**2021 - 2026 WSO DKG Strategic Action Plan**

**SMART Goal**: Membership: Strengthen chapters, support members, and recruit new members, yielding an increase of 7% each year.

(See quadrant map and member demographic data from 2020.)

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| **YEAR: LIST OBJECTIVE AND ACTIONS TO BE TAKEN** | **DUE DATE** | | **EXPENSES**  **ESTIMATE ACTUAL** | | **PERSON(s)**  **RESPONSIBLE** | | **IMPACT**  **(Measurable results\_** |  |  |
| 2021: State-   1. Contact each chapter president/membership chair and personally invite them to attend the Portland Pre-conference free workshop on Chapter Revitalization on July 7th for teams of two. 2. Provide liaison and area zoom workshops with chapter leaders to assess the chapter health/strength, brainstorm ideas to strengthen the existing chapter, and develop a 2 year plan. 3. Summarize/distribute a list of chapter membership chair needs and possible tools that can be provided for chapter use. (Tools: ice breaker sites for involvement, brainstorming strategies for change, handling difficult conversations, etc.) 4. Work with membership committee, chapter membership chairs and Exec. Com to develop membership dashboard. 5. Membership presentation at fall board/spring convention, including info. on early educators. 6. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member. 7. Request information on lost members in ASN & by chapter (both deceased/dropped). 8. Connect with liaisons quarterly to discuss membership needs (retention and expansion) they have identified in their area. 9. Open Spring Convention to potential members at a clock hour rate and include in social events and align with adoptive chapters. 10. Re-evaluate role of ASN and other communications materials in membership development and recruitment. | April-May  July.-Nov..  Jan.-Feb.  July-Aug  Oct./Apr.  July-June  Sept. and March  Sept, Dec, March, June |  | |  |  | 1. Gather data on the number of chapters represented at the workshop. 2. Report summary results & chapter eval. of each area/quadrant to Exec. Com 3. Provide summary report in March for Exec. Bd, including evals. And feedback on use. 4. Membership dashboard created. 5. Gather data on participants in sessions fall/spring. 6. Report new member data to ASN, to Area Liaison, to Exec. Com. 7. Report highlights in ASN & prep Ceremony of Life 8. Gather data for membership health dashboard. 9. Identify new potential members and convert to membership. 10. Report prepared for Exec. Com. | | | | |
| 2021 Chapter-   1. Gather key leaders & varied diverse representatives to participate in quadrant zoom meetings to seek help in strengthening the chapter. 2. Chapters identify membership retention challenges and expansion needs. 3. Identify a membership chair or lead for each chapter. 4. Identify potential members from traditional (classroom) and non-traditional (Extension, Sea Grant and University/community colleges, teaching students, etc.) and include information in chapter membership plan. 5. Implement membership retention strategies identified. 6. Report the plan to the state committee on the form provided. 7. Report the results of the chapter’s actions to the state committee, including support on early educators. 8. Membership chair participation in Fall Board and State Convention. | July-Sept.  Nov.  July-Sept.  April  April  June  Oct/March  Sept/April |  | |  |  | 1. Attendees report to Exec. Com 2. Chapters provide needs/challenges to Membership committee. 3. Each chapter identifies a membership chair. 4. Plan identifies potential sources of new members within the chapter reach. 5. Provide data on membership retention success. 6. Plans summary trends shared with Exec. Com. 7. Actions summarized trends shared Exec. Bd. 8. Gather data on participants. | | | | |
| 2022 State-   1. Gather member support ideas (meaningful short-term projects, mentor teacher support, DKG pals activities, etc.& include them in the fall workshop with a feedback form. 2. Work with liaisons to contact all chapter membership chairs to determine progress. on 2 year plan. 3. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member. 4. Request information on lost members in ASN & by chapter (both deceased/dropped). 5. Connect with liaisons quarterly to discuss membership needs (retention and expansion) they have identified in their area. 6. Membership presentation at spring convention, including info. on early educators. 7. Check in with membership committee, chapter membership chairs and Exec. Com to assess membership dashboard. 8. Provide each chapter with at least one complimentary spring convention ticket to attract non-members for the price of social activities and clock hours only. | July-Sept.  Jan, May  July-June  Sept./Mar.  Sept/Dec/March/  June  April  June |  | |  |  | 1. Distribute to chapter pres.,area liaisons, and membership chairs 2. Report progress in March report summary to Exec. Bd, & detailed report to Exec. Com 3. Report new member data to ASN, to Area Liaison, to Exec. Com. 4. Report highlights in ASN & prep Ceremony of Life 5. Gather data for membership health dashboard. 6. Gather data to share with chapter leadership and members. 7. Membership dashboard updated and assessed for usefulness and realigned as needed. 8. Report on the conversion of nonmembers participating to membership. | | | | |
| 2022 Chapter-   1. Work with Chapter Exec. Bd to develop/implement a plan to support members at meetings and between. 2. Create a workable plan to recruit and support new members with idea menu from the state committee. 3. Implement a plan to retain, recruit, and support members. Example-New Members Rose Trio: for each new member—1 recruits, 1interacts, 1 involves year 2. 4. Share membership data with liaison to support statewide membership dashboard quarterly. 5. Membership chair participation in Fall Board and State Convention. | Oct.  Nov.-Mar.  July-Dec.  Sept/Dec/March/  June |  | |  |  | 1. Gather /report feedback from members and report to the state about their involvement, level of support, chapter ideas for next steps, etc. 2. Report to the state the number of new members, how they will be supported, and if time, report feedback from new members. 3. Report progress to liaison/state membership committee. 4. Gather data and update dashboard. 5. Gather data to share with chapter leadership and members. | | | | |
| 2023: State-   1. Examine member demographics & develop a workshop on how to recruit members (teacher fairs, opening school events, giveaways, wine tasting events, etc.) 2. Using demographics, develop a plan to support two new chapters in under-represented parts of the state with sponsorship from existing chapters. (If geographically challenged, these can be virtual chapters.) 3. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member 4. Request information on lost members in ASN & by chapter (both deceased/dropped) 5. Membership presentation at fall board/spring convention, including support of early educators. 6. Update membership dashboard. 7. Connect with liaisons quarterly to discuss membership needs (retention and expansion) they have identified in their area. | July-Aug.  August  July-June  Sept/Mar  Sept/April  Jan/April  Sept/Dec/Mar/June |  | |  |  | 1. Workshop developed and presented. 2. Create two new chapters. 3. Report new member data to ASN, to Area Liaison, to Exec. Com. 4. Report highlights in ASN & prep Ceremony of Life 5. Gather data on participants in sessions fall/spring. 6. Membership dashboard updated. 7. Gather data for membership health dashboard. | | | | |
| 2023: Chapter-   1. Identify for a membership chair. 2. Host a member recruitment event in our area, community colleges, extension offices, school districts, etc. 3. Meet with potential members in trios for informal orientations with chapter flyers, new international flyer, etc. 4. Membership chair participation in Fall Board and State Convention. 5. Consider support of early educators. | July  July-June  July-June  Sept/April |  | |  |  | 1. Membership chair information provided to Stte. 2. Gather information on prospective members, followup and induct as appropriate. 3. Report on interactions. 4. Gather data to share with 5. chapter leadership and members. | | | | |
| 2024: State-   1. Provide liaison and area workshops with chapter leaders to assess the chapter health/strength, brainstorm ideas to strengthen the existing chapter, and develop a 2 year plan. 2. Summarize/distribute a list of chapter membership chair needs and possible tools that can be provided for chapter use. (Tools: ice breaker sites for involvement, brainstorming strategies for change, handling difficult conversations, etc.) 3. Membership presentation at fall board/spring convention. 4. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member. 5. Request information on lost members in ASN & by chapter (both deceased/dropped). 6. Connect with liaisons quarterly to discuss membership needs (retention and expansion) they have identified in their area. | July-Sept.  Sept.  Sept/April  July-June  Sept/Mar  Sept/Dec/Mar/June |  | |  |  | 1. Report summary results by area/ quadrant to Exec. Com 2. Post materials on WSO website. 3. Gather data on participants in sessions fall/spring. 4. Report new member data to ASN, to Area Liaison, to Exec. Com. 5. Report highlights in ASN & prep Ceremony of Life 6. Gather data for membership health dashboard. | | | | |
| 2024: Chapter-   1. Work on membership plan implementation. 2. Membership chair participating in Fall Board/Spring Convention. 3. Host a member recruitment event in our area, community colleges, extension offices, school districts, etc. 4. Consider support for early educators. | July-June  Sept/April  July-June |  | |  |  | 1. Plan updated and results shared with liaison/State Exec. 2. Gather data to share with chapter leadership and members. 3. Gather information on prospective members, follow-up and induct as appropriate. | | | | |
| 2025: State-   1. Membership presentation at fall board/spring convention. 2. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member. 3. Request information on lost members in ASN & by chapter (both deceased/dropped). 4. Connect with liaisons quarterly to discuss membership needs (retention and expansion) they have identified in their area. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member | Sept/April  July-June  Sept/Mar  Sept/Dec/Mar/June |  | |  |  | 1. Gather data on participants in sessions fall/spring. 2. Report new member data to ASN, to Area Liaison, to Exec. Com. 3. Report highlights in ASN & prep Ceremony of Life 4. Gather data for membership health dashboard. | | | | |
| 2025: Chapter-   1. Identify a membership chair. 2. Update membership plan. 3. Membership chair participating in Fall Board/Spring Convention. 4. Provide membership retention needs to State Exec.Com. 5. Consider support for early educators. | July  July-Sept  Sept/April  Dec. |  | |  |  | 1. Membership chair information provided to State. 2. Revised membership plan provided to State Exec. Com. 3. Gather data to share with Chapter leadership and members. 4. Membership retention needs summarized and shared with State Exec. Com. | | | | |
| 2026: State-   1. Membership presentation at fall board/spring convention. 2. Review and update membership resources on WSO website. 3. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member. 4. Request information on lost members in ASN & by chapter (both deceased/dropped). 5. Connect with liaisons quarterly to discuss membership needs (retention and expansion) they have identified in their area. 6. Collect data on new members, including all diversity (teaching, racial, ages, etc.) and provide personal state welcoming messages to each new member | Sept/April  July-June  July-June  Sept/Mar  Sept/Dec/Mar/June  July-June |  | |  |  | 1. Gather data on participants in sessions fall/spring. 2. Update membership info on website. 3. Report new member data to ASN, to Area Liaison, to Exec. Com. 4. Report highlights in ASN & prep Ceremony of Life 5. Gather data for membership health dashboard.   6. Report new member data to ASN, to Area Liaison, to Exec. Com. | | | | |
| 2026: Chapter-   1. Identify Membership chair. 2. Membership chair participation in Fall Board and Spring Convention 3. Work membership retention and recruitment plan. | July  Sept/April  July-June |  | |  |  | 1. Membership Chair information transmitted to Exec. Com. 2. Information gathered and shared with Chapter leadership and members. 3. Membership plan results provided to Exec Com. | | | | |