



Alpha Delta Kappa 2021-2026 Strategic Plan

To Be Updated as Needed

Education unites Alpha Delta Kappa members. The strategic plan is a living document that will drive the work to move our organization forward. The plan is based on our vision, mission and purposes. With energy and commitment, we can take actions – strategically and collectively – to achieve our desired outcomes. Together we can create the future for Alpha Delta Kappa!

Vision

A world that values diversity, all people, and quality education.

Mission

Empower women educators to advance inclusion, educational excellence, altruism and world understanding.

Purposes

- To honor outstanding women educators.
- To strengthen the education profession through commitment to diversity and inclusion practices that respect and value each person for their unique qualities.
- To nurture relationships and networking opportunities.
- To enrich personal and professional development.
- To support altruistic projects, grants and scholarships with time and resources.
- To embrace cultural differences and make an impact through world understanding.

Goals

- Goal 1: Refine Governance and Communication
- Goal 2: Enhance Educational, Professional and Leadership Development
- Goal 3: Promote Benefits of AΔK and Increase Membership
- Goal 4: Promote Altruism, Scholarships and World Understanding Initiatives

Goal 1: Refine Governance and Communication

Outcome: Increase efficiency and effectiveness in governance, communication, finances, and infrastructure in Alpha Delta Kappa (AΔK)

1.1 Implement strategic plan/dashboard

- 1.1.1 Increase chapter, state/province/nation (S/P/N), regional and Headquarters' staff awareness of the AΔK strategic plan
- 1.1.2 Utilize strategic plan goals to develop executive board and committee action plans and meeting agendas at chapter, S/P/N, regional and International level
- 1.1.3 Develop a strategic plan dashboard at the International level to track progress in achieving goals and objectives; post on website; review frequently
- 1.1.4 Use assigned strategic plan goals and objectives when reporting International Executive Board (IEB) committee activities and progress
- 1.1.5 Review and update strategic plan yearly; IEB will seek member input

1.2 Simplify governance

- 1.2.1 Review, monitor and revise the restructuring of the organization
- 1.2.2 Streamline processes and reduce paperwork; move reporting online
- 1.2.3 Examine and utilize strategic ideas in the *Road to Relevance*
- 1.2.4 Update Policies and Procedures Manual

1.3 Improve communication

- 1.3.1 Review and update information on the website
- 1.3.2 Promote and utilize AΔK CONNECT to share ideas and resources, ask questions, network and develop mentoring partnerships
- 1.3.3 Engage members across diverse demographic groups in leadership and committee work
- 1.3.4 Promote the purposes of AΔK in the *KAPPAN*
- 1.3.5 Disseminate timely information through eblasts
- 1.3.6 Encourage virtual meetings and learning sessions at the chapter, S/P/N, regional and International levels
- 1.3.7 Use a variety of media, including social media, to promote the vision, mission and purposes of AΔK
- 1.3.8 Encourage chapters to promote local AΔK activities in their areas
- 1.3.9 Increase the transparency of the IEB when reporting actions to members

1.4 Manage assets, resources and infrastructure

1.4.1 Develop organization and AΔK Foundation budgets to reflect strategic plan

1.4.2 Review and analyze organization and AΔK Foundation portfolios

1.4.3 Explore reducing member expenses impacted by meeting costs

1.4.4 Market AΔK for non-dues revenue

1.4.5 Increase member awareness of the AΔK Foundation

1.4.6 Provide staffing, technology and facilities to meet organizational needs

1.5 Analyze governance and communication data to drive decision-making

Measurements:

1. Monitor and update the strategic plan/dashboard (1.1)
2. Report the number of new or updated online forms for reporting (1.2)
3. Track member usage of communications – website, AΔK CONNECT, *KAPPAN*, eblasts and media (1.3)
4. Monitor number of members across diverse demographic groups in leadership and committee roles (1.3)
5. Monitor assets, resources and infrastructure (1.4)
6. Report analysis of governance and communication data (1.5)

Goal 2: Enhance Educational, Professional and Leadership Development

Outcome: Offer educational, professional and leadership programs that cultivate and support members from chapter to International levels

2.1 Increase educational, professional and leadership development opportunities

- 2.1.1 Provide and archive learning sessions
- 2.1.2 Develop and implement an AΔK speakers bureau

2.2 Grow the Educational Symposium

- 2.2.1 Promote the symposium to all members and potential members
- 2.2.2 Provide a minimum of 50% professional development sessions
- 2.2.3 Offer a variety of sessions for all attendees
- 2.2.4 Promote Continuing Education Units (CEU) certificate/credits for educational sessions at conventions and conferences

2.3 Incorporate leadership development programs

- 2.3.1 Review and update leadership training tools on the website
- 2.3.2 Identify, recruit and train leaders that encourage diverse participation
- 2.3.3 Promote and support the AΔK Leadership Academy for newer members
- 2.3.4 Review and update mentoring program for S/P/N and regional leaders

2.4 Analyze educational, professional and leadership development data to drive decision-making

Measurements:

1. Record number of members using the virtual pre-recorded and live learning sessions (2.1)
2. Track number of Educational Symposium sessions and number of CEU certificates/credits distributed (2.2)
3. Report number of members and nonmembers attending the Educational Symposium (2.2)
4. Record number of leadership development topics at International convention, regional conferences and on International website (2.3)
5. Track number of Leadership Academy participants and their future AΔK leadership roles (2.3)
6. Report analysis of educational, professional and leadership development data (2.4)

Goal 3: Increase Membership

Outcome: Assist S/P/N and chapter membership teams to recruit, reinstate, retain, and revitalize membership, and establish new chapters and collegiate clubs; net growth of 1% each biennium

3.1 Update International Membership Committee (IMC) strategies and promote with S/P/N and chapter membership teams

- 3.1.1 Review and update membership documents and forms including the Membership Development Manual and Distinguished Program Award
- 3.1.2 Mentor S/P/N vice-presidents for membership/membership consultants
- 3.1.3 Create online promotional materials and membership development information/programs that reflect diversity for S/P/N's and chapters
- 3.1.4 Analyze membership data to drive membership strategies
- 3.1.5 Develop a retention survey for AΔK early career educators to determine their needs; share with leaders and members
- 3.1.6 Plan strategic conversations for S/P/N conventions and membership sessions for regional conferences/International convention
- 3.1.7 Encourage chapters, S/P/Ns and regions to conduct membership recruitment discussions, and virtual and mentoring sessions
- 3.1.8 Survey chapter leaders to determine the benefit of the *Pearls of Achievement Award Program*
- 3.1.9 Explore a virtual sustaining member chapter pilot project - online meetings, communications, networking, etc.

3.2 Increase number of AΔK Collegiate Clubs

- 3.2.1 Establish sustainable Collegiate Clubs
- 3.2.2 Connect AΔKCC graduates with AΔK chapters

3.3 Promote membership plans and new chapter development at the S/P/N level

- 3.3.1 Develop S/P/N membership plans using the online membership information
- 3.3.2 Mentor chapter membership chairman
- 3.3.3 Identify areas for new chapter development
- 3.3.4 Elect a vice president for membership at the S/P/N level

3.4 Implement chapter plan to increase membership by 1% each biennium

- 3.4.1 Create a membership recruitment plan that reflects the diversity of the students/staff in the community
- 3.4.2 Nurture members through chapter programs, activities, service opportunities, and participation beyond the chapter level

3.5 Analyze membership data to drive decision-making

Measurements:

1. Record number of regional, S/P/N and chapter membership development activities (CNA) (3.1)
2. Track number of Collegiate Clubs and number of Collegiate Club graduates initiated into AΔK (3.2)
3. Monitor number of members and chapters reported on monthly analysis from Headquarters (3.3)
4. Track number of S/P/Ns that have a vice-president for membership on the executive board (3.3)
5. Monitor number of members attending chapter, S/P/N. Regional and International meetings (3.4)
6. Report analysis of membership data (3.5)

Goal 4: Promote Altruism, Scholarships and World Understanding Initiatives

Outcome: Enrich the lives of others through altruism, service, scholarships, grants, and world understanding.

4.1 Support charitable and altruistic projects

- 4.1.1 Promote altruism and service through information and training tools on the website
- 4.1.2 Encourage participation in projects at the chapter, S/P/N, regional and International levels

4.2 Promote scholarships and grants and encourage applications from all regions

- 4.2.1 Review and update policies, guidelines, applications and adjudication forms
- 4.2.2 Monitor the online applications and adjudication process
- 4.2.3 Establish a data collection process to evaluate the efficacy of the overall scholarship and grant programs

4.3 Promote world understanding initiatives

- 4.3.1 Inform members about the status of all world understanding initiatives
- 4.3.2 Support the current World Understanding project; keep progress updated on website; add past World Understanding project updates as needed
- 4.3.3 Promote International Teacher Education (ITE) program; seek opportunities for scholars to share experiences with members
- 4.3.4 Establish and promote active communications that engage chapters beyond the United States

4.4 Analyze altruistic, service and world understanding data to drive decision-making

Measurements:

1. Record financial totals for each charitable/altruistic program currently supported by AΔK twice a year (4.1)
2. Track number of applicants for scholarships and grants (4.2)
3. Monitor each world understanding initiative (4.3)
4. Track number of US members engaging with provincial/national members (4.3)
5. Report analysis of altruistic, service and world understanding data (4.4)