

A decorative banner with a dark red background. On the left, there are several overlapping, light red triangles. In the center, the Greek letters Δ, Σ, and Θ are displayed in a light gold color. The banner also features faint, swirling patterns and a dotted line.

Tri-County Maryland Alumnae  
Chapter

**Action Plan**

**2016 – 2017**

**(Reference Strategic Plan for 2016 – 2020)**

## **INFORMATION ABOUT TRI-COUNTY MARYLAND ALUMNAE CHAPTER**

Chartered on March 27, 2011, the Tri-County MD Alumnae Chapter of Delta Sigma Theta Sorority, Inc. are members of an illustrious sisterhood of college educated women, committed to serve and impact communities in Charles County, East of 301 and all of Calvert and St. Mary's Counties.

The Chapter's purpose is to leverage stakeholders as key resources for organizational programs of public service in the areas of political and social justice, academic excellence and educational development, social-economic development, healthy and cultural development, while strengthening and enhancing the leadership skills, and talents of each chapter member.

## **EXECUTIVE SUMMARY**

In this 2016-2020 Strategic Plan for Tri-County Maryland Alumnae Chapter of Delta Sigma Theta Sorority, Inc., broad priorities and objectives have been identified that capture an array of actions to get us on the right track for growth and sustainability. It is the product of engagement from the Strategic Planning Committee and the Chapter members who participated in the Strategic Plan Survey, as well as a strategic analysis of the Chapter and local communities.

From this Strategic Plan, it is imperative for our committees to work in tandem to identify specific tasks to be achieved within the next four years. The Plan is designed to strategically position the chapter for future growth opportunities. However, it acknowledges the need to prioritize our efforts and focus, given the limited capacity and operational gaps.

The actions needed to accomplish the goals will inspire confidence among the membership and the public that the natural, cultural and financial resources are expertly managed. To that end, it is each and every member's responsibility to read and understand this Strategic Plan.

At the end of each sorority year, the Chapter will assess performance against the Strategic Plan in order to enhance presence, performance, and service delivery in Calvert County, Charles County, and St. Mary's County.

**This document is not a replacement for the Chapter’s policies and procedures.  
STRATEGIC PRIORITIES AND ACTIONS**

**Priority 1 - SUSTAINABILITY AND OPERATIONS**

Sustainability of an organization is based upon its well-being and maintenance as a vibrant entity. While sustainability can refer to social, environmental, and economic status, the inclusion of sustainability as a priority is especially related to economic growth. Organizational operations provide the strategic framework for collaboration, planning, direction, coordination, leadership/staffing, and resource management. Essentially, change management is affected by people and processes. The successful and futuristic organization thrives on efficient operations.

**GOAL:** Develop a Sustainability Model to ensure economic and cultural viability (Robust Revenue Streams, Collaborative and Community Partnerships). Maintain an infrastructure that meets the challenges and opportunities for managing data, resources, and innovation.

Action Item	Committee/Officer Responsible	Time Frame	Budget	Status/Comment
<b>Objective 1A – Assessment – Increase awareness and knowledge of TCMDAC’s programs and accomplishments.</b>				
Evaluate all programs and activities for relevance to TCMDAC and the community.	Program Co-Chairs	May/June 2017	\$0	
Utilize assessment tools to evaluate proposed new programs.	Program Co-Chairs	Ongoing	\$0	
Conduct periodic needs assessment of the community to ensure that TCMDAC is meeting a need that has not been met by another organization.	Program Co-Chairs	December, 2016	\$0	
Participate in community events to remain relevant.	Community Outreach	Ongoing	\$-----	
Submit applications for recognition awards at the Regional and National.	Committee Chairs / Co-Chairs Leadership Team	March, 2017	\$0	
Develop an Annual Report.	Journalist - Historian	July, 2017	\$0	

<b>Objective 1B – Fundraising – Develop annual fundraising plan to align with projected program, scholarship, and operating activities.</b>				
Develop TCMDAC fundraising strategy for future fundraising initiatives.	Fundraising	March, 2017	\$0	
Develop TCMDAS signature fundraising events.	Fundraising	Ongoing	\$0	
Identify local sponsors to contribute to Fundraising events.	Fundraising	Ongoing		
<b>Objective 1C – Delta Research &amp; Educational Foundation (DREF) – Establish account with DREF for charitable and educational activities.</b>				
Complete application for DREF.	TBD	December, 2016	\$0	
<b>Objective 1D – Strategic Partnerships – Develop and maintain partnerships with organizations whose strategies and initiatives align with the mission and vision of TCMDAC.</b>				
Identify companies to give In-kind donations for TCMDAC programs and events.	All Program Committees	Ongoing	\$0	
Identify companies or organizations to partner on major community events (i.e. American Red Cross, College of Southern Maryland, March of Dimes, Lott Carey, Robert Stethem Education Center, Good Shepherd UMC, Lifestyles of Southern Maryland, Christmas in April of Charles County, State Highway Administration)	All Program Committees	Ongoing	\$0	
Institute Day of Service in all Counties for Martin Luther King holiday.	Community Outreach	January, 2017	\$0	
Foster relationships with community volunteer organizations	Leadership Team	Ongoing	\$-----	

<b>Objective 1E – Financial Planning – Develop and implement financial strategies for increasing the savings and investment accounts.</b>				
Develop financial goals for the investment and savings accounts; work with Fundraising committee to determine annual fundraising goals.	Finance	April, 2017	\$0	
<b>Objective 1F – Policies and Procedures – Ensure that the membership has a clear understanding of approved policies and procedures.</b>				
Constitution and Bylaws – Update membership on proposed and final amendments	Policies and Procedures	Ongoing	\$0	
Policies and Procedures – Update membership on revised Chapter policies and procedures manual as approved.	Policies and Procedures	Ongoing	\$0	
Update policies and procedures to ensure that it is in accordance with the Delta Style Guide.	Policies and Procedures	Ongoing	\$0	
<b>Objective 1G – Emergency Response – Increase awareness about emergency preparedness activities.</b>				
Educate the membership on emergency preparedness, early response, and recovery	Disaster Preparedness	December, 2016	\$0	
Institute the “Red Envelope” initiative for emergency related information.	Disaster Preparedness	October, 2016	\$-----	
Develop emergency evacuation plan.	Disaster Preparedness	December, 2016	\$0	
Notify and inform the membership on local, regional, and national disaster relief efforts.	Disaster Preparedness	Ongoing	\$0	
<b>Objective 1H – Fiscal Operations – Ensure the Chapter is fiscally sound and members understand fiscal responsibilities.</b>				
Educate members on fiscal policies and procedures of the sorority.	Treasurer	Ongoing	\$0	
Ensure that the fiscal operations of the chapter are conducted as outlined in the Fiscal Officers Manual and Policies and Procedures	President / Treasurer	Ongoing	\$0	

Improve financial reports so that reported information is clear and understandable to the reader.	Treasurer	October, 2016	\$0	
Setup Quickbooks accounting systems	Treasurer	December, 2016	\$0	
Strengthen the Internal Audit Committee by adding additional Chapter members who are also involved in the audit process to ensure smooth transitions when needed.	President/Internal Audit Chair	November, 2016	\$0	

**Priority 2 – MEMBERSHIP**

Membership embraces the concept that human capital of an organization is a critical element of success. Members align personal values with organizational values in the successful organization in order to accelerate the mission. Talent development, recognition rewards, and incentive are components of value propositions that enhance the membership’s elevation.

**GOAL:** Strengthen the TCMDAC’s capacity to develop the talents, skills, and resources of its members in order to build organizational success.

Action Item	Committee/Officer Responsible	Time Frame	Budget	Status/Comment
<b>Objective 2A – Retention – Retain 90% of membership. Encourage retention through transparency and development of TCMDAC members.</b>				
Provide updates and training on Delta Protocol and Traditions.	Protocol and Traditions	Ongoing	\$0	
Provide updates and training on Ritual and Ceremonies.	Ritual and Ceremonies	Ongoing	\$0	
Continue Heritage moments.	Heritage and Archives	Ongoing	\$0	
Plan a retreat to discuss improvements, new initiatives, and to conduct DID trainings.	President	March, 2017	\$-----	
Develop and maintain a member satisfaction survey.	Leadership Team	December, 2016	\$0	
Continue sisterhood activities to develop a bond with chapter members.	Membership Services	Ongoing	\$0	
Plan for 2018 May Week Activities.	TBD	April, 2017	\$0	
Develop TCMDAC newsletter	Journalist	Quarterly		
Encourage succession planning for key positions	President/Nominating	Ongoing	\$0	
<b>Objective 2B – Reclamation – Focus efforts on reclamation of inactive sorors.</b>				
Continue activities to reclaim inactive sorors.	Membership Services	Ongoing	\$-----	
<b>Objective 2C – Collegiate Transition – Increase Collegiate Transition to TCMDAC.</b>				
Explore avenues for recruiting collegiate sorors.	Membership	Ongoing	\$0	
<b>Objective 2D – Membership Intake – Position Chapter for membership intake within the next four years.</b>				
Educate Chapter members on requirements for MIT that includes DID trainings, financial and member obligations.	Leadership Team	Ongoing	\$0	

**Priority 3 – PROGRAMS**

Programming highlights the emphasis for creating initiatives that impact internal and external environments aligned with the organization’s purpose. Using the vision and mission statements as foundational components, the non-profit organization provides services and assesses the results, manages community issues, collaborates with program partners with mutual purposes and goals, and influences change.

**GOAL:** Leverage Programs for community impact, transformation, and empowerment.

Action Item	Committee/Officer Responsible	Time Frame	Budget	Status/Comment
<b>Objective 3A – Scholarship – Develop Annual plan to increase scholarship amounts and maintain communication with Scholarship Recipients.</b>				
Work with Fundraising Committee to determine realistic goal for increasing annual scholarship amount.	Scholarship	March, 2017	\$0	
Track Scholarship recipients progress post award.	Scholarship	Ongoing	\$0	
<b>Objective 3B – Arts and Letters – Increase awareness of African American authors, spoken word, and other artists in the Tri-County area.</b>				
Increase the number of participants attending Arts and Letters sponsored events.	Arts and Letters	March, 2017	\$0	
Expand the Jazz/Literary Café talent selection, to include more students, as well as Chapter members, in the Tri-County MD area.	Arts and Letters	March, 2017	\$0	
<b>Objective 3C – Economic Development – Improve the economic well-being of chapter members and the communities served.</b>				
Establish Economic Development Committee	President	May, 2017	\$0	
Plan for community seminars in 2018 / 2019 on financial planning.	TBD	April, 2017	\$0	

<b>Objective 3D – Educational Development – Continue to improve the youth initiatives.</b>				
Increase and evaluate Chapter participation in youth education programs.	First Vice President /Co-Chairs	June, 2017	\$0	
Develop financial plan to provide the opportunity for one student to participate in Presidential Youth Conference in 2019.	Treasurer	April, 2017	\$-----	
Educate members on the policies and procedures of Delta’s Risk Management plan.	Risk Management	April, 2017	\$0	
<b>Objective 3E – International Awareness and Involvement – Maintain ongoing programs and establish projects with DST international chapters.</b>				
Continue Adopt-a-Child program.	Social Action	Ongoing	\$0	
Identify opportunities to work with international chapters	President / Social Action	Ongoing	\$0	
<b>Objective 3F –Physical and Mental Health – Develop Physical and Mental Health program with community based components. Implement Journey to Wellness program with TCMDAC.</b>				
Plan to establish a Physical and Mental Health Committee.	President	May, 2017	\$0	
Plan to partner with hospitals or health departments for Community Health Fair in 2017 or 2018.	TBD	May, 2017	\$0	
<b>Objective 3G –Political Awareness and Involvement – Provide information and direction to TCMDAC regarding current civic and human rights.</b>				
Voter Education and Registration Initiative.	Social Action	November, 2017	\$0	
Host Social Justice Forum	Social Action	December, 2017	\$0	
Participate in Delta Days activities (i.e. Annapolis, Nation’s Capital, United Nations)	Social Action	February, March 2017	\$0	
Advocate for members to join local boards and commissions.	Social Action	Ongoing	\$0	

**Priority 4 – TECHNOLOGY**

Technology serves a critical in the life cycle of an organization. The degree of performance in communicating, managing inventory, managing data, and leveraging resources (human, fiscal, and physical) are all action items for organizational potential in digital presence.

**GOAL:** Reimagine technology as a vehicle for communication, training, and productivity. Increase awareness and knowledge of TCMDAC’s programs and accomplishments.

<b>Action Item</b>	<b>Committee/Officer Responsible</b>	<b>Time Frame</b>	<b>Budget</b>	<b>Status/Comment</b>
<b>Objective 4A – Website – Manage TCMDAC’s website to improve efficiency and effectiveness.</b>				
Refresh current website with up-to-date information.	Information and Communications	December, 2016	\$0	
Plan for the development of new website.	Information and Communications	April, 2017	\$0	
<b>Objective 4B – Technology – Continue to Improve Internal Communications</b>				
Continue to find tools to more efficiently communicate with Chapter members.	Information and Communications	Ongoing	\$0	