b>Success Indicators</b>  | <b>Evaluation Date</b> |
|--|---|--|------------------------|
| Continue chapter use of email, texts, Facebook app                           | Chapter Members   | Observation of use of each method  | Annually in June       |
| Update the Chapter Yearbook to reflect changes in membership and information | Yearbook Chair  | Yearbook   | Annually in June       |
| Increase Public Relations efforts  | Public Relations Chair                                    | Submit articles to local newspaper about Grant-in-Aid, Friend of Education, and Service Projects | Annually in June       |
| Contribute at least 1 article per year with photo to the <i>Wolverine</i>    | Article written by meeting hostess, submitted by PR Chair | Published article  | Annually in June       |

## PROGRAM

**Goal: To Present Programs that Meet the Needs of Members and Include Initiatives that Support The Delta Kappa Gamma Society International Projects**

| Objectives  | Persons Responsible                 | Success Indicators   | Evaluation Date  |
|---|-------------------------------------|--|------------------|
| Continue the Gamma Alpha Service Projects with Beverly House & Seedlings                                      | Service Projects Chairs & Treasurer | Service Projects documented  | Annually in June |
| At least one chapter fundraising activities will be devoted to Member Supporting Members and World Fellowship | Members                             | Check sent to DKG-Michigan, Average dollar amount donated per member             | Annually in June |
| Develop programs based on Society Purposes, and mix with interest of our membership                           | Membership Chairs                   | Member Feedback from post meeting survey   | Annually in June |
| Attending Chapter, Council, State, and International events will be promoted                                  | President                           | Report & discussion of upcoming events & sharing highlights from events attended | Annually in June |
| Award Grant-in-Aid for Early-Career Women Educator(s)   | Grant-in-Aid, Chair                 | Grants awarded   | Annually in June |

## LEADERSHIP

**Goal: To Identify, Recruit, Involve, and Train Members to Become Leaders**

| Objectives   | Persons Responsible                     | Success Indicators   | Evaluation Date  |
|--|---|--|------------------|
| Mentor Members for Leadership Roles                                  | Past and Current Officers               | Willingness for Members to Volunteer for Leadership in Gamma Alpha in 2024 | Annually in June |
| Encourage member participation in state and international committees | Past and Current Officers               | Willingness to serve on a state and/or international committee             | Annually in June |
| Provide information about state leadership training opportunities    | Past and Current Officers, Publications | Number of Members who attend state training                                | Annually in June |