

**NC DKG 2019-2021 STRATEGIC PLAN
Report Instrument**

Committee/Rep./Other: _____

Red- Goal, Blue- Initiatives, Green- Actions & Black- Steps Taken

GOAL I: MEMBERSHIP

A. Strengthen Personal and Professional Growth	
ACTION	Addressed when/where (include date) and how (describe)
1. Increase participation at State Convention, Leadership Seminar and Summer Training for Chapter Leaders	
2. Provide time for networking at state events	
3. Encourage support of the Educational Foundation so grant opportunities for members will grow	
4. Encourage members to update profiles on International websites	
5. Utilize the International journal and magazine to encourage opportunities for publishing	
B. Strengthen individual Chapters	
ACTION	Addressed when/where (include date) and how (describe)
1. Promote the benefits of membership, networking, scholarships, grants, spiritual fellowship, professional opportunities, and leadership development.	
2. Encourage selection of diverse candidates for membership (e.g.	

consider age, ethnicity, variety in careers/education work, etc.)	
3. Recognize the professional achievements of members (i.e. NBCT, TOY, POY, LongLeaf Pine, Longevity 50+)	
C. Support Under-Performing Chapters	
ACTION	Addressed when/where (include date) and how (describe)
1. Assign an assistance team	
2. Assist in the development of an action plan	
3. Mentor throughout implementation of action plans	

GOAL II: GLOBAL AWARENESS

A. Promote the existing global opportunities: i.e. Schools for Africa, World Fellowship and UN Activities	
	Addressed when/where (include date) and how (describe)
B. Encourage chapters to utilize the resources on the International Website	
	Addressed when/where (include date) and how (describe)

GOAL III: LEADERSHIP DEVELOPMENT

A. Inspire a New Generation of Leaders	
ACTION	Addressed when/where (include date) and how (describe)
1. Recognize the Rising Star Award recipients	
2. Encourage chapters to support attendance of newer members to the leadership seminar	
3. Invite Leadership Development Seminar participants to serve on state committees and to be presenters or speakers	
4. Promote International online professional growth opportunities and networking committees	
B. Promote Leadership Opportunities	
ACTION	Addressed when/where (include date) and how (describe)
1. Utilize member profiles to identify potential leaders	
2. Nurture members to realize their leadership potential	
3. Inform members of leadership opportunities	
4. Encourage chapters to submit names for leadership roles	
5. Support members in leadership roles	
C. Recognize Women Leaders	
ACTION	Addressed when/where (include date) and how (describe)

<p>1. Provide press templates for Society recipients of awards, scholarships and grants to chapters for publications (i.e. local newspapers, public relations coordinator in the school system or other educational settings, principal at the school and any social media outlets.</p>	
<p>2. Investigate how to set up a members speakers' bureau</p>	

GOAL IV: COMMUNITY CONNECTIONS

<p>A. Collaborate with community organizations to impact educators</p>	
<p>ACTION</p>	<p>Addressed when/where (include date) and how (describe)</p>
<p>B. Plan and deliver outreach projects and programs that support community needs</p>	
<p>ACTION</p>	<p>Addressed when/where (include date) and how (describe)</p>
<p>C. Engage a broader audience as informed, respected voices of education</p>	
<p>ACTION</p>	<p>Addressed when/where (include date) and how (describe)</p>
<p>1. Utilize social media</p>	
<p>2. Utilize print media (i.e. newsletters, newspapers and magazines)</p>	
<p>3. Utilize online media (i.e. photos and videos)</p>	