

**Tennessee State Organization Strategic Plan  
The Delta Kappa Gamma Society International  
2023-2025 Biennium**

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## Tennessee State Organization Strategic Plan

### Purposes

1. To unite women educators of the world in a genuine spiritual fellowship.
2. To honor women who have given or who evidence a potential for distinctive service in any field of education.
3. To advance the professional interest and position of women in education.
4. To initiate, endorse and support desirable legislation or other suitable endeavors in the interests of education and of women educators.
5. To endow scholarships to aid outstanding women educators in pursuing graduate study and to grant fellowships to women educators from other countries.
6. To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action.
7. To inform the members of current economic, social, political, and educational issues so that they may participate effectively in a world society.

### Mission Statement

The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.

### Overview

In response to a need to update the state organization's Strategic Plan, first developed in the 1990's, State President Elaine Warwick proposed, in 2006, an ad hoc Planning Committee whose charge it would be 1) to seek input from across the state into the updating of the 1990's strategic plan or a new plan; 2) to incorporate state committee charges and goals into the plan as well as suggestions from members; 3) to serve as an oversight committee responsible with following, from biennium to biennium, the plan to assure its implementation; and 4) to suggest additional actions/activities that would benefit the growth and vitality of the state organization. The ad hoc Strategic Planning Committee and its charges were approved by the 2005-2007 State Executive Board. In 2007, State President Nancy Davis named a past state president, three past/current chapter presidents, and the state executive secretary to the committee; the committee chose its own chairman. In June 2009, the Strategic Plan was approved by the Executive Board and members during the state convention, and the Planning Committee was approved as a state standing committee with members serving rotating terms. In the 2011-2013 biennium, the Planning Committee revised the state plan to accommodate the new state committee structure that was approved at the 2012 state convention. The Planning Committee revised the plan during the 2013-2015 biennium to accommodate the major revision of the *Tennessee State Organization By-Laws* and *Tennessee State Organization Rules* approved at the 2014 Xi State Convention. With a charge from President Dr. Beverly Hall, the Planning Committee undertook a major revision of the state plan during the 2019-2021 biennium with many changes recommended by state committees, state officers, and related personnel. To make the document less cumbersome, the Planning Committee also combined activities and moved to the Appendix activities deemed to be Accomplished/Established Practice. The revised plan was then approved by the Tennessee State Organization Executive Board prior to the 2021 state convention. Following the

approval of proposed amendments to the *Tennessee State Organization By-Laws* and *Tennessee State Organization Rules* during the 2021 state convention, the state executive secretary updated the state plan also to reflect those changes, including the newly approved title for the state newsletter-*DKG Tennessee News*. The Planning Committee will continue to report progress and recommend changes to the Tennessee State Organization Executive Board for approval each biennium.

## Planning Process

The Strategic Plan of The Delta Kappa Gamma Society International, Tennessee State Organization, provides for a continuous review and updating of identified action programs that implement the seven purposes and the mission of the Society. The status of the major areas of focus, objectives, and activities are to be reviewed regularly at meetings of the Planning Committee and updated with recommendations from members, chapters, state officers, related personnel, and state committees. Activities will be rated in the following way:

- **New** When an objective or activity is first added.
- **Continue** Activities that have been implemented and are continuing.
- **In Progress** Activities that have been initiated but are not fully implemented.
- **Renewed** Activities that may not have been addressed recently and/or require more emphasis.
- **Revised** Activities that are continuing but have been changed in some way.
- **Accomplished/Established Practice** When an objective or activity has been completed or is an established practice that no longer needs to be assigned to specific individuals or committees.
- **Delete** When an activity is incorporated into another activity statement for the sake of clarity or conciseness or is deemed no longer needed for other stated reasons.

Any objective or activity identified as accomplished, established practice, or no longer needed will be placed in the Appendix. Each group of objectives/activities moved to be Appendix will be grouped under the date of revision.

The plan is divided into major areas of focus, objectives within each area of focus, and activities designed to meet each objective. Suggested personnel and committees responsible are listed in the order of responsibility. Chapters are encouraged to develop their own strategic plans.

## **Area of Focus: Membership**

### **Objective 1.1**

#### **To increase retention of members each biennium.**

Activity 1.1.1 Encourage chapters to honor 10, 20, 30, and 40-year members with recognition at the chapter level. (Membership Committee, State President).

Activity 1.1.2 Honor long-term members (50, 55, 60 years) each year with written recognition from the state president and encourage chapters to present service pins. (State President).

Activity 1.1.3 Recognize effective chapter programs that strengthen member participation in the Society by presentations at state conventions. (Educational Excellence Committee).

Activity 1.1.4 Formulate specific guidelines to assess and respond to at-risk chapters and distribute them to Area Directors. (Area Directors/Chapter Strengthening Committee, Membership Committee, Planning Committee, State President).

Activity 1.1.5 Use the Chapter Strengthening Committee by involving them in the strengthening of at-risk chapters in their geographic areas. (Area Directors/Chapter Strengthening Committee, State President, Chapter Strengthening Committee).

Activity 1.1.6 Encourage more team-building activities in chapters, at least one per meeting. (Membership Committee).

### **Objective 1.2**

#### **To encourage growth of chapter membership.**

Activity 1.2.1 Recognize publicly the chapters that have increased membership each year. (Membership Committee).

Activity 1.2.2 Encourage chapters to maintain a list of dropped member contact information to encourage reinstatement through personal contact at least once a biennium. (Membership Committee, Area Directors/Chapter Strengthening Committee, State President).

Activity 1.2.3 Encourage chapters to emphasize diversity in member selection. (Membership Committee).

Activity 1.2.4 Suggest elements of an effective orientation for prospective members and encourage chapters to plan and implement such sessions. (Membership Committee).

Activity 1.2.5 Identify successful chapter practices in the areas of member recruitment, retention, and engagement and encourage all chapters to use these practices. (Membership Committee, State President, Area Directors/Chapter Strengthening Committee, Planning Committee).

Activity 1.2.6 Survey chapters once each biennium to assess needs and successes. (Membership Committee).

Activity 1.2.7 Develop and maintain a coaching sheet to help chapters and members respond to queries from nonmembers about the Society. (Membership Committee).

Activity 1.2.8 Encourage chapters to assign each new member to a “seasoned” member as mentor, one who will take new member to local, area, and state meetings. (Membership Committee).

Activity 1.2.9 Host and encourage first-time convention attendees to take part in an orientation event at the TN State Organization Convention. (Membership Committee, State President, 2<sup>nd</sup> Vice-President).

## **Area of Focus: Leadership Development**

### **Objective 2.1**

**To provide leadership-training opportunities for members.**

Activity 2.1.1 Plan and implement an annual Leadership Management Seminar in a central location or with the location of the seminar rotated among the three grand divisions of the state when feasible. (Leadership Development Committee).

Activity 2.1.2 Annually review and update the Leadership Management Seminar application and reference. (Leadership Development Committee).

Activity 2.1.3 Plan and implement a biennial Advanced Leadership Management Seminar, separate from the state convention. (Leadership Development Committee).

Activity 2.1.4 Encourage wide participation in all leadership seminars by placing all updated forms in the *DKG Tennessee News*, on the state organization website, and in the state president’s newsletter. (Leadership Development Committee, Webmaster, State Editor, State President).

Activity 2.1.5 Enlist area directors’ and chapter presidents’ assistance in advertising seminars and in encouraging member participation. (Leadership Development Committee, Area Directors/Chapter Strengthening Committee, State President).

Activity 2.1.6 Plan and implement an annual state convention that is a positive and enjoyable experience which will attract first-time and returning attendees, posting advertisements, registration forms, etc., in the *DKG Tennessee News* and on the state organization website. (Convention Steering Committee, Educational Excellence Committee, 1<sup>st</sup> Vice-President, 2<sup>nd</sup> Vice-President, State President, State Webmaster, State Editor).

Activity 2.1.7 Conduct an informal meeting of chapter presidents at least quarterly to offer encouragement, support, and networking. (State President, Area Directors/Chapter Strengthening Committee).

Activity 2.1.8 Encourage more members to apply to the leadership management seminars through strategic and timely use of TN State Organization website, publications, and social media platforms. (Leadership Development Committee).

## **Objective 2.2**

### **To conduct biennial conferences for state planning and chapter officer training.**

Activity 2.2.1 Plan and implement a Planning Conference for State Committees in the fall of each odd-numbered year. (State President, Recording Secretary, Executive Secretary).

Activity 2.2.2 Plan and implement a Seminar for New Chapter Officers in the spring of even-numbered years. (State President, Recording Secretary, Executive Secretary, 1<sup>st</sup> Vice-President, Treasurer, others as required).

Activity 2.2.3 Provide more opportunities for team building at the state and chapter levels through activities during planning sessions, training, convention. (State Committees, State President).

## **Objective 2.3**

### **To encourage leadership at the state and international levels.**

Activity 2.3.1 Use guidelines in *TN State Organization Bylaws and TN State Organization Rules* to select a slate of officer nominees for each state biennium. (Nominations Committee).

Activity 2.3.2 Use guidelines in *TN State Organization Bylaws and TN State Organization Rules* to select a slate of committee members for Finance, Nominations, and Personnel Committees and a slate of board members for the Vision Foundation for those whose term is expiring. (Nominations Committee).

Activity 2.3.3 Encourage all members to seek elected leadership positions by posting updated applications on TN State Organization Website and in the April edition of *DKG Tennessee News*, submitting ads and reminders in the President's monthly newsletter to chapter presidents and the *DKG Tennessee News*, and posting beginning and ending dates for accepting nominations on website "Calendar of Events." (Nominations Committee, State President, State Webmaster, State Editor).

Activity 2.3.4 Plan and implement an installation service at the state convention in odd-numbered years. (Nominations Committee).

Activity 2.3.5 Seek state support for recommendation of TN State Organization members to serve in elected positions at the International level. (State President, Area Directors/Chapter Strengthening Committee, Nominations Committee).

Activity 2.3.6 Encourage chapter presidents to discuss the work of state committees as part of orientation and refer those interested in serving at the state level to area directors and/or the state president. The state president will assign at least one new member to each committee as possible. (State President, Area Directors/Chapter Strengthening Committee).

Activity 2.3.7 Encourage more members to apply for state elected offices and committees through strategic and timely use of TN State Organization website, publications, and social media platforms. (Nominations Committee, State Webmaster, State Editor).

## **Objective 2.4**

### **To maintain quality state services through related personnel and appointed officers.**

Activity 2.4.1 Review and refine job descriptions, evaluations, contracts, and applications for all paid personnel. (Personnel Committee).

Activity 2.4.2 Provide adequate compensation for all paid personnel. (Personnel Committee, Finance Committee).

Activity 2.4.3 Provide an equitable arrangement for use of equipment by paid personnel. (Personnel Committee, Finance Committee).

Activity 2.4.4 Develop necessary documents and compensation for paid position of treasurer-in-training, advertise position at least one year before the end of the state treasurer's final contract, and recommend selected candidate to the TN State Organization Executive Board. (Personnel Committee, Finance Committee).

Activity 2.4.5 Advertise for other positions as paid personnel reach the end of their service contracts and recommend to the Executive Board a person to fill the position. (Personnel Committee, State Webmaster, State Editor).

## **Area of Focus: Society Impact on Education**

### **Objective 3.1**

#### **To support Early-Career Educators.**

Activity 3.1.1 Communicate through Society publications, through appropriate state organization committee chairs and on the TN State Organization website about the focus on early-career educators and provide recognition of chapters for their support of such educators. (Educational Excellence Committee, Communications and Publicity Committee, State Webmaster, State Editor).

Activity 3.1.2 Encourage individual chapters to support early-career educators through projects such as grants-in-aid, educator baskets, notes of encouragement, classroom assistance, etc. (Educational Excellence Committee, Area Directors/Chapter Strengthening Committee).



### **Objective 3.2**

#### **To encourage programs and activities that focus on educational excellence.**

Activity 3.2.1 Inform members about the Educational Excellence Committee and its role, goals, objectives, and proposed activities. (Educational Excellence Committee).

Activity 3.2.2 Promote personal growth at Society conferences and conventions. (Educational Excellence Committee).

Activity 3.2.3 Provide information and strategies to encourage/enable members to become educational and community leaders. (Leadership Development Committee, Educational Excellence Committee).

### **Objective 3.3**

#### **To educate members about policy and legislation important to education and educators.**

Activity 3.3.1 Establish effective means of helping members become more informed on educational hot topics. (Legislation Committee).

Activity 3.3.2 Educate members on talking to/contacting legislators/state board of education members. (Legislation Committee).

Activity 3.3.3 Plan and implement a Forum/Legislative program and/or workshops related to the Forum/Legislative program for the state convention. (Legislation Committee).

Activity 3.3.4 Disseminate information related to the U.S. Forum topic. (Legislation Committee).

Activity 3.3.5 Receive and share information related to National Legislative Seminars with state Executive Board members, state committee chairs, and area directors. (Legislative Committee).

Activity 3.3.6 Distribute national legislative news from U.S. Forum Steering Committee to state Executive Board members, state committee chairs, and area directors. (Legislative Committee).

Activity 3.3.7 Work with chapters to present an open forum sponsored by the Society, for a community to discuss and become more aware of educational issues. (Legislation Committee).

### **Objective 3.4**

#### **To increase the profile and impact of Delta Kappa Gamma in the community, state, and nation by influencing educational policy decision makers and practices.**

Activity 3.4.1 Develop a legislative agenda that focuses on current pressing educational needs in Tennessee and promote that agenda with all legislators. (Legislation Committee).

Activity 3.4.2 Implement an annual Legislative Symposium/Day on the Hill for lobbying for education. (Legislation Committee).

**Objective 3.5****To encourage programs and activities that stimulate personal and professional pride.**

Activity 3.5.1 Promote awareness of and enthusiasm for prominent issues in education today. (Legislation Committee).

Activity 3.5.2 Encourage educational professionalism among members of the Society. (Educational Excellence Committee).

Activity 3.5.3 Endorse mentoring programs that encourage new teachers, as well as new Society members, to remain in the teaching field. (Educational Excellence Committee).

Activity 3.5.4 Study feasibility of establishing a mentoring program for college/university education majors; develop a pilot program on a Tennessee campus. (Educational Excellence Committee).

Activity 3.5.5 Encourage members/committees to present workshops at state convention. (1<sup>st</sup> Vice-President).

Activity 3.5.6 Plan professionally relevant TN State Organization Convention programs, select convention workshops that provide the best professional and personal growth for members, and provide a professional development certificate suitable for presentation by members to their educational systems for those presenting/attending the workshops. (1<sup>st</sup> Vice-President, 2<sup>nd</sup> Vice-President).

Activity 3.5.7 Place on the state website a list of successful chapter program topics. (Educational Excellence Committee, State Webmaster).

Activity 3.5.8 Create more awareness of the benefits of the Tennessee Electronic Library. (State Projects Committee).

Activity 3.5.9 Annually update scholarship application forms and submit needed changes to state documents to stay current with International policies regarding scholarships. (Scholarship Committee).

Activity 3.5.10 Create a list of ideas, based on successful chapter literacy, of how chapters can be involved in literacy efforts. Investigate adult literacy programs to include on list. Submit to webmaster, editor, executive secretary, and state president for distribution. (State Projects Committee).

Activity 3.5.11 Develop strategies to enable chapters to stimulate members' personal and professional pride. (Educational Excellence Committee).

Activity 3.5.12 Encourage members to join other professional organizations, especially in their fields of expertise. (Educational Excellence Committee).

### **Objective 3.6**

#### **To provide programs and activities that stimulate personal and professional pride.**

Activity 3.6.1 Encourage chapters to make annual donations to the International Emergency Fund. (Educational Excellence Committee).

Activity 3.6.2 Offer a Creative Arts Retreat each biennium. (Arts and Personal Enrichment Committee).

Activity 3.6.3 Encourage the inclusion of demonstrations and/or performances at the state convention or chapter meetings by members/chapters. Provide a list of chapters that participated in the display the previous year to the Awards Committee for recognition on the Maycie Award for Chapter Excellence the following year. (Arts and Personal Enrichment Committee, Educational Excellence Committee).

Activity 3.6.4 Plan and implement a biennial fun trip for state members (state, area, grand divisions) of one day to a weekend. (Arts and Personal Enrichment Committee).

Activity 3.6.5 Promote how an International Speaker is used in the Society and report either on website, *DKG Tennessee News*, and/or president's monthly newsletter on how a chapter, an area, or a state can request a speaker. (Educational Excellence Committee, State President, State Webmaster, State Editor).

Activity 3.6.6 Provide, when possible, literacy workshops to members and non-members, sponsored by the Society, with a registration fee for non-members and professional development certificates provided for all participants. Market the workshops in appropriate school systems/venues. (State Projects Committee).

Activity 3.6.7 Plan and implement a college-level training session for future teachers, sponsored by the Society, at one or more Tennessee institutes of higher learning. (Educational Excellence Committee).

Activity 3.6.8 Conduct technology workshops in journalistic editing and newspaper/website design and content for members during New Officer Training in each of the grand divisions each biennium. (Communications and Marketing Committee, Webmaster, State Editor, State President, Executive Secretary).

### **Objective 3.7**

#### **To increase the profile of Delta Kappa Gamma in the TN State Organization through state projects.**

Activity 3.7.1 Encourage chapter participation in the Governor's Early Literacy Foundation and Imagination Library. (State Projects Committee, Area Directors/Chapter Strengthening Committee, State President).

Activity 3.7.2 Post on the TN State Organization website information about chapter participation in registering children or fundraising for Governor's Early Literacy Foundation and Imagination Library. (State Projects Committee, State Webmaster).

Activity 3.7.3 Promote chapter involvement in signing up children to receive free books from the Imagination Library/Governor's Early Literacy Foundation. (State Projects Committee).

Activity 3.7.4 Encourage chapters to involve high school students in the League of Extraordinary Teens Project associated with the Governor's Early Literacy Foundation. (State Projects Committee).

Activity 3.7.5 Promote the collection of books for a Tennessee elementary school as part of the state's literacy project. (State Projects Committee).

Activity 3.7.6 Share literacy ideas for programs at the chapter level during New Officer Training for 1<sup>st</sup> vice-presidents/program chairs. (State Projects Committee).

Activity 3.7.7 Offer an annual Essay Contest to schools and encourage all chapters to support the contest through distribution of the contest topics, rules, and forms to elementary, middle and high schools in their counties. (State Projects Committee).

Activity 3.7.8 Advertise/communicate annual essay contest topic and deadline so that winners' names can be included in the state convention program book. (State Projects Committee).

### **Objective 3.8**

#### **To participate in the Society's international programs and projects to promote global understanding.**

Activity 3.8.1 Provide information to chapters about the Schools for Africa Project on the TN State Organization website, in appropriate publications, and at the state convention; publicize TN State Organization contributions to the project. (Educational Excellence Committee, State President, State Webmaster, State Editor).

Activity 3.8.2 Encourage chapters/members to continue contributions to World Fellowship by submitting ideas for "painless" and fun ways to donate at each meeting. (Educational Excellence Committee).

Activity 3.8.3 Designate an Educational Excellence Committee member each biennium to be the state's United Nations liaison. (State President).

Activity 3.8.4 Learn more about the Society's International Projects and submit article(s) on the projects for the *DKG Tennessee News*. (Educational Excellence Committee, State Editor).

Activity 3.8.5 Inform chapters interested in supporting World Fellowship recipients to contact International for recipient contact information and suggested types of support. (Educational Excellence Committee).

Activity 3.8.6 Inform members of services provided by the International Speaker's Fund Program and encourage financial support of this program. (Educational Excellence Committee).

## **Area of Focus: Finance**

### **Objective 4.1**

**To fund state organization business and services and maintain records of property.**

Activity 4.1.1 Recommend two-year budgets and budget amendments that fund the business of the state organization and reflect responsible spending. (Finance Committee, Treasurer, State President).

Activity 4.1.2 Examine any requests for change in funding. (Finance Committee, Treasurer).

Activity 4.1.3 Maintain an accurate inventory of state organization equipment and state convention materials and have Executive Secretary place an inventory copy in her files for reference. (Finance Committee, State President, Executive Secretary).

### **Objective 4.2**

**To increase non-dues revenue.**

Activity 4.2.1 Investigate the feasibility of establishing a state store as a means of non-dues revenue and to provide members with a place to purchase gifts, favors, etc., with proceeds going to the Tennessee State Organization. (Special Events Committee, Finance Committee).

Activity 4.2.2 Increase chapter participation in the annual Silent Auction until 100% participation is reached. (Special Events Committee).

Activity 4.2.3 Contact all chapters that did not participate in the previous year's Silent Auction and encourage either their participation or a minimum \$25 donation to Leadership Development funds to support state leadership opportunities. Recognize chapter participation as part of the Maycie Award for Chapter Excellence. (Special Events Committee, Awards Committee).

Activity 4.2.4 Implement auction procedures for fair and equal bidding/winning opportunities and communicate these Silent Auction changes to chapter presidents. (Special Events Committee).

Activity 4.2.5 Make the Silent Auction and Special Events Committee members more visible at the state convention. (Special Events Committee).

Activity 4.2.6 Encourage the sale of iris themed items at all state and chapter functions and perhaps in a newly organized state store. (Special Events Committee).

Activity 4.2.7 Work with TN State Organization Webmaster for criteria to list DKG items for sale by chapters on the website. (Special Events Committee, Finance Committee, State Webmaster).

### **Objective 4.3**

**To increase budget line items as requested and as revenue allows.**

Activity 4.3.1 Solicit additional funds for scholarships. (Scholarship Committee, Finance Committee).

Activity 4.3.2 Increase allowance for elected officers and related personnel to attend international conferences/conventions by 10% as the budget allows. (Finance Committee).

Activity 4.3.3 Track actual state committee expenses for previous two biennia and adjust accordingly. (Finance Committee, State Treasurer).

Activity 4.3.4 Set mileage allowance for each budgetary year at 10 cents less than current state government allowance. (Finance Committee).

Activity 4.3.5 Consider increasing the amount allotted for executive board meeting for an Executive Committee planning session after the state convention or before the international conferences or convention. (Finance Committee).

### **Objective 4.4**

**To assess and project Society funds.**

Activity 4.4.1 Review the state dues structure and membership projections to ensure that the State Organization can fulfill its fiscal obligations, adequately compensate its personnel, and cover other operating costs. (Finance Committee, State President, State Treasurer).

### **Objective 4.5**

**To reduce mailing costs.**

Activity 4.5.1 Continue to send all committee communications with chapters through the state president's monthly newsletter to chapter presidents. (State President).

Activity 4.5.2 Send all appropriate Executive Board materials by email. (State President, Executive Secretary).

## **Area of Focus: Expansion**

### **Objective 5.1**

**To increase accessibility of the Society to all TN State Organization members and TN women educators.**

Activity 5.1.1 Collaborate with chapters that have a potential for expansion. (Area Directors/Chapter Strengthening Committee).

Activity 5.1.2 Increase chapter understanding of expansion needs through emails, chapter visits, etc. (Area Directors/Chapter Strengthening Committee).

Activity 5.1.3 Identify geographic areas where chapters do not exist and work to establish new chapters in those areas. (Membership Committee, Area Directors/Chapter Strengthening Committee).

Activity 5.1.4 Investigate re-establishing chapters that have dissolved. (Area Directors/Chapter Strengthening Committee).

## **Area of Focus: Marketing**

### **Objective 6.1**

**To market the state organization and Society to members and non-members.**

Activity 6.1.1 Produce and show a video recording of state activities and make the presentation available to chapters for use with members, prospective members, and external audiences. (Communications and Marketing Committee, State President, 1<sup>st</sup> Vice-President, State Webmaster).

Activity 6.1.2 Submit articles announcing the TNSO Essay Contest winners to the recipients' hometown newspapers, giving the local chapter and the TN State Organization recognition for this. (State Projects Committee).

Activity 6.1.3 Encourage chapters who participate in the TNSO Essay Contest to recognize winners at the local level, perhaps with a monetary award and/or certificates of recognition. (State Projects Committee).

Activity 6.1.4 Publish the winner's picture in *DKG Tennessee News*. The winner's essay, picture, and brief biography will be placed on the TN State Organization Website. (State Projects Committee, State Editor, State Webmaster).

Activity 6.1.5 Develop a website section that graphically and visually highlights opportunities for members and non-members. (State Webmaster, State President).

Activity 6.1.6 Publicize and market workshops when offered by the state organization. (State Committees, State Webmaster, State Editor, State President, other State Officers).

## **Area of Focus: Communications**

### **Objective 7.1**

#### **To improve intra-chapter communications.**

Activity 7.1.1 Encourage and assist chapters with publication of chapter newsletters, in electronic or print format, using established guidelines. (Communications and Marketing Committee, State Editor, State Webmaster).

Activity 7.1.2 Evaluate chapter newsletters according to established guidelines and supply Awards Committee with list of chapters and awards earned. (Communications and Marketing Committee).

Activity 7.1.3 Review and modify Communications Award form as needed to be more user-friendly regarding dates and submission requirements. (Communications and Marketing Committee).

Activity 7.1.4 Encourage chapters to create a technology committee to maintain and update chapter websites and/or social media presence. (Communications and Marketing Committee, State Webmaster).

Activity 7.1.5 Evaluate Member Education Video activity sheets for accurate responses and supply Awards Committee with a list of individuals who completed the course and chapters earning Marketing Awards. (Communications and Marketing Committee.)

Activity 7.1.6 Review and modify Member Education Videos by updating the narration scripts, videos, and activity sheets. (Communications and Marketing Committee, State Webmaster).

### **Objective 7.2**

#### **To improve communication and accountability among state committees, chapters, members, and state leadership.**

Activity 7.2.1 Assist members in understanding the workings of the state organization through articles in the *DKG Tennessee News*, president's monthly newsletter, and/or on the state organization website/social platforms that explain and/or answer questions concerning state activity in particular areas of responsibility. (State Committees, Area Directors/Chapter Strengthening Committee).

Activity 7.2.2 Provide area directors with electronic copies of handbooks/resources distributed to state committees as well as electronic copies of handbooks/resources provided to chapter presidents, to facilitate their work as liaison to chapters. (State President, Area Directors/Chapter Strengthening Committee).



## **Area of Focus: Organizational Effectiveness**

### **Objective 8.1**

#### **To evaluate effectiveness of the state organization.**

Activity 8.1.1 Review state organization committee structure and recommend changes as needed. (State President, State Committees).

Activity 8.1.2 Present possible solutions for state organization concerns and direct them to appropriate committees/leaders for action. (State President, other State Officers, Related Personnel, State Committees).

Activity 8.1.3 Obtain chapter input for state strategic planning. (Area Directors/Chapter Strengthening Committee, Planning Committee).

Activity 8.1.4 Request/recommend changes as needed in the appropriate state governing documents. (State President, Parliamentarian, Bylaws and Rules Committee).

Activity 8.1.5 Use recommended Successful Chapter Practices in strategic planning for the TN State Organization. (Membership Committee, Educational Excellence Committee, Area Directors/Chapter Strengthening Committee, Planning Committee).

Activity 8.1.6 Work more closely with Chapter Coordinating Councils and encourage the creation of councils in areas that would benefit from such councils. (Area Directors/Chapter Strengthening Committee).

Activity 8.1.7 Publish state committee responsibilities on the website. (State Webmaster).

Activity 8.1.8 Create an informational page defining responsibilities of each state committee and submit it to the state editor every even numbered year for inclusion in the April *DKG Tennessee News* and to the state webmaster to post on the state website. (Executive Secretary, State Editor, State Webmaster).

### **Objective 8.2**

#### **To preserve the rich history of the state organization for future research and effectiveness.**

Activity 8.2.1 Prepare and issue a biennial update to the state organization history. (Historical Preservation Committee).

Activity 8.2.2 Encourage chapters to record their chapter history, keep it updated every two years, and send a copy of their history and all updates to the Historical Preservation Committee for filing. (Historical Preservation Committee).

Activity 8.2.3 Establish and publish written guidelines for what is to be preserved and what is to be disposed of, as well as method of disposal, for both state and chapter archives. Update every four years and post on website. (Historical Preservation Committee, State Webmaster).

Activity 8.2.4 Investigate the stability of present archived materials. (Historical Preservation Committee).

Activity 8.2.5 Preserve materials by category, adding new materials, as necessary. (Historical Preservation Committee).

Activity 8.2.6 Maintain an updated inventory list of archival materials stored in Nashville as well as those stored elsewhere. A copy of the archived materials list should be kept in the archives files as well as in the President's and Executive Secretary's files. (Historical Preservation Committee, State President, Executive Secretary).

Activity 8.2.7 Investigate options for periodically creating and storing backup electronic copies of *DKG Tennessee News* for archival purposes. (State Editor, State Webmaster, Historical Preservation Committee).

Activity 8.2.8 Continue to make TN State Organization Archives more accessible and usable to members by moving toward archiving future and, perhaps, current materials in electronic format. (Historical Preservation Committee).

### **Objective 8.3**

#### **To maintain updated chapter and state documents.**

Activity 8.3.1 Encourage chapters to update chapter rules every three (3) years and submit for evaluation. (Bylaws and Rules Committee).

Activity 8.3.2 Complete and maintain an updated list of chapters with dates Chapter Rules are due to be revised and submitted for evaluation. (Bylaws and Rules Committee).

Activity 8.3.3 Review one-third of chapters' rules each year to determine if chapters comply with International and state documents and notify chapters of areas needing compliance. (Bylaws and Rules Committee).

Activity 8.3.4 Update TN State Organization Bylaws and TN State Organization Rules annually, as needed. Propose changes and review submitted amendments to make sure they are in compliance with the Constitution and International Standing Rules. (Bylaws and Rules Committee, Parliamentarian).

Activity 8.3.5 Encourage chapters needing help in writing/revising Chapter Rules to invite Bylaws and Rules Committee members to meet with them. (Bylaws and Rules Committee).

## **Objective 8.4**

### **To encourage and recognize excellence.**

Activity 8.4.1 Advertise points and requirements for and present the Maycie Award for Chapter Excellence at the state convention to qualifying chapters. Collect award certificates from committees and distribute to chapters. (Awards Committee).

Activity 8.4.2 Recognize chapter excellence at the state convention. Submit a list of chapters with appropriate certificates to the Awards Committee for documentation on the Maycie Award for Chapter Excellence. (Awards Committee, Communications and Marketing Committee, 1<sup>st</sup> Vice-President, Legislative Committee, Membership Committee, State Treasurer, Bylaws and Rules Committee, Planning Committee, Special Events Committee, Educational Excellence Committee, State Projects Committee).

Activity 8.4.3 Present the Order of the Rose and Rosebud award annually to selected nominated members at the state convention. (Awards Committee).

Activity 8.4.4 Seek nominations, select the recipient, and present a Tennessee State Organization Achievement Award each year at the state convention. (Achievement Award Committee).

Activity 8.4.5 Publish chapter accomplishments by April 15 each year by sending to the state 1<sup>st</sup> Vice-President a list by chapter of the awards each has received since April of the previous year. Submit only the list of Maycie Award for Chapter Excellence Awardees to the *DKG Tennessee News* for publication in September of each year. (Awards Committee, State Editor).

Activity 8.4.6 Revise the Maycie Award for Chapter Excellence Form to update points for deadlines and requirements (such as chapter rules updated in last three years) and send revised form immediately to state president, webmaster, and executive secretary. (Awards Committee).

Activity 8.4.7 Design and publish a rating rubric for chapter communications recognition and update each biennium. (Communications and Marketing Committee).

Activity 8.4.8 Publish requirements for chapter Marketing Award recognitions and update each biennium. (Communications and Marketing Committee).

## **Objective 8.5**

### **To assure continuing state organizational effectiveness and proactive leadership.**

Activity 8.5.1 Implement meetings of the state executive committee (officers), and related personnel in odd-numbered years prior to the TN State Organization Leadership Conference for State Committee Planning and more often, as needed, for the purpose of team building, planning and goal setting. (State President).

Activity 8.5.2 Assign chapters to state officers, related personnel, and Area Directors/Chapter Strengthening Committee as needed to schedule a visit for the purpose of providing information and opportunities, addressing questions and concerns, and providing encouragement to members

and chapter leaders. (State President, other State Officers, Related Personnel, Area Directors/Chapter Strengthening Committee).

## **Area of Focus: Review/Update of Strategic Plan**

### **Objective 9.1**

**To provide for the review and update of the State Strategic Plan by the TNSO Executive Board.**

Activity 9.1.1 Review all objectives and activities of the strategic plan at Planning Committee meetings. Determine status of each and need for additions, revisions, or deletions. Submit revised strategic plan to TNSO Executive Board for approval. (Planning Committee, State President, Executive Secretary).

Activity 9.1.2 Post the updated/revised strategic plan on the state website after receiving TNSO Executive Board approval (Planning Committee Chair, State Webmaster, State President, Executive Secretary).

Activity 9.1.3 Email a copy of the updated State Strategic Plan to the state Executive Board, related personnel, state committee chairs, and area directors. Reactions and suggestions for future modifications should be submitted to the Planning Committee chair. (Executive Secretary, State President, Planning Committee).

Activity 9.1.4 Encourage state committees to develop their own objectives and activities (in addition to addressing SP Objectives & State President charges) early in the State President's biennium by providing them a form on which to submit SP changes at the same time as they are provided a list of SP Objectives and State President charges. Responses on the form should be finalized and submitted to the Planning Committee for consideration for inclusion in the TNSO Strategic Plan no later than January 15<sup>th</sup> of the last year of the State President's biennium. (Planning Committee, other State Committees).

Activity 9.1.5 Encourage chapters to develop and/or update chapter level Strategic Plans and submit to the Planning Committee chair by November 1st of each odd year. Provide chapters with a strategic plan template or examples to facilitate chapter level planning. Supply Awards Committee with list of chapters who submitted Chapter Level Strategic Plans. (Planning Committee).

Activity 9.1.6 Contact state officers, related personnel, and state committee chairs periodically as to their progress toward their Strategic Plan responsibilities. (Planning Committee).

## **Appendix**

(Any activity that was removed from the plan because it was considered accomplished, standard practice, no longer needed, or redundant.)

### ***Removed Fall 2014:***

3.9.3 Continue state convention creative fund-raising methods for World Fellowships (Educational Excellence Committee.)

8.5.3 The Immediate Past State President shall be chair of the chapter ambassadors (past state presidents and key Society members) during the biennium immediately following her presidency, for the purpose of organizing efforts to strengthen at-risk chapters. (Immediate Past State President, State President).

### ***Removed Spring 2017:***

3.7.2-5 Investigate the possibility of a Tennessee State Organization-sponsored presentation about the Imagination Library with the Books from Birth endeavor as a model for the 2016 international convention.

Objective 6.1 2016 International Convention

8.2.8 Advertise, take orders for, and prepare bound copies (in red with gold lettering as are previously bound editions) of *DKG Tennessee News* every four years, presenting complimentary copies to the two state presidents of those biennia, the Archives, and the state editor. Explore the possibility of moving this to an electronic format. (State Editor).

### ***Removed Spring 2021:***

Activity 1.2.6 Use results of Successful Chapter Practices Survey to prepare a list of successful retention practices of new, current professionally active and retired members, and encourage all chapters to use these practices. (Membership Committee, State President, Chapter Strengthening Committee).

Activity 1.2.7 Use results of Successful Chapter Practices Survey to prepare a list of successful strategies to keep members active in chapter activities and encourage all chapters to use these practices. (Membership Committee, State President, Chapter Strengthening Committee).

Activity 2.2.4 Develop team-building activity list and submit to website, *DKG Tennessee News* for chapter reference. (Leadership Development Committee, State President, State Webmaster, State Editor).

Activity 3.5.7 Use the current certificate or design one for Tennessee State Organization Convention attendance that is suitable for presentation by members to their educational systems for in-service credit. (1st Vice-President).

Activity 3.5.13 Develop elevator speeches, slogans, and positive rubrics to stimulate members' professional pride. (Educational Excellence Committee).

Activity 3.6.3 Offer a Tennessee State Organization-sponsored bus or train to Society conferences and conventions, when feasible. (Corresponding Secretary).

Activity 3.6.4 Survey, compile and distribute a list of members and their area of expertise to speak at chapter meetings and to present at state convention. (Educational Excellence Committee).

Activity 3.6.5 Compile a list of members willing to play a musical instrument or sing and use this list to involve more people at state conventions. (Educational Excellence Committee).

### **3.7.1. Children's International Education Centers**

Activity 3.7.1-1 Promote general awareness and use of CIEC to all members, educators, and the general community. (State Projects Committee).

Activity 3.7.1-2 Strengthen relationships between 1) CIEC Committee members and contacts at CIEC libraries, and 2) chapter members and CIEC centers near them. (State Projects Committee).

Activity 3.7.1-3 Encourage chapter members to become more involved in CIEC centers in ways other than monetary donations. (State Projects Committee).

Activity 3.7.1-4 Explore possibility of roaming centers versus stationary centers. (State Projects Committee).

Activity 3.7.1-5 Encourage areas of the state where centers are not located to investigate the possibility of establishing centers. (State Projects Committee).

### **3.7.2. Books from Birth/Literacy Programs**

### **3.7.3. High School Essay Contest**

Activity 4.2.5 Provide yearly certificates to be included in the awards folder for chapters participating in the Silent Auction and provide a list of chapters that participate in the previous year's auction to the Awards Committee for recognition for Chapter Excellence Award the following year. (See 8.4.6) (Special Events Committee, Awards Committee).

Activity 4.2.8 Investigate other iris-themed items that might be sold at the state and chapter levels, or perhaps in a newly organized state store. (Special Events Committee).

Activity 7.1.2 Establish improvement/excellence guidelines for chapter newsletters and communicate these to chapters. (Communications and Publicity Committee).

Activity 7.1.4 Evaluate chapter newsletters using established guidelines and award chapters accordingly. (Communications and Publicity Committee).

Activity 7.1.6 Challenge chapters to create and regularly update chapter websites. (Communications and Publicity Committee).

Activity 7.2.2 Submit committee and other state organization information for inclusion in state president's letter to chapter presidents and submit items on committee and state organization activities and events to the *DKG Tennessee News* and the state website. (All committees, Area Directors, officers, related personnel).

Activity 7.2.3 Include in each issue of *DKG Tennessee News* and on the website a column that answers questions pertaining to membership and chapter practices. (Immediate Past State President).

Activity 7.2.4 Respond quickly to questions and requests for assistance from chapter presidents, chairmen, or other members. (All committees, officers, related personnel).

Activity 7.2.5 Send timely reports as needed, and maintain up-to-date records, reports, and files. (All committees, officers, related personnel).

Activity 7.2.6 Conduct state business in an efficient and cost-saving manner using electronic technology. (Communications and Marketing Committee, Officers, Executive Secretary, Committee Chairmen as needed).

Activity 7.2.7 Set up a distribution list of all chapter presidents' emails and send notification of upcoming events and business. (Executive Secretary, President).

Activity 7.2.8 Establish and monitor a web-based discussion group for millennial members and invite all such members in the state to participate. (Membership Committee, State President).

Activity 7.2.9 Set expectations for state officers to contact chapters prior to visiting the chapter to address concerns of the chapter as part of the purpose of the visit. (State Officers).

Activity 7.2.10 Encourage members to use the state website to their advantage by the state's publicizing web content in newsletter, and through the state president's newsletter to chapter presidents. (Area Directors, State President, Editor, Webmaster).

Activity 7.2.11 Make most, if not all, state forms interactive and place on website for easy access. (State Committee Chairs, State Webmaster).

Activity 8.1.8 Create greater continuity between biennia by having outgoing state committee chairs bring all committee materials to the state convention and make time to meet with new chair to pass materials and information if possible. (State Committee Chairs, State President).

Activity 8.2.7 Locate Tennessee State Organization Founders' graves and place a marker on the grave of each founder. (Educational Excellence, Historical Preservation Committee).

Activity 8.4.2 Evaluate chapter yearbooks annually and submit evaluations to Awards Committee by deadline for inclusion in Chapter Excellence Award and Tennessee State Organization Convention Program Book. (1st Vice-President, Awards Committee).

Activity 8.4.6 Provide a folder with certificates for all chapters for pick up after Awards Ceremony each year. (Awards Committee).

Activity 8.4.10 Provide yearly certificates for chapter communications award to be included in the Awards folder. (See 8.4.6) (Communications and Publicity Committee).

***Removed Spring 2023:***

Activity 2.1.3 Annually review and update the selection rubric for ranking Leadership Management Seminar Applications. (Leadership Development Committee).

Activity 9.1.1 Provide each board member a copy of the current plan. (State President, Executive Secretary, Planning Committee.)