

Tri-County (MD) Alumnae Chapter
2017-2018 Action Plan



Calvert County

Charles County

St. Mary's County

(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		Status/Comment
Objective 1A – Assessment – Increase awareness and knowledge of TCMDAC’s programs and accomplishments.				
Evaluate all programs and activities for relevance to TCMDAC and the community.	Program Co-Chairs / Strategic Planning	December, 2017		
Utilize assessment tools to evaluate proposed new programs.	Program Co-Chairs	Ongoing		
Conduct needs assessment of the community to ensure that TCMDAC is meeting a need that has not been met by another organization.	Strategic Planning	Nov. 30, 2017		
Submit applications for recognition awards at the Regional and National.	Committee Chairs / Co-Chairs Leadership Team	March, 2018		
Develop an Annual Report.	President / Historian	June 30, 2018		
Objective 1B – Fundraising – Develop annual fundraising plan to align with projected program, scholarship, and operating activities.				
Prioritize fundraising efforts for 2017-2018 to ensure that operational capital is available for TCMDAC’s programs in 2018-2019.	Fundraising	September, 2017		

Develop TCMDAC's signature fundraising events.	Fundraising	December, 2017		
Identify local sponsors to contribute to Fundraising events.	Fundraising	December, 2017		
Objective 1C – Delta Research & Educational Foundation (DREF) – Establish account with DREF for charitable and educational activities.				
COMPLETED				
Objective 1D – Strategic Partnerships – Develop and maintain partnerships with organizations whose strategies and initiatives align with the mission and vision of TCMDAC.				
Identify companies to give In-kind donations for TCMDAC programs and events.	All Program Committees	Ongoing		
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, Lifestyles of Southern Maryland, Christmas in April of Charles County, State Highway Administration, Schools in Calvert, Charles and St. Mary's Counties).	All Program Committees	Ongoing		
Identify 2 nd Project 13 organization to partner with for TCMDAC activities.		November, 2017		
Institute Day of Service in all Counties for Martin Luther King holiday.	Community Outreach	January, 2018		
Foster relationships with community volunteer organizations.	Leadership Team	Ongoing		
Objective 1E – Financial Planning – Develop and implement financial strategies for increasing the savings and investment accounts.				
Develop financial goals for the savings account.	Finance	Ongoing		
Objective 1F – Policies and Procedures – Ensure that the membership has a clear understanding of approved policies and procedures.				
Constitution and Bylaws – Update membership on proposed and final amendments.	Policies and Procedures	Ongoing		
Policies and Procedures – Update membership on revised Chapter policies and procedures as approved.	Policies and Procedures	Ongoing		

Update policies and procedures to ensure that it is in accordance with the Delta Style Guide.	Policies and Procedures	Ongoing		
Objective 1G – Emergency Response – Increase awareness about emergency preparedness activities.				
Educate the membership on emergency preparedness, early response, and recovery.	Emergency Response	December, 2017		
Continue the “Red Envelope” initiative for emergency related information.	Emergency Response	Ongoing		
Ensure the emergency phone tree is conducted this year.	Emergency Response	October, 2017		
Notify and inform the membership on local, regional, and national disaster relief efforts.	Emergency Response	Ongoing		
Objective 1H – Fiscal Operations – Ensure the Chapter is fiscally sound and members understand fiscal responsibilities.				
Educate members on fiscal policies and procedures of the sorority.	Treasurer	Ongoing		
Ensure that the fiscal operations of the chapter are conducted as outlined in the Fiscal Officers Manual and Policies and Procedures.	President / Treasurer	Ongoing		
Ensure that Quickbooks accounting system is utilized in accordance with recommendations reported in the Internal Audit Repoprt.	Treasurer	October, 2017		

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		Status/Comment
Objective 2A – Retention – Retain 90% of membership. Encourage retention through transparency and development of TCMDAC members.				
Provide updates and training on Delta Protocol and Traditions.	Protocol and Traditions	Ongoing		
Provide updates and training on Ritual and Ceremonies.	Ritual and Ceremonies	Ongoing		
Continue Heritage moments.	Heritage and Archives	Ongoing		
Plan a Sisterhood retreat.	Sisterhood Retreat	October, 2017		Cancelled due to low participation
Conduct DID trainings.	Membership Services	Ongoing		
Continue sisterhood activities to develop a bond with chapter members.	Membership Services	Ongoing		
Submit articles to local newspaper and “HER” Stories on a regular basis.	Journalist	Quarterly		
Provide helpful hints for parliamentary actions to chapter members	Parliamentarian	Ongoing		
Encourage succession planning for key positions	President/Nominating	Ongoing		
Objective 2B – Reclamation – Focus efforts on reclamation of inactive sorors.				
Continue activities to reclaim inactive sorors.	Membership Services	Ongoing		
Create a reclamation challenge to attract member participation in reclaiming inactive sorors.	Membership Services	March, 2018		
Objective 2C – Collegiate Transition – Increase Collegiate Transition to TCMDAC.				
Explore avenues for recruiting collegiate sorors.	Membership Services	Ongoing		

Objective 2D – Membership Intake – Position Chapter for membership intake within the next four years.				
Vote for Membership Intake.	Chapter	September, 2017		Completed

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		Status/Comment
Objective 3A – Scholarship – Develop Annual plan to increase scholarship amounts and maintain communication with Scholarship Recipients.				
Work with Fundraising Committee to determine realistic goal for increasing annual scholarship amount for 2018-2019.	Scholarship	March, 2018		
Increase scholarships for 2017-2018.	Scholarship	May, 2018		
Develop strategy for soliciting external donations for scholarships.	Scholarship	December, 2017		
Track Scholarship recipients progress post award – 2015-2016 and 2016-2017.	Scholarship	Ongoing		
Plan Scholarship Luncheon/Reception.	Scholarship	May, 2018		
Objective 3B – Arts and Letters – Increase awareness of African American authors, spoken word, and other artists in the Tri-County area.				
Jazz/Literary Café.	Arts and Letters	April, 2018		
Provide ongoing updates on local, regional, and national Arts and Letters events.	Arts and Letters	Ongoing		
Join with Fort Washington Alumnae Chapter on a “Red Carpet” event.	Arts and Letters	May, 2018		

Objective 3C – Economic Development – Improve the economic well-being of chapter members and the communities served.				
Create TCMDAC Women in Business Directory.	Economic Dev.	March, 2018		
Plan Economic Development Forum.	Economic Dev.	April, 2018		
Provide information to Chapter members on opportunities to improve their personal and business financial growth.	Economic Dev.	Ongoing		
Objective 3D – Educational Development – Continue to improve the youth initiatives.				
Continue to evaluate participation in youth education programs for both Chapter members and participants.	First Vice-President/Co-Chairs	Ongoing		
Continue to develop creative avenues for executing quality educational programs on limited funding.	First Vice-President/Co-Chairs	Ongoing		
Complete Risk Management training to Chapter members.	Risk Management	December, 2017		
Objective 3E – International Awareness and Involvement – Maintain ongoing programs and establish projects with DST international chapters.				
Continue Adopt-a-Child program.	International Awareness and Involvement	September, 2017		
Participate in or establish World AIDS Day activity.	International Awareness and Involvement	December, 2017		
Develop plan to support the IAI sustainability plan.	International Awareness and Involvement	November, 2017		
Identify opportunities to work with international chapters.	International Awareness and Involvement	Ongoing		
Objective 3F –Physical and Mental Health – Develop Physical and Mental Health program with community based components. Implement Journey to Wellness program with TCMDAC.				
Blood Drive.	Physical and Mental Health	February, 2018		

Walk for Babies.	Physical and Mental Health	May, 2018		
Plan to partner with hospitals or health departments for Community Health Fair in 2018 or 2019.	Physical and Mental Health	May, 2018		
Objective 3G –Political Awareness and Involvement – Provide information and direction to TCMDAC regarding current civic and human rights.				
National Voter Registration Day.	Social Action	September / October, 2017		
Attend Women’s Legislative Briefing.	Social Action	January, 2018		
Host Social Action Forum.	Social Action	April, 2018		
Participate in Delta Days activities (i.e. Annapolis, Nation’s Capital, United Nations).	Social Action	March 2018		
Advocate for members to join local boards and commissions.	Social Action	Ongoing		

Priority 4 – TECHNOLOGY

Technology serves a critical role 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.

Action Item	Committee/Officer Responsible	Time Frame		Status/Comment
Objective 4A – Website – Manage TCMDAC’s website to improve efficiency and effectiveness.				
Update TCMDAC website.	Information and Communications	Ongoing		
Setup Members Only portal on website	Information and Communications	Ongoing		
Objective 4B – Technology – Continue to Improve Internal Communications				
Continue to find tools to more efficiently communicate with Chapter members.	Information and Communications	Ongoing		
Standardize email accounts for all committee chairs	Information and Communications	May, 2018		
Increase Social Media Presence – Facebook, Twitter, Instagram, etc.	Information and Communications	Ongoing		