

# **The New Jersey Organization of Delta Kappa Gamma Society International**

## **Strategic Plan 2024 – 2029**

### **Overview**

The New Jersey Organization of Delta Kappa Gamma International (DKGNJ) Strategic Plan is a vision for the future of the organization which provides for a continuous review and monitoring of the progress of identified programs and projects that implement the seven purposes and the mission of the Society.

We are a lifelong learning organization for women educators who seek to grow personally and professionally to make an impact on the educational community. We are making a plan to move forward so we preserve the future of DKGNJ. The plan will direct us towards the goals that will improve our organization and forever move us forward. Members will find this plan offers goals, initiatives, objectives and activities to guide our work.

### **Purposes**

1. To unite women educators of the world in a genuine spiritual fellowship.
2. To honor women who have given or who evidence a potential for distinctive service in any field of education.
3. To advance the professional interest and position of women in education.
4. To initiate, endorse and support desirable legislation or other suitable endeavors in the interests of education and of women educators.
5. To endow scholarships to aid outstanding women educators in pursuing graduate study and to grant fellowships to non-member women educators.
6. To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action.
7. To inform the members of current economic, social, political and educational issues so that they may participate effectively in a world society.

### **Mission**

The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.

### **Vision**

Leading Women Educators Impacting Education Worldwide

## Plan Implementation and Monitoring

The implementation of the Plan is the responsibility of DKGNJ members working at the state level. This living document will be reviewed annually and adjustments made, as needed, by the DKGNJ Executive Committee in conjunction with the DKGNJ State Strategic Planning Committee. The DKGNJ State Strategic Planning Committee will note progress, review new opportunities and discuss challenges. The DKGNJ State Strategic Planning Committee will note accomplishments related to the initiatives and objectives for each goal. The latest review and revision date will be noted on the updated Strategic Plan and then posted on the DKGNJ website.

## Structure of the DKGNJ State Strategic Plan

The language of the Strategic Plan represents a hierarchy from broad to specific: ●

- **Goals** (broad focus areas addressing current challenges/issues ●)
- **Initiatives** (possibilities)
- **Objectives** (measurable results not currently existing)
- **Actions** (specific decisions or activities designed to support an objective)

### GOAL 1. Support Members

This goal will focus on supporting the personal and professional development of women educators. It should include providing opportunities throughout the entire career of our members, including leadership skills, financial assistance, providing current educational strategies and methods, providing formats for publications, and network opportunities with DKGNJ members.

#### 1.A. Create new membership opportunities

##### 1.A.1. Research membership trends

- 1.A.1 a. Engage members in conversations about generational issues that impact membership
- 1.A.1.b. Encourage chapters to use Society resources to determine and plan for intergenerational cooperation
- 1.A.1.c. Incorporate appropriate strategies to engage all members

### 1.A.2. Develop leadership connections

- 1.A.2.a. Offer zoom sessions and possibly webinars, and/or workshop presentations on current Society and professional issues provided by members knowledgeable in the field/areas
- 1.A.2.b. Schedule professional group web forums for issues of Interest
- 1.A.2.c. Host a variety of online and in person professional forums for like educational areas

### 1.B. Enhance existing membership opportunities

#### 1.B.1. Promote the mentoring of new educators through Supporting Early-career Educators Project (SEE)

- 1.B.1.a. Develop materials to explain DKGNJ and how it relates to DKG: graphics, presentations, handouts

#### 1.B.2. Provide mentoring of new members

- 1.B.2.a. Develop an online community for discussions

### 1.C. Increase membership awareness

#### 1.C.1. Define roles and responsibilities of members

- 1.C.1.a. Review governing documents

#### 1.C.2. Promote the use of the DKGNJ resources available to members

- 1.C.3.a. Publicize messages through media venues: website, social media, state publications
- 1.C.3.b. Provide opportunities for members to discuss membership issues at society events: state meetings, state convention

## **GOAL 2: Provide Statewide Opportunities**

DKGNJ members seek to create relationships with other state members, both professionally and personally. They seek opportunities to share and learn about educational practices, research, and places to experience outside of their immediate locale. Additionally, our members seek diversity of all kinds. Thus, this goal addresses the challenges of providing opportunities for experiences to create these professional and personal relationships.

### 2.A. Create new statewide opportunities

#### 2.A.1. Promote successful programs representing DKGNJ Chapters

- 2.A.1.a. Solicit and share information regarding successful chapter programs via state committee meetings and DKGNJ website
- 2.A.1.b. Provide workshops at conventions to meet the needs of all members
- 2.A.1.c. Provide a variety of leadership opportunities to all members

- 2.A.1.d. Provide intergenerational programming to chapters
- 2.A.2. Provide access to secure social media space for members
  - 2.A.2.a. Educational communities
  - 2.A.2.b. “Interest-oriented” communities
  - 2.A.2.c. Webinars on topics identified by members
- 2.A.3. Explore further expansion within DKGNJ
  - 2.A.3.a. Utilize the data collected from the expansion committee to solicit prospective members in other districts, schools and locations
  - 2.A.3.b. Utilize professional contacts in other organizations and social media to locate prospective members
  - 2.A.3.c. Increase diversity and intercultural awareness

### **GOAL 3. Develop Leaders**

Our DKG Vision Statement, “Leading Women Educators Impacting Education Worldwide,” must be continued throughout the Society. We must continue to develop leadership skills in all members throughout our state and within educational and organizational settings. Social media will lead this leadership development for our members to provide opportunities to our members constantly, not just once or twice each biennium.

- 3.A. Create leadership opportunities and training for all members
  - 3.A.1. Provide leadership training through a variety of media
  - 3.A.2. Train leaders to advocate for educational law and policy
    - 3.A.2.a. Promote participation in Society activities such as the U.S. Forum and United Nation projects
  - 3.A.3. Offer mentoring opportunities
    - 3.A.3.a. Provide opportunities for leaders to learn more about the big picture of the Society
- 3.B. Enhance leadership excellence among members
  - 3.B.1. Establish a network of leaders and emerging leaders
    - 3.C.1.a. Solicit members at various levels of educational experience to volunteer as mentors in the areas of their expertise.
    - 3.B.1.b. Post the volunteer network on the DKGNJ webpage for member access.
  - 3.B.2. Empower members to take leadership roles
    - 3.B.2.a. Recruit new members to become part of the state leadership team
    - 3.B.2.b. Provide a variety of situations for members to volunteer

for tasks, ad hoc committees, etc.

#### **GOAL 4: Build Resources**

Keeping in mind that our sixth Society's purpose is “To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action”, we must provide resources to fulfill this purpose. Membership dues are not sufficient to meet the financial responsibilities of the DKGNJ organization. DKGNJ must examine a variety of methods that will continue our financial solvency. The fourth goal will address opportunities to build and renew financial and human resources that will strengthen our organization.

##### 4.A. Create new resources

###### 4.A.1. Develop resources that support the financial needs of the organization

- 4.A.1.a. Review cost effective scheduling options for state events
- 4.A.1.b. Create non-dues revenue activities at the state level
- 4.A.1.c. Consider fundraising sales

###### 4.A.2. Investigate current marketing strategies, within and outside the organization

- 4.A.2.a. Cost effectiveness for the use of social media such as X, Instagram
- 4.A.2.b. Cost effectiveness for the use of Print media
- 4.A.2.c. Cost effectiveness for the use of Broadcast media

###### 4.A.3. Expand resources for members

- 4.A.3.a. Provide regular communication to all members
- 4.A.3.b. Investigate and promote new technologies.
- 4.A.3.c. Survey programming needs as generated by members' interests and current educational issues
- 4.A.3.d. Research the feasibility of additional scholarship offerings

##### 4.B. Enhance existing resources

###### 4.B.1. Promote current financial resources

- 4.B.1.a. Non-dues revenue
- 4.B.1.b. Non-solicited donations

###### 4.B.2. Update current resources for members

- 4.B.2.a. Annually review programs for membership needs
- 4.B.2.b. Provide a current list of state and international publications
- 4.B.2.c. Provide leadership development resources for members various media

## **Accomplished Activities from the 2019-2024 DKG NJ Strategic Action Plan**

**Irene Maskaly - 2023-2025**

### **Goal 1. Support members**

Member support took many different forms, from submitting applications for state and international scholarships to encouraging our members to promote the international initiative of supporting early career educators. I've encouraged chapter presidents to keep this initiative in mind by providing support for early educators as we hope to see an increase in membership. Many of our chapters have taken this initiative a step further with the encouragement of our first vice president, and EEC chair, Cathy Fortunato, and have created outstanding programs that have been highlighted on the international website for sharing with other members worldwide. I applaud these chapters and give my sincere thanks and appreciation to all involved.

I'm also especially proud of our communications team who has supported our members by disseminating information immediately through the website as well as our social media venues. The state newsletter has added new opportunities to showcase members, as well as added an extra summer newsletter. The beauty of the electronic format is that it enables the editor to accept and implement last minute additions and changes as well as providing unlimited pages.

A goal that was initiated by our arts committee chair was to offer Zoom sessions, highlighting our members' creative skills. Ambitious, though unfortunately, due to timing, this was unable to happen. I am certain this initiative will appear next biennium. The arts committee did successfully create an art extravaganza/show during both conventions which ignited interest in the arts and the international opportunities available to members. Membership awareness was increased by virtue of our communications team through media venues: website, social media, and state publications as well as the presence of the committee for the arts.

### **Goal 2. Provide Statewide Opportunities**

New statewide opportunities were created as well as promoting successful programs representing DKG NJ. Our program and planning/EEC committee members have celebrated successful chapter programs and encouraged all chapters to submit their best and most

inclusive programs to the 'Project Spotlight' tab at dkg.org. Workshops were also provided at the convention to meet the diverse needs of our members. Leadership opportunities were also provided to all members via promotion of state and chapter committee chairs, promotion of chapter officers, and the arts gallery & show.

Utilizing professional periodicals and media sources such as through the NEA, NJEA, CCREA, and AENJ, I have been able to recognize other NJEA members that were potential candidates in each county to our presidents and membership chairs. These highlighted articles gave us insight into each person's interests as well as the outstanding work they were recognized for.

### **Goal 3. Develop Leaders**

Once again, I applaud our communications committee. They have instantaneously disseminated the information provided by international. Our communications team has promoted information provided by the US Forum to our membership via website, Facebook, and Instagram. DKG international has provided opportunities for our leaders to learn more about the global outreach of society and our communication team has promoted this.

I also applaud my leadership committee for recommending that the leadership training session be presented in September, as opposed to June. They felt it would be more beneficial to the incoming chapter presidents and their teams. Their program, "Can you be a leader without a team?": Lessons learned in the Hundred Acres Wood, gave us all an introspective evaluation of our leadership skills.

### **Goal 4. Build Resources**

Although we have not added any new non-dues revenue this biennium, we continue to sell car magnets introduced two biennia ago. New sales help to provide additional money for our treasury to supplement the cost of running our organization. Working with the assistance of one of our retired members, who now works as a financial planner, the finance committee, state treasurer, and I agree to continue with the current investments and a high yield CD. With the ups and downs of our current financial market, we have remained steady to achieve the goals we anticipated; long-term growth is the ultimate goal. With patients and proper planning, we anticipate meeting our goal of growth of our treasury to support the needs of DKG NJ.

Currently, we are in the process of filling out the paperwork for the opportunity to advertise via a table at the NJEA convention in 2025. Even though we will spend money on this promotion (a new banner and giveaways), it is my hope that this initiative will bring us greater publicity and potential members. I am proud of all our members who willingly rose to the challenges associated with this biennium. I wish to thank each person who pitched in to make this a successful biennium, as well as look forward to continued growth of the New Jersey Organization of The Delta Kappa Gamma Society International.

### **2021-2023 - Dr. Nora Pollard**

### **2019-2021 - Ingrid Williams**

This biennium was impacted by Covid, but despite the fact that we were unable to hold a convention either year, we were able to accomplish quite a few things.

#### **Community**

- Collected and donated approximately 25,000 books to BookSmiles or other children's institutions

#### **Finances**

- Raised money for the state with fundraisers that included car magnets (sold to state members) and pashminas (sold at the International Convention in 2022)

#### **Supported Members**

- Opened a zoom account that allowed us to stay in contact with one another. After March 2020, all executive and state meetings were held via zoom. Additionally, frequent zoom sessions were held with the chapter presidents to not only check in with how the chapters were doing, but to keep them informed. It also gave the chapter presidents a chance to share ways they were staying connected with their chapter.
- In 2020, Covid caught us all by surprise and we had to cancel our state convention 2 weeks before the scheduled event. In 2021, people were still uncomfortable being in a large-group, indoor setting, so the decision was to hold a virtual state convention. Everyone rose

to the occasion by not only being supportive, but by showing their enthusiasm and joy at seeing one another - even on a tiny screen box - they made the convention a huge success. This had us asking ourselves if there was a way to continue to do parts of the convention virtually to help decrease the amount of money people had to spend to attend our current convention format.

### **Accomplished Activities from the 2015-2017 DKGNJ Strategic Action Plan**

- List of possible meeting locations were shared at the January 2017 DKGNJ Meeting and on the DKGNJ State website and chapter websites.
- Shared new chapter projects and programs on the DKGNJ Website and in the state newsletter.
- Information about the joint chapter meetings for some south western and some northern chapters was posted online and sent to chapter presidents to share with their members.
- Opportunities for members to participate in technology workshops focusing on electronic communications were held at each of these meetings/conventions.
- Ad Hoc Communications/Publicity Committee was developed to do research on the best methods and strategies for increasing communication to all members and other on-going avenues to communicate with all members on a regular basis; chapter projects have received newspaper and website publicity,
- Annual membership goals have been set.
- Data sheets were provided to each chapter to help them identify unrepresented districts in their areas and around the state in DKG, providing chapters the opportunity to reach out to outstanding educators in New Jersey.
  
- Recipients of NJ Teacher of the Year, County Teacher of the Year, and State Teacher of the Year Award, along with other awards our members received, are posted as “Celebrating Our Key Women Educators” on the DKGNJ web page.
- Chapters are honoring their members for milestone years of membership including, but not limited to basic recognition at a meeting, with certificates, pins etc.

### **Accomplished Activities from the 2013-2015 Alpha Zeta State Strategic Action Plan**

- Align AZS Bylaws, Standing Rules, and chapter rules to ensure Alpha Zeta State upholds the goals and objectives of the international educational excellence committee.
- Update and/or develop state specific brochures in electronic and print format to disseminate information to members, potential members, and communities throughout the state.
- Investigate various methods to compile and publish the state yearbook to provide for greater ease, efficiency, and availability.

### **Established Practices from the 2015-2017 Alpha Zeta State Strategic Action Plan**

- Increase the number of members of five years or less in chapter leadership positions.
- Communicate the necessity of having chapter and state officers and committee chairs to attend state meetings, regional conferences, and international conventions.
- Provide executive board members with a copy of the current DKGNJ Strategic Action Plan (SAP).
- Contact the county and state recipients of the NJ Governor's Education Award (formerly TOY) and share the benefits of membership with them.
- Annually plan and present a leadership workshop at state conventions, conferences, and/or meetings.
- With input from the executive board, review/revise goals, objectives, and activities of the SAP as needed.

### **Established Practices from the 2013-2015 Alpha Zeta State Strategic Action Plan**

- Provide pertinent information relevant to issues relating to women
- Recommend conferences, seminars, workshops, and speakers on educational law and policy.
- Recognize chapters for implementing special programs/initiatives for new teachers at the Alpha Zeta State convention.

- Honor members for 50, 55, 60 and 65 years of service in the Society with recognition ceremonies at the state convention.
- Share outstanding chapter projects and programs on the state Web site and in the state newsletter.
- Promote and support combined chapter meetings in all parts of the state where demographically appropriate.

### **Suggested Resources**

*Delta Kappa Gamma Society International Website*

<https://www.dkg.org/>

*Delta Kappa Gamma Society International Constitution and International Standing Rules, 2024*

[https://www.dkg.org/DKGSIPublications-  
Documents/Constitution\\_ISR/DKGSIPublications/Constitution and International Standing  
Rules.aspx?hkey=702cf89a-622d-48ab-833a-9b9357c816e0](https://www.dkg.org/DKGSIPublications/Documents/Constitution_ISR/DKGSIPublications/Constitution_and_International_Standing_Rules.aspx?hkey=702cf89a-622d-48ab-833a-9b9357c816e0)

*GAPP (Guidelines and Policies & Procedures)*

[https://www.dkg.org/DKGSIPublications/GAPP.aspx?hkey=106fcc64-fe47-4e5e-b748-  
94e2327158de](https://www.dkg.org/DKGSIPublications/GAPP.aspx?hkey=106fcc64-fe47-4e5e-b748-94e2327158de)

*#SecondCenturyDKG and Beyond*

[https://www.dkg.org/DKGSIPublications/Other%20Rotator/Avenue M Report.aspx?hkey=f507152  
a-11dd-4de6-9a00-5da577f7f199](https://www.dkg.org/DKGSIPublications/Other%20Rotator/Avenue_M_Report.aspx?hkey=f507152a-11dd-4de6-9a00-5da577f7f199)

*DKGNJ Bylaws and Standing Rules, 9/7/2023*

<http://dkgalphazetastate-nj.weebly.com/state-documents.html>

*Handbook of the DKG Society International, November 2023*

[https://www.dkg.org/DKGSI/DKGSI/Publications/DKG\\_Society\\_Handbook.aspx?hkey=0b66cdeb-3b72-42bf-9f4d-66f0e265afe5#:~:text=Handbook%20of%20The%20DKG%20Society%20International%20\(updated%20Nov.%202023\)](https://www.dkg.org/DKGSI/DKGSI/Publications/DKG_Society_Handbook.aspx?hkey=0b66cdeb-3b72-42bf-9f4d-66f0e265afe5#:~:text=Handbook%20of%20The%20DKG%20Society%20International%20(updated%20Nov.%202023))

#### *DKG Presidents' Resources*

[https://www.dkg.org/DKGSI/DKGSI/Resources/Officer\\_Resources/President\\_Resources.aspx?hkey=640fe411-0168-4f97-b7ac-9dead342453d](https://www.dkg.org/DKGSI/DKGSI/Resources/Officer_Resources/President_Resources.aspx?hkey=640fe411-0168-4f97-b7ac-9dead342453d)

#### *Program/EEC Chair Resources*

[https://www.dkg.org/DKGSI/DKGSI/Resources/Officer\\_Resources/Program\\_EEC\\_Chair.aspx?hkey=3c74d1b4-c9d2-4676-9c33-9cefc4782e2b](https://www.dkg.org/DKGSI/DKGSI/Resources/Officer_Resources/Program_EEC_Chair.aspx?hkey=3c74d1b4-c9d2-4676-9c33-9cefc4782e2b)

#### *Membership Resources*

[https://www.dkg.org/DKGSI/DKGSI/Resources/Officer\\_Resources/Membership.aspx?hkey=b3e6bffd-fcfa-482d-bb02-13166277e4d9](https://www.dkg.org/DKGSI/DKGSI/Resources/Officer_Resources/Membership.aspx?hkey=b3e6bffd-fcfa-482d-bb02-13166277e4d9)

#### *Treasurer Resources*

[https://www.dkg.org/DKGSI/DKGSI/Resources/Officer\\_Resources/Treasurer\\_Resources.aspx?hkey=4a07c635-6af5-4f46-82fe-524dab454b26](https://www.dkg.org/DKGSI/DKGSI/Resources/Officer_Resources/Treasurer_Resources.aspx?hkey=4a07c635-6af5-4f46-82fe-524dab454b26)

#### *Marketing Resources*

<https://www.dkg.org/DKGSI/DKGSI/Resources/Marketing/Marketing.aspx?hkey=3a72cf30-72ba-4d27-a0fa-983f4883c277>

#### *Orientation - Pride in the Big Picture: An Orientation Guide for Potential Members*

<https://youtu.be/UkbmXxRmpX0>

*Sustaining Pride in the Big Picture: A Reorientation for All DKG Members, Parts 1-5* <https://youtu.be/2RZpJVpNSx8>

*Delta Kappa Gamma Society International Strategic Action Plan 2015-2025*

[https://www.dkg.org/DKGSI/DKGSI/Publications/Strategic\\_Plan.aspx?hkey=099c8b2f-3cd9-43d0-b5ba-09b03477e495](https://www.dkg.org/DKGSI/DKGSI/Publications/Strategic_Plan.aspx?hkey=099c8b2f-3cd9-43d0-b5ba-09b03477e495)

*SEE Support Early Career Educators* <https://www.dkg.org/DKGSI/Publications->

[Documents/Strategic\\_Plan/DKGSI/Publications/Strategic\\_Plan.aspx?hkey=099c8b2f-3cd9-43d0-b5ba-09b03477e495](https://www.dkg.org/DKGSI/Publications-Documents/Strategic_Plan/DKGSI/Publications/Strategic_Plan.aspx?hkey=099c8b2f-3cd9-43d0-b5ba-09b03477e495)

Approved: IM:3/16/25