

Beta Beta State (BBS) Strategic Action Plan for 2015-17 Biennium (4/2/16)

Goal 1.0 Membership

Goals	Objectives	Activities	Targets	
G1.1 - Increase membership and active participation in Beta Beta State and Chapter activities	O1.1.1 - Increase participation in Fall Forum, Spring Convention and Leadership Development Workshop	A1.1.1.1 - Encourage Chapters to explore ways to support attendance by new members and/or first-timers at Beta Beta State activities (stipends, event buddies, etc.)	T1.1.1.1.1 - 100% of Chapters participate in Fall Forum, Spring Convention and Leadership Development Workshop	
			T1.1.1.1.2 - 25% of overall membership attend Fall Forum, Spring Convention and Leadership Development Workshop	
			T.1.1.1.1.3 - 10 first-time attendees at each Beta Beta State event	
	O1.1.2 - Encourage Chapters to recruit, reinstate, and retain members	A1.1.2.1 - Distribute to Chapters materials, resources, and activities that publicize and reinforce the benefits of Delta Kappa Gamma membership	A1.1.2.2 - Share with Chapters guidelines on membership criteria and reinstatement	T.1.1.2.1.1 – 100% of Chapters receive materials, resources, and activities that publicize and reinforce the benefits of Delta Kappa Gamma membership
				T.1.1.2.1.2 – 100% of Chapters use resources to recruit, reinstate, and retain members
				T1.1.2.2.1 - 100% of Chapters held initiations during biennium
				T1.1.2.3.1 - 100% of Chapters engaged in an activity to support increased attendance at meetings
		A1.1.2.3 - Share ideas with Chapters on ways to encourage attendance (e.g. carpools, phone trees, etc.)		

Goals	Objectives	Activities	Targets
		A1.1.2.4 - Encourage Chapters to contact former members to inquire about interest in reinstatement	T1.1.2.4.1 - 100% of Chapters contacted a former member to inquire about reinstatement
	O1.1.4 - Increase active participation in Chapter activities	A1.1.3.1 - Designate Chapter leads on 2017 Southwest Regional Conference tasks	T1.1.3.1.1 - 100% of Chapters assigned task
		A1.1.3.2 - Recognize Chapters that have high attendance at Chapter events and/or meetings (a minimum of 4 meetings per year)	T1.1.3.2.1 - Year One – 30% participation T1.1.3.2.2 - Year Two – 35% participation
		A.1.1.3.3 - Develop list of innovative ways that Chapters have used to encourage members whose non-attendance due to personal circumstances (caregiving, etc.) to remain involved	T1.1.3.3.1 – List of innovative ways that Chapters involve members who cannot attend activities due to personal circumstances
G1.2. Increase outreach to promote diverse membership	O1.2.1 – Explore expansion to the Hawaii Island	A1.2.1.1 – Establish a new chapter on Hawaii Island	T1.2.1.1.1 – Chapter established during the biennium
	O1.2.2 - Increase diversity of membership, i.e, active teachers and educators (balanced with retired members); various educational settings (public, private, Institutions of Higher Education, etc.); different grade-levels (pre-K to higher education)	A.1.2.2.1 – Encourage Chapters to review profiles regarding membership to determine areas of underrepresentation, need for active recruitment, etc.	T1.2.2.1.1 – Balanced membership of active vs retired/reserve members
			T.1.2.2.1.2– Balanced membership of various educational settings

Goals	Objectives	Activities	Targets
			T.1.2.2.13– Balanced membership of different grade-levels

2.0 Leadership

Goal	Objectives	Activities	Target
G2.1 - Support International's Educational Excellence Committee initiatives that promote leadership and excellence in education	O2.1.1 - Promote Delta Kappa Gamma's Educational Excellence focus areas	A2.1.1.1 - Distribute information on Educational Excellence Committee's (EEC) focus areas and priorities	T2.1.1.1.1 – 100% of Chapters received information on EEC focus areas and priorities (refer to DKG International EEC brochure)
	O2.1.2 - Develop a state-wide Supporting Early-Career Educators (SEE) Initiative	A2.1.2.1 – Connect and consult with Hawaii DOE's New Teacher Center to determine appropriate BBS support	T2.1.2.1.1 – Meeting with New Teacher Center expedited with 100% of chapters informed and in agreement
		A2.1.2.2 – Create an infrastructure for BBS Chapters which includes coverage of all Hawaii DOE complex areas (This would align with present Hawaii DOE network of Induction Program Coordinators)	T2.1.2.2.1 – 100% of Chapters are connected with Complex Area
		A2.1.2.3 – Chapters support the Hawaii DOE New Teachers programs	T2.1.2.3.1 – 100% of Chapters engage in one SEE activity
	O2.1.3 - Increase involvement in global awareness	A2.1.3.1 - Raise funds for Schools for Africa	T2.1.3.1.1 – 100% of Chapters participate in at least one of the global awareness activities
		A2.1.3.2 - Support Japan projects	T2.1.3.2.1 – 100% of Chapters participate in at least one of the global awareness activities

G2.2 - Provide leadership development opportunities for all Beta Beta State members	O2.2.1 - Develop a two-year cycle for leadership development cycle	A2.2.1.1 - Conduct Leadership Training for officers in year one of their biennium	T2.2.1.1.1 - 100% of Chapters participate in Leadership Development Workshops
			T2.2.1.1.2 - 100% of Chapter officers trained
		A2.2.1.2 - Provide continuous, ongoing leadership training and professional development through face-to-face and/or online opportunities	T2.2.1.2.1 – 100% of members trained
			T2.2.1.2.2 - 50% of Chapters submit proposals for presentations at State, Regional, International events
		A2.2.1.3 – Explore and utilize online training modules available through International	T2.2.1.3.1 – “How to” lessons and professional development provided online

3.0 Communication

G3.1 - Expand visibility and accessibility of Delta Kappa Gamma’s International, State, and Chapter programs to positively impact education	O3.1.1 - Systematically publicize Delta Kappa Gamma affiliated projects, activities, and achievements	A3.1.1.1 - Use Aloha I Ke Akea to recognize members’ and Chapters’ accomplishments	T3.1.1.1.1 – Aloha I Ke Akea recognizes members’ and Chapters’ accomplishments
		A3.1.1.2 - Issue press releases on key Delta Kappa Gamma events (Southwest Regional, scholarship awards, etc.)	T3.1.1.2.1 – Beta Beta State issues press releases on key Delta Kappa Gamma events
	O3.1.2 - Increase visibility by supporting community events	O3.1.2.1 - Continue to brand Delta Kappa Gamma through use of common logo, t-shirts, banners, buttons, etc.	T3.1.2.1.1 - 50% of Chapters have attire with Delta Kappa Gamma logo

		O3.1.2.2 - Participate and support educational and community events	T3.1.2.2.1 – Beta Beta State records with number and listing of community events with Delta Kappa Gamma participation
G3.2 - Update and expand communication to provide a forum for interaction, collaboration, and connections between Delta Kappa Gamma members within and outside of Beta Beta State	O3.2.1 - Support the development of Chapter websites that comply with International guidelines	A3.2.1.1 – Disseminate information on website development and on International guidelines	T3.2.1.1.1 – 50% of Chapters create Chapter website
			T.3.2.1.1.2 - 100% of Chapter websites comply with International guidelines
	O3.2.2 - Develop plan to expand use of technology among members	A3.2.2.1 - Use technology to keep members informed and involved	T3.2.2.1.1 – 100% of Chapters use technology to keep membership continuously informed
	O3.2.3 - Promote the communication and collaboration between Chapter, BBS, and International members via “My DKG Today Member Profile”	A3.2.3.1 - Profile Premiere Challenge, use of video, “How to” lessons at March, April Conference, and May General Meetings	T3.2.3.1.1 - 85% of members have updated their Profiles by June 2017