



Proposed 2017 Strategic Plan
Theta Omega Chapter Strategic Planning Committee

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Membership Action Plan

Goal 1: Maintain a strong diverse membership.

Objectives	Tasks	Success Criteria	Time Frame	Resources	Responsible Party
<i>Actions to accomplish goal</i>	<i>Actions that will assist in accomplishing objective</i>	<i>Standards of how to measure the success of the task</i>	<i>Anticipated completion date of task</i>	<i>Identifying what is needed to complete the task</i>	<i>Soror/Committee who will complete tasks</i>
A. The Membership Committee covers reactivation, retention and events/activities for current members	Membership chairman to appoint 2 to 3 members as "leads" for the new roles	Membership committee will monitor and evaluate if the changes in structure is effective	2017	Theta Omega Membership Committee Review	Theta Omega Membership Committee
B. Conduct a needs assessment with graduate and undergraduate Sorors. This assessment will survey how they would like the transition process to be handled, as they move into Theta Omega	1. Develop, distribute and collect survey tool 2. Utilize information in the tool to assist in easing the transition into Theta Omega Chapter	Monitor and track to notice if there is an increased graduate membership rate of Sorors who have transitioned into Theta Omega	2017	Sorors available to complete the survey	Theta Omega Membership Committee
C. Develop a transition workshop and a welcome packet for graduate and undergraduate members who have transferred into Theta Omega	1. Develop a transition workshop 2. Develop a welcome packet 3. Schedule the workshop and register new Soror participants	Monitor and track if participation increased from new Sorors, who attended the workshop/received the welcome packet	2017	Theta Omega Membership Committee Review	Theta Omega Membership Committee

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E. Hold a social reactivation event	Plan targeted social events coordinated with a mailing campaign	Reactivate members and retain recently reactivated members	2017	Theta Omega Membership Committee Review	Theta Omega Membership Committee

Goal 2: Build membership by fostering relationships and mentorships.

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<i>Actions to accomplish goal</i>	<i>Actions that will assist in accomplishing objective</i>	<i>Standards of how to measure the success of the task</i>	<i>Anticipated completion date of task</i>	<i>Identifying what is needed to complete the task</i>	<i>Soror/Committee who will complete tasks</i>
A. Enhance the goals within the Mentorship Committee	<ol style="list-style-type: none"> 1. Update criteria for program 2. Recruit and train mentors 3. Successfully match mentors with protégés 4. Organize activities 5. Develop mentor award 	Increased membership participation in Theta Omega mentorship events	2017	Theta Omega Mentorship Committee Review	Theta Omega Mentorship Committee

Sisterly Relations Action Plan

Goal 1: Foster sisterly relations through showing appreciation to all chapter members.

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<i>Actions to accomplish goal</i>	<i>Actions that will assist in accomplishing objective</i>	<i>Standards of how to measure the success of the task</i>	<i>Anticipated completion date of task</i>	<i>Identifying what is needed to complete the task</i>	<i>Soror/Committee who will complete tasks</i>
A. Develop Soror spotlight series for reactivating and transfer Sorors	Dedicate a series in the chapter newsletter to spotlight Sorors	An increase in Soror engagement levels	2017	N/A	Basileus, Editor
B. Recognize Diamond and Golden Sorors	Recognize Diamond and Golden Sorors at chapter meeting	An increase in Soror engagement levels	2017	Sisterly Relations Committee Review	Sisterly Relations Committee
C. Celebrate Soror birthdays	Recognize Soror birthdays at monthly Chapter Meeting	An increase in Soror engagement and participation levels	2017	Self supported event	Sisterly Relations Committee

Finance & Sustainability Action Plan

Goal 1: Continue to maintain efficient and effective operational structure in alignment with sorority standards and guidelines.

Objectives	Tasks	Success Criteria	Time Frame	Resources	Responsible Party
<i>Actions to accomplish goal</i>	<i>Actions that will assist in accomplishing objective</i>	<i>Standards of how to measure the success of the task</i>	<i>Anticipated completion date of task</i>	<i>Identifying what is needed to complete the task</i>	<i>Soror/Committee who will complete tasks</i>
A. Continue to utilize appropriate technology to communicate information regarding chapter programs, processes and operations	Maintain and update chapter website	Ensure the chapter website is updated each month with current information regarding chapter events, programs and procedures	2017	Current information regarding chapter activities	Technology Committee
B. Maintain efficient and effective chapter Bylaws and Guidelines Procedure and Protocol documents	Quarterly review of all Chapter Bylaws and Guidelines Procedure and Protocol	Monitor and track the progress of the quarterly reviews to remain current.	2017	N/A	Bylaws Committee, Protocol Committee
C. Properly store and maintain chapter property	Organize and inventory materials in the chapter storage facility	Monitor and track the progress of the inventory to ensure items are categorized as required	2017	N/A	Treasurer, Historian/ Archives Committee

Finance & Sustainability Action Plan

Goal 2: Develop succession planning for Theta Omega Leadership

Objectives	Tasks	Success Criteria	Time Frame	Resources	Responsible Party
<i>Actions to accomplish goal</i>	<i>Actions that will assist in accomplishing objective</i>	<i>Standards of how to measure the success of the task</i>	<i>Anticipated completion date of task</i>	<i>Identifying what is needed to complete the task</i>	<i>Soror/Committee who will complete tasks</i>
A. Develop a process to identify the next set of Soror leaders	<ol style="list-style-type: none"> 1. Identify a pipeline of Sorors with a combination of skills/qualities who are flexible with adaptable styles to suit various situations which is needed to move the chapter forward 2. Encourage and support development of leaders at all levels 3. Groom Sorors who think strategically, respond quickly in the face of ambiguity, capable of dealing with immediate problems and change 4. Create a supportive environment and culture that embraces change 	Increased number of eligible sorors running for Theta Omega officer positions	2017	Create a leadership development "Tool Box" a basic set of competencies need for effective chapter operations	Executive Committee & Strategic Planning Committee

Programs of Service Action Plan

Goal 1: Educate Theta Omega Chapter on programs of service.

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A. Educate members about the difference between the local programs and the national programs	1. Educate Sorors during chapter meetings throughout the year, in order for them to understand why the local and national programs are important 2. Ensure that programs are aligned with the purpose of Alpha Kappa Alpha Sorority, Incorporated	Ensure 100% of Theta Omega activities will be aligned with national and local program initiatives	2017	Flyers/handouts	Program Committees

Goal 2: Partner Theta Omega Chapter program committees for greater effectiveness and community visibility.

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A. Partner with existing organizations that meet our initiatives	Identify the appropriate organizations to partner with for greater community impact	Partner with various identified organizations	2017	Sorors to utilize their contacts with outside organizations	Program Committees
B. Increase marketing and public relations efforts to promote various programs/events	Update an electronic database that houses community partners/agency contact information	Increased community engagement and outreach	2017	Contact information from various outlets	Program Committees & Strategic Planning

Ethical Conduct Action Plan

Goal 1: Train Sorors on the proper use of social media.

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A. In partnership with the Beta Chapter, assist in educating Sorors on various technology	Hold quarterly technology and social media workshops for Sorors	Sorors will have enhanced knowledge of various social media applications and technology	2017	Theta Omega & Beta Technology Committee Review	Theta Omega & Beta Technology Committees

Goal 2: Ensure Sorors are knowledgeable of chapter protocol.

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A. Conduct quarterly protocol refresher segments during chapter meetings and via the Theta Omega Newsletter	<ol style="list-style-type: none"> Develop topics to discuss during the sessions, including protocol for Regional/Boule conferences for new Sorors, or those who have reactivated or transferred into Theta Omega. Address proper Soror demeanor at chapter meetings and appropriate business dress attire 	Increase in Soror engagement and adherence to protocol procedures	2017	AKA Protocol Documents	Standards Committee & Protocol Committee