



Proposed 2017 Strategic Plan

Theta Omega Chapter Strategic Planning Committee

Basileus: Bertina M. Power-Stewart
Strategic Planning Chairman: Rai Barney

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 | In-Progress/ Ongoing | 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 | Annual | 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 |

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

Goal 2: Build membership by fostering relationships and mentorship.

| 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. 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.

| 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 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/Annual | N/A | Basileus, Editor & Technology Committee |
| B. Recognize Diamond, Golden & Silver Sorors | Recognize Diamond, Golden & Silver Sorors at chapter meeting | An increase in Soror engagement levels | Annual | 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 | Monthly | 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 | In-progress/ On-going | 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. | Annual | 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 | In progress/ On-going | N/A | Treasurer, Historian/Archives & Standards 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 | Ongoing | Create a leadership development "Tool Box" a basic set of competencies need for effective chapter operations | Basilei Council, Executive & Membership Committee |

Programs of Service Action Plan

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

| 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. 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 | In-progress/ Ongoing | Flyers/handouts | Program Committees |
| B. Develop a signature Theta Omega/AKArama Foundation program that encourages partnerships within the Woodlawn community | Locate community organizations who are in line with Theta Omega/AKArama Foundation goals and objectives | Monitor, track and evaluate if the partnership is impactful | 2018 | Program participation from Theta Omega membership | Program Committees |

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

| 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. Partner with existing organizations that meet our initiatives | Identify the appropriate organizations to partner with for greater community impact | Partner with various identified organizations | In-progress/ Ongoing | 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, Marketing & Strategic Planning |

Ethical Conduct Action Plan

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

| 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. In partnership with the Beta Chapter, assist in educating Sorors on various technology | Hold technology and social media workshops for Sorors | Sorors will have enhanced knowledge of various social media applications and technology | 2018 | Theta Omega & Beta Technology Committee Review | Theta Omega & Beta Technology Committees |

Goal 2: Ensure Sorors are knowledgeable of chapter protocol.

| 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. Conduct semi-annual 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 | 2018 | AKA Protocol Documnts | Standards Committee & Protocol Committee |