

*Delta Sigma Theta Sorority, Inc.*

# **COMMUNITY AND INTERNAL NEEDS ASSESSMENT**

**PREPARED: January, 2018**

**Prepared by the Strategic Planning Committee**

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## EXECUTIVE SUMMARY

Sorors,

The Strategic Planning Committee completed a needs assessment for the communities in Tri-County (MD) Alumnae Chapter's service area. Information was gathered from the community regarding current problems, community strengths, available programs, services and resources crucial to the success in coordinating services within Calvert, Charles, and St. Mary's counties.

Multiple source documents were referenced. The data collection methods used to validate the assessment's findings included:

- Survey Focus Groups and interviews with key district leaders and stakeholders
- Central office members, principals, district staff, parents, students, and key community members that were invited to participate and engage in conversations.
- Quantitative data including district data, climate and culture surveys and the Maryland State Report Card.
- Community resource mapping, and
- Telephone interviews.

The initial goals set forth during TCMDAC's chartering to the findings of the needs assessment, the objective of this document is to develop a comprehensive plan of action and direct the course of the Chapter. We will strive to address needs and form partnerships, during the next few years, to leverage limited resources in the communities we serve. The desired outcome is to administer and/or partner in a range of programs that produce a measurable, positive impact on the community.

Sincerely,

*LeStancia N. Spaght*

LeStancia N. Spaght

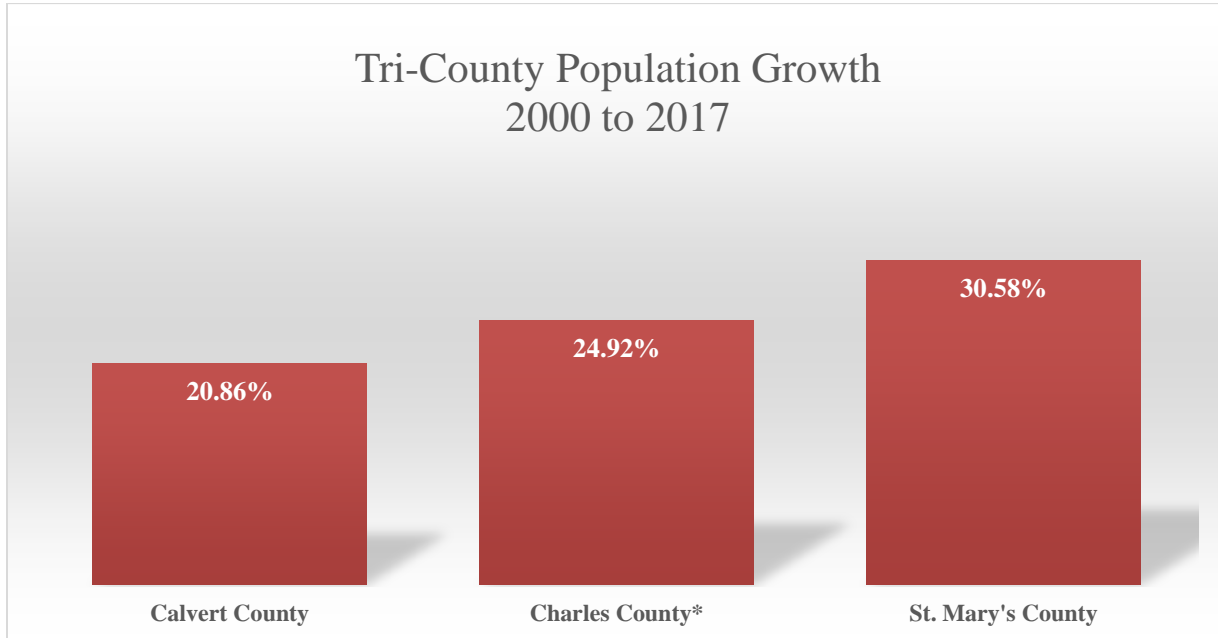
President

Tri-County (MD) Alumnae Chapter

Delta Sigma Theta Sorority, Inc.

# SWOT ANALYSIS

From 2000 to 2017, Southern Maryland’s Tri-County region has undergone significant growth.



\*Of the three counties Charles County has the highest percentage of minorities and the largest overall population.

As TCMDAC’s *Vision* is to become a public service footprint, change agent and community advocate in Southern Maryland using the sorority’s Five-Point Programmatic Thrust to enhance the lives of the underserved, the SWOT analysis is a useful tool for understanding our **Strengths** and **Weaknesses**. It is also useful for identifying both the **Opportunities** available to the Chapter, as well as the **Threats** we possibly face.

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>✓ We are armed with the reputation of our National Organization of Delta Sigma Theta Sorority, Inc.</li> <li>✓ We have the opportunity to impact three counties.</li> <li>✓ TCMDAC executes quality events.</li> <li>✓ We have community organizations waiting to work with TCMDAC on initiatives.</li> <li>✓ We have talented members who have expertise in many different areas.</li> <li>✓ We have members who genuinely care and understand the importance of service.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lack of Human Capacity</li> <li>✓ Lack of Financial Resources</li> <li>✓ Lack of Community Exposure / Visibility</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>✓ Increased Social Media presence</li> <li>✓ County Liaisons (Calvert/Charles/St. Mary's)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Rising Operating Costs</li> <li>✓ Limited venues to execute activities</li> <li>✓ Competing Organizations</li> </ul>



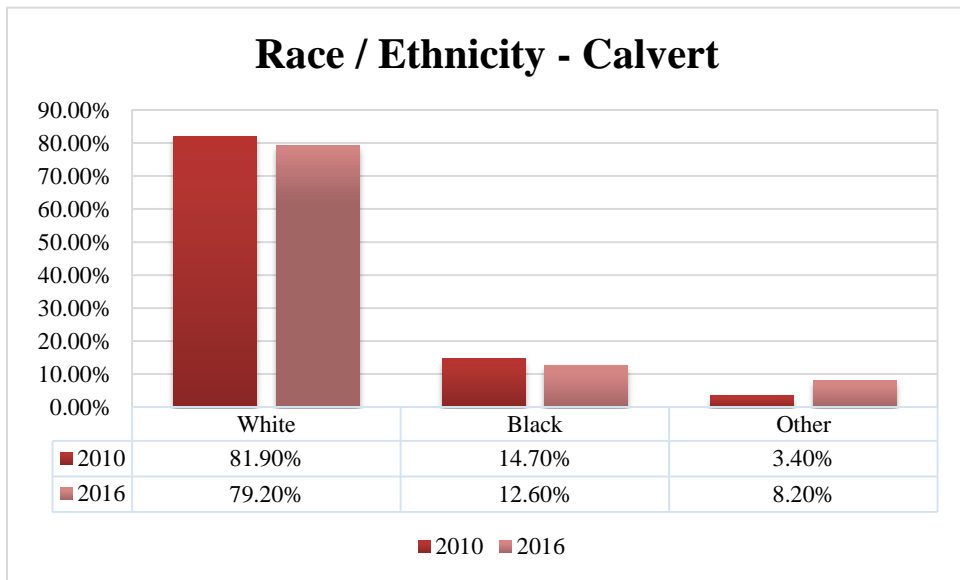
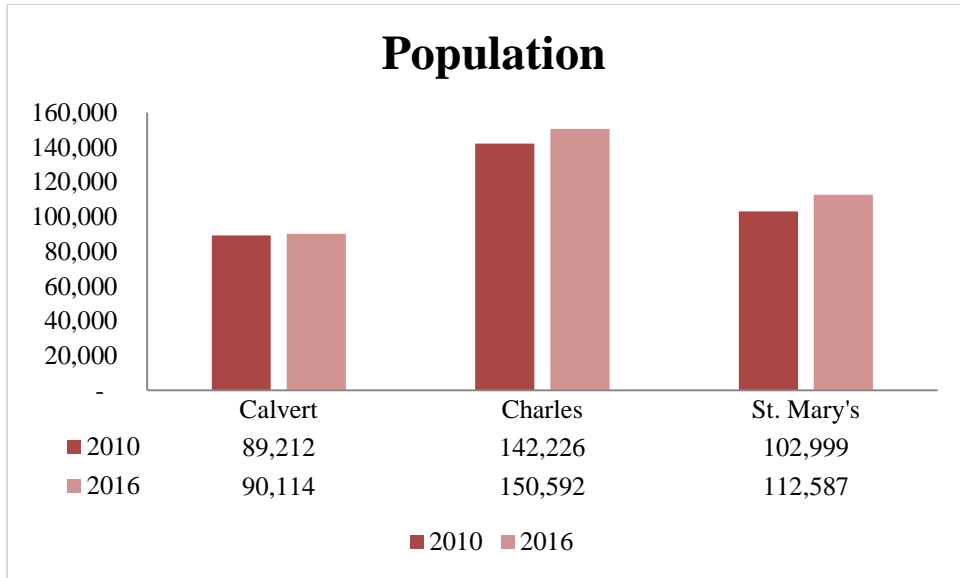
## RESOURCES

The following resources were used to gather data and information for completing the Needs Assessment report.

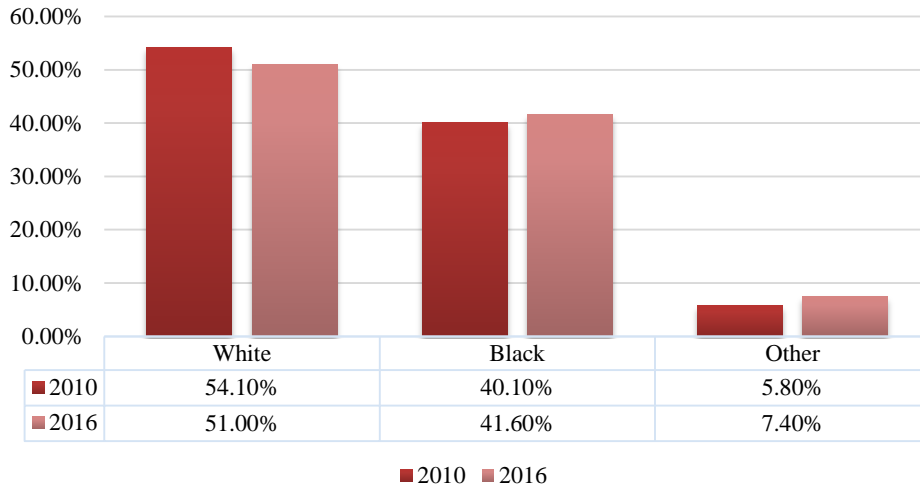
- 2013 Charles County Children Youth & Families
- 2013 Southern Maryland Tri-County Community Action Committee, Inc Needs Assessment
- 2015 Charles County Health Needs Assessment
- 2015 MedStar Community Health Needs Assessment
- 2015 St. Mary's County Community Health Improvement Plan
- 2016 Calvert County Needs Assessment Results for Child Well Being
- 2016 Charles County Annual Health Report
- 2016 Charles County Economic Development Strategic Plan
- 2016 Needs Assessment of the Governor's Strategic Goal Areas
- 2017 Calvert County Economic Development Strategic Plan
- 2017 Calvert County Public Schools Strategic Plan
- 2016-2017 St. Mary's County Public Schools Annual Update – Part 1
- 2016-2017 St. Mary's County Public Schools Annual Update – Part 2
- 2016-2019 Charles County Public Library
- 2016-2020 St. Mary's County Public Library
- 2017-2022 Calvert County Economic Development Strategic Plan Update
- Calvert County Family Network FY2016 Needs Assessment
- Calvert County, MD – Maryland Food System Map
- Calvert Health Community Health Needs Assessment
- Charles County Arts Alliance – 2020 Arts Vision
- Charles County Needs Assessment of Children, Youth and Families
- Demographic Data: Data USA
- League of Women Voters of Calvert County
- Local Area Unemployment Statistics (LAUS) – Maryland Department of Labor
- St. Mary's County Strategic Plan to Build an Innovation Driven Economy
- U.S. Census Bureau
- <http://msa.maryland.gov/msa/mdmanual/01glance/economy/html/unemployrates.html>
- <https://mdfoodsystemmap.org/wp-content/uploads/2014/01/Charles-County1.pdf>

# DEMOGRAPHICS

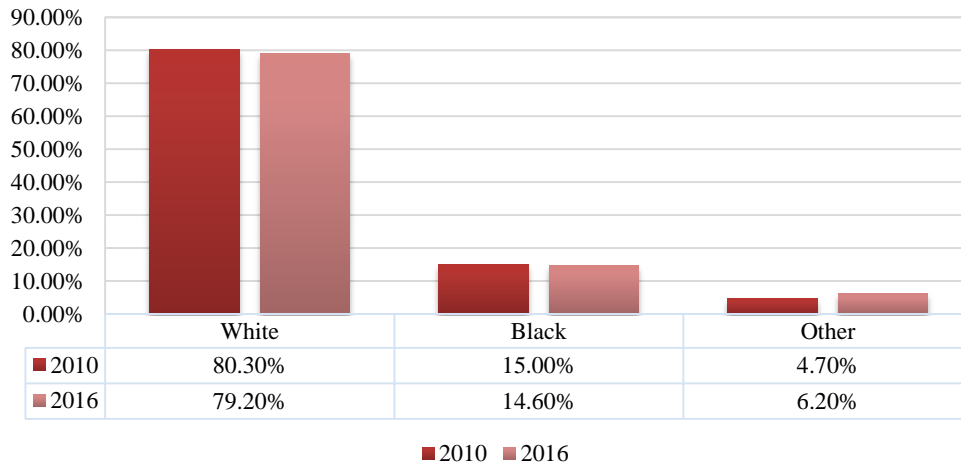
**Source: Brief Economic Facts: Calvert, Charles, & St. Mary's Counties  
(2010 – Used in Chartering Application)**



### Race / Ethnicity - Charles

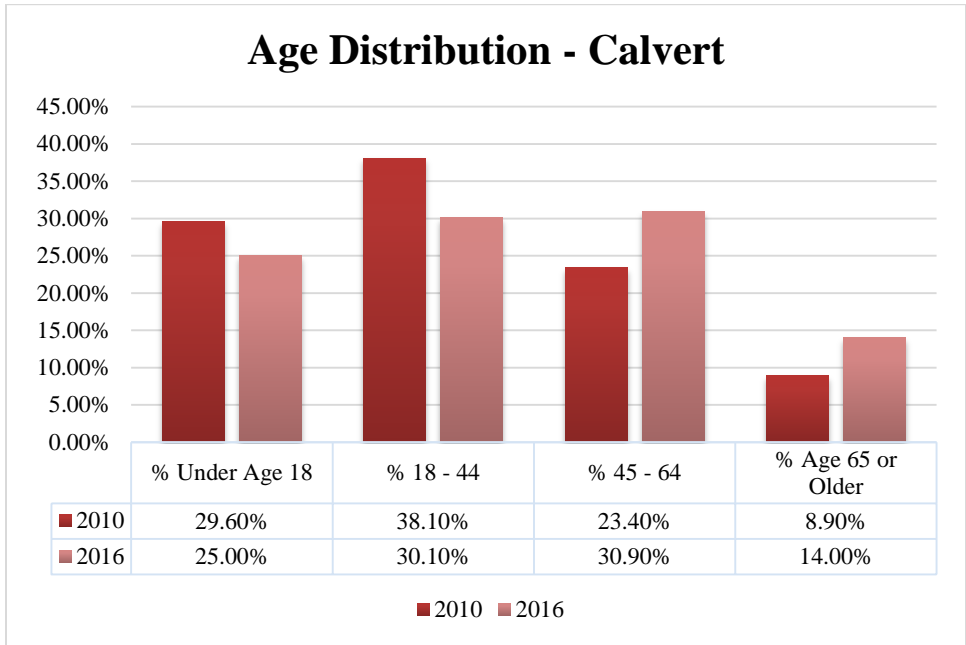


### Race / Ethnicity - St. Mary's



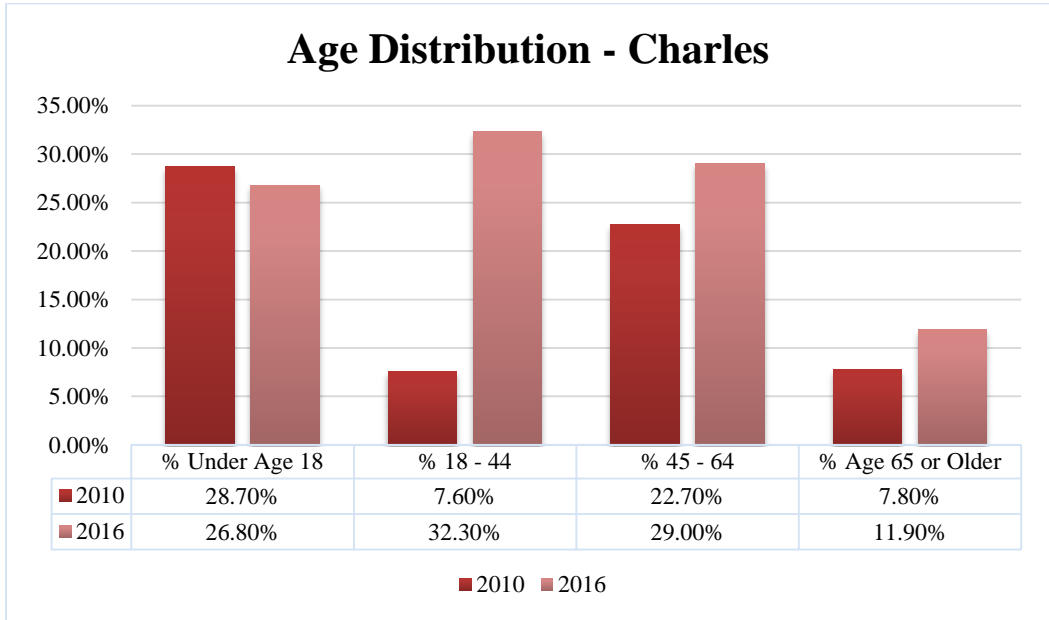


### Age Distribution - Calvert



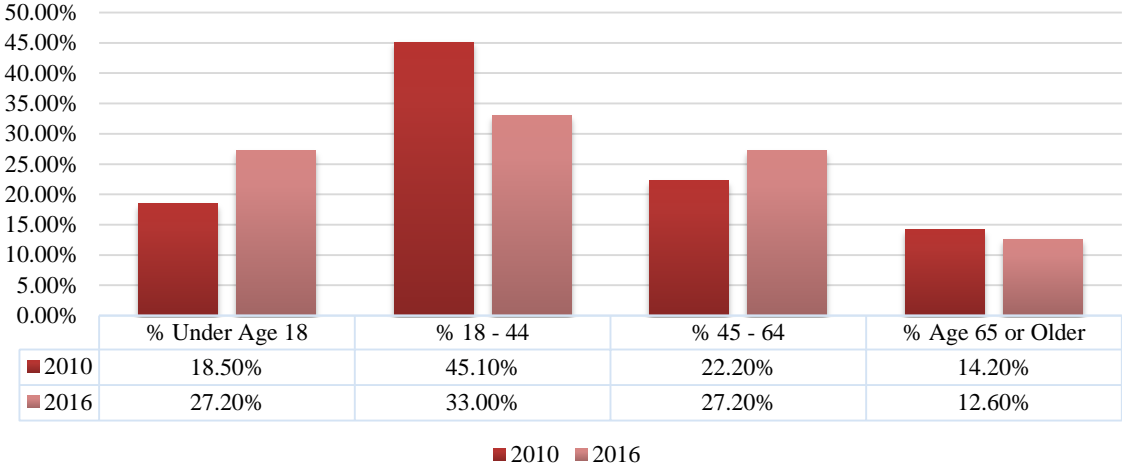
**Median Age: 2010 – 36; 2016 – 40.7**

### Age Distribution - Charles



**Median Age: 2010 – 35; 2016 – 38.1**

### Age Distribution - St. Mary's



**Median Age: 2010 – 36; 2016 – 36.4**

# **COMMUNITY ASSESSMENTS**

## ARTS AND LETTERS

**Strategic Plan, Objective 3B: Increase awareness of African American authors, spoken word, and other artists in the Tri-County Maryland area.**

### National Commission

*The National Arts and Letters Commission promotes positive images of African Americans and other people of color in the communities through the medium of music, dance, drama and poetry. The commission promotes worthwhile cultural endeavors and artists through events such as book signings, literary workshops, theater parties, concerts and artist showcases.*

The following is a synopsis of the common needs that emerged for each county:

#### **Calvert County**

1. Partner with local organizations, corporations and governmental bodies in displaying and supporting local artists.
2. Offer up to a \$500 Arts in Education grant to every qualified arts-related teacher in Calvert County.
3. The Young Artists Program gives every school-aged child the opportunity to display their work in a professional setting with the hopes to spark interest in the future members of Calvert County's artistic community.

#### **Charles County**

1. Support and develop performing, visual and literary arts in Charles County.
2. Provide life-long learning opportunities in all the arts for people of all ages, abilities, ethnicities, and cultural backgrounds.
3. Develop fully-funded educational programs for school-based K-12 arts educators to enhance their exposure to, or skill level in, a variety of art forms.
4. Expand opportunities for showcasing and publicizing the arts so that Charles County becomes known as a leader in and encourager of the arts.

#### **St. Mary's County**

1. Advance the further development of Leonardtown's Arts and Entertainment District
2. Increase the availability of performing arts in Leonardtown and Lexington Park
3. Support the construction of performing arts venues in both St. Mary's City and Leonardtown
4. Support existing entertainment venues such as the Three Notch community black box theater
5. Increase access and amenities available for tinkers, inventors, engineers and designers through PaxSpace and other maker spaces
6. Establish resources designed to facilitate the protection of intellectual property
7. Facilitate industry-specific MeetUps for manufacturing, unmanned systems, the arts and other growing industry sectors
8. Support the development of businesses and facilities that provide "co-working" space

**RECOMMENDATIONS:**

**CURRENT OR PAST TCMDAC ACTIVITIES:**

1. Book Discussion & Signing With Authors.
2. Bus Trip to New York “Motown the Musical.”
3. Jazz and Literary Café.
4. Red Carpet events.
5. Support and internally market local entertainment events.

**CONTINUED OR NEW INITIATIVES:**

1. Support Local Entertainment Events
2. Book Fairs
3. Promote Local Authors
4. Literary Café
5. Red Carpet Events

## ECONOMIC DEVELOPMENT

**Strategic Plan, Objective 3C: Improve the economic well-being of chapter members and the communities served.**

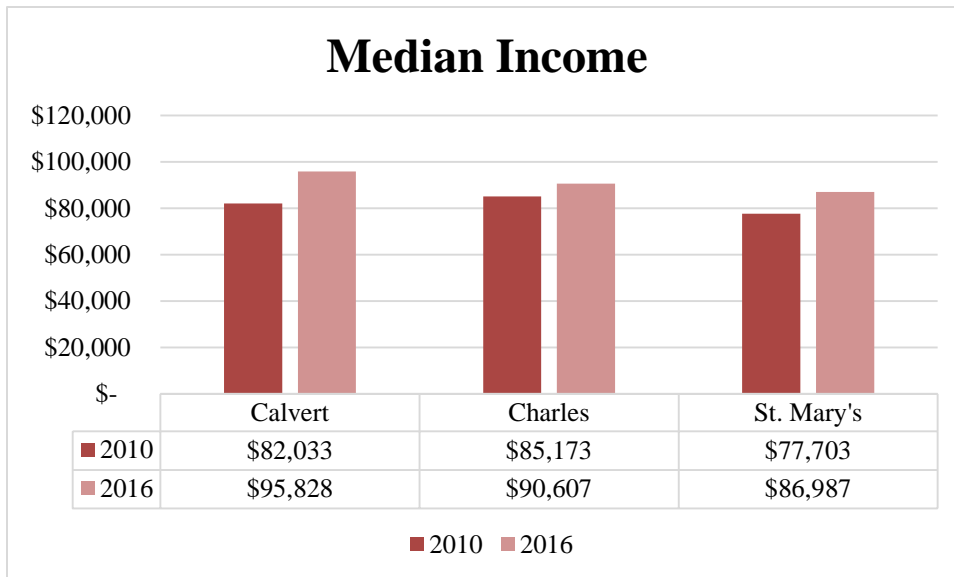
### National Initiative

*National economic trends, such as unstable employment, the threat to Social Security as we know it, and the widening gap between wealth and poverty are the basis for the development of **Financial Fortitude**, the current Economic Development program initiative of Delta Sigma Theta Sorority, Incorporated. Financial Fortitude is a process that will help program participants to set and define goals, develop a plan to achieve them, and to put the plan into action. The process serves as a blueprint to address all aspects of personal finances.*

*The Financial Fortitude initiative is comprised of ten components and provides a collaboration of information from major economic corporations and other well-known financial institutions. The ten components include: Goal Setting, Financial Planning, Budgeting, Debt Management, Savings & Investments, Retirement Planning, Homeownership, Insurance, Estate Planning, and Entrepreneurship.*

*The initiative helps members of the Sorority spread financial education throughout their local communities.*

	<b>Calvert</b>	<b>Charles</b>	<b>St. Mary's</b>
Unemployment Rate	3.6%	4.2%	6.1%
Poverty Rate for Children	8.6%	10.7%	9.0%
Households Participating in Food Supplemental Program	9.3%	9.2%	13.4%



The following is a synopsis of the common needs that emerged for each county:

#### Calvert County

1. Limited transportation in some areas for adults to reach employment and services.
2. Abundance of lower-paid positions within the county.
3. Homelessness and lack of affordable housing.
4. No apartment complexes.

#### Charles County

1. Lack of extracurricular and employment opportunities for youth.
2. Child poverty.
3. Homelessness and lack of affordable housing.
4. Needed services related to job training: computer skills, resume developing and job interview skills, and obtaining a GED.
5. Financial planning.
6. Closing the salary gap/building an economic focused generation- job skills development, business development (starting a business), and the importance of investing.

#### St. Mary's County

1. To diversify the economy by attracting young professionals between the ages of 18 and 34.
2. Work to expand affordable housing choices, including exploring public and private funding to reduce closing costs through programs intended to support "Live Where You Work" housing opportunities.
3. Create a voice for young professionals throughout County Government (e.g., appoint a young professional to the Economic Development Commission)
4. Build and sustain a skilled and semi-skilled workforce: continue to promote STEM education opportunities in course offerings from kindergarten through college
5. Enhancing St. Mary's tourism and hospitality assets.

## **RECOMMENDATIONS:**

### **2010 CHARTERING APPLICATION**

To collaborate and partner with experienced reputable members of the financial community and to provide the Southern Maryland citizens a sense of worth and accomplishment to financial fortitude:

1. Introduce a series of Financial Fortitude workshops to teach low-income families self-sufficiency.
2. Sponsor/support community town hall meetings to identify bases of economic needs.
3. Work with local banks to provide education and awareness of Home Ownership Initiative workshops on home ownership.
4. Work with local banks to provide Delta Home Ownership Maintenance and Education (HOME) workshops on buying your home, living in your home and keeping your home.
5. Partnering with Small Business Administration, College of Southern Maryland (CSM) and St. Mary's College to host "how to" workshops for aspiring entrepreneurs.

### **CURRENT OR PAST TCMDAC ACTIVITIES**

1. Women in Business Directory.
2. Economic Development Forum on Financial Literacy.
3. Preparing a Will – internal chapter activity.
4. Economic Development Tips – internal.
5. Personal Finances, Budgets, and Money management – Components of Educational Programs.

### **CONTINUED OR NEW INITIATIVES:**

1. Women in Business Directory
2. Economic Development Forums
3. Economic Development Tips – internal
4. Personal Finances, Budgets, and Money Management – Components of Educational Programs.



## **EDUCATIONAL DEVELOPMENT**

### **Strategic Plan, Objective 3D: Continue to improve the youth initiatives.**

#### **National Initiative**

**DR. BETTY SHABAZZ DELTA ACADEMY: *Catching the Dreams of Tomorrow, Preparing Young Women for the 21st Century: The Delta Academy*** was created in 1996 out of an urgent sense that bold action was needed to save our young females (ages 11-14) from the perils of academic failure, low self-esteem, and crippled futures. Delta Academy provides an opportunity for local chapters to enrich and enhance the education that our young teens receive in public schools across the nation. Specifically, we augment their scholarship in math, science, and technology, their opportunities to provide service in the form of leadership through service learning defined as the cultivation and maintenance of relationships. A primary goal of the program is to prepare young girls for full participation as leaders in the 21st Century.

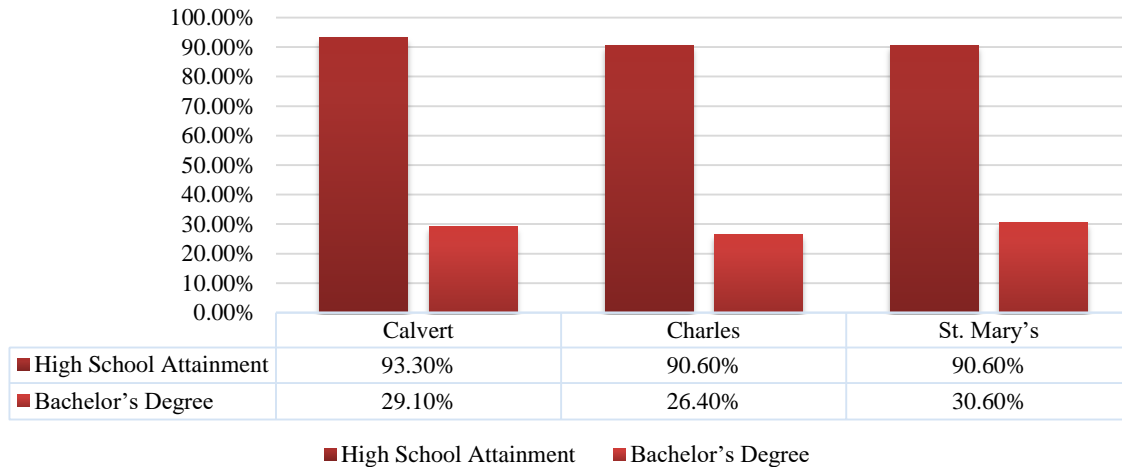
**DELTA GEMS: *GROWING AND EMPOWERING MYSELF SUCCESSFULLY***: A natural outgrowth and expansion for the continuation of the highly successful Dr. Betty Shabazz Delta Academy: *Catching the Dreams of Tomorrow*, **Delta GEMS** was created to catch the dreams of African-American at-risk, adolescent girls aged 14-18. Delta GEMS provides the framework to actualize those dreams through the performance of specific tasks that develop a **CAN DO** attitude. The goals for Delta GEMS are:

1. To instill the need to excel academically;
2. To provide tools that enable girls to sharpen and enhance their skills to achieve high levels of academic success;
3. To assist girls in proper goal setting and planning for their futures in high school and beyond; and
4. To create compassionate, caring, and community-minded young women by actively involving them in service learning and community service opportunities.

The Delta GEMS program offers a road map for college and career planning through activities that provide opportunities for self-reflection and individual growth. Delta GEMS, like Delta Academy, is implemented by chapters of Delta Sigma Theta Sorority, Incorporated. Delta GEMS participants have the opportunity to define and “Discover their individual Brilliance.”

The **EMBODI (Empowering Males to Build Opportunities for Developing Independence)** program is designed to refocus the efforts of Delta Sigma Theta Sorority, Incorporated, with the support and action of other major organizations, on the plight of African-American males. Both informal and empirical data suggests that the vast majority of African-American males continue to be in crisis and are not reaching their fullest potential educationally, socially and emotionally. EMBODI is designed to address these issues through dialogue and recommendations for change and action. EMBODI addresses issues related to STEM education, culture, self-efficacy, leadership, physical and mental health, healthy lifestyle choices, character, ethics, relationships, college readiness, fiscal management, civic engagement and service learning.

## Educational Attainment Rates



The following is a synopsis of the common needs that emerged for each county:

### Calvert County

#### 1. Inequity

- a. Calvert County Public Schools (CCPS) is aware that not all students enter the educational system with the same resources, abilities and opportunities and that each and every student in CCPS is a unique individual. Societal, cultural, environmental, and demographic inequities present themselves in a variety of ways, making it hard at times to identify, measure, and ultimately address and solve specific district and school level inequities.
- b. There are persistent achievement gaps for certain student populations, including African-American students, students receiving special education services, and males.

#### 2. Support for High Achieving Students

- a. There are limited opportunities in place for students who are identified as gifted and talented.
- b. There is a perceived need for more enrichment opportunities for high ability learners.
- c. Delivering innovative and differentiated teaching approaches to drive student growth and performance.

#### 3. Social-Emotional Supports

- a. Nearly all schools across the country are experiencing an increased need for social, emotional, and behavioral supports. The stresses on the lives of children and their families seem to be increasing and the prevalence of more severe behavioral challenges is growing as well.

- b. While the causes are unclear, the impact on teachers, schools and students is seen every day. Not only is it hard for students to learn when their social and emotional needs are not being met, but behavioral outbursts can also distract other students as well as redirect the teachers' time. Removing these students from the classroom is not always the best answer as it is difficult for students with behavioral challenges to learn out of the general education setting.
  - c. Some staff reported not feeling equipped to handle rising student behaviors and perceive the district to always be in "crisis management or reacting to crisis."
  - d. There is a greater need for social-emotional supports for students.
4. College and Career Readiness
- a. There is a need to provide more life skills and career counseling for students who may not be planning on going to college was identified.
  - b. Guidance counselors at the secondary level are perceived to be spread too thin.
5. Community Engagement & Partnerships
- a. CCPS hopes to strengthen these partnerships allowing for students to access opportunities for more hands-on and project-based learning experiences, job shadowing opportunities, and internships.
  - b. Calvert County could develop more partnerships between the district and local companies and organizations.
  - c. Expressed desire to increase the dialogue with the community.

#### **Charles County**

1. Lack of afterschool activities for middle and high school students.
2. Lack of structured community activities for teens and youth.
3. Lack of youth employment opportunities.
4. Large number of youth are consuming alcohol, smoking cigarettes and using illegal drugs.
5. Lack of parental involvement.
6. No mentoring programs.
7. Lack of information regarding college and vocations.
8. Transportation is a barrier to access for youth to get to activities.

#### **St. Mary's County**

1. Need for more out-of-school time opportunities for children and youth, have also been identified as areas of need in the community.
2. Afterschool transportation to ensure access to afterschool enrichment and tutoring programs.
3. Need for greater access to public transportation.
4. Difficulty accessing free or low-cost family activities.

## **RECOMMENDATIONS:**

### **2010 CHARTERING APPLICATION**

To foster and enhance an awareness of and an appreciation of the STEM Careers – Science, Technology, Engineering and Math via the following activities:

- Develop an “Adopt a School” program each year to address the minority achievement gap in the Southern Maryland Public Schools as well as collaborate with them and other community organizations to improve the reading/mathematics/science scores of students.

### **CURRENT OR PAST TCMDAC ACTIVITIES**

1. Delta Academy – Charles County
2. Delta GEMS – Calvert and Charles Counties
3. EMBODI – St. Mary’s County

### **CONTINUED OR NEW INITIATIVES:**

1. Delta Academy – Charles County
2. Delta GEMS – Calvert and Charles Counties
3. EMBODI – St. Mary’s County

## INTERNATIONAL AWARENESS AND INVOLVEMENT

### **Strategic Plan, Objective 3E: Maintain ongoing programs and establish projects with DST international chapters.**

#### National Initiative

*The Sorority's International Awareness & Involvement (IAI) Sustainability Plan requires that designated Delta leaders and interested sorors visit our projects in the Motherland and Haiti routinely, conduct SWOT analyses and offer recommendations relative to funding. A memorandum of understanding (MOU) for each project will set forth the specific criteria to be assessed at each site during scheduled DST monitoring and oversight visitations. With a minimum contribution of \$100 a year, \$200 per biennium, every chapter or member can make a sustainability commitment to assure that all IAI national initiatives are not only occurring, but making the most positive difference. Ultimately, the Delta brand can and will be affirmed in the manner all Deltas expect. Your chapter's \$100 annual or \$200 biennial commitment or at any level will not only support several projects and the oversight and monitoring process, and will be utilized as follows:*

*ADELAIDE TAMBO SCHOOL (South Africa) - 25%*  
*DELTA HOUSE/VASHTI VILLAGE (Swaziland) - 25%*  
*DST SCHOOL/CB MCINTYRE CAMPUS (Haiti) - 5%*  
*MARY HELP of the SICK HOSPITAL (Kenya) - 12.5%*  
*TREE – Training Resources for Early Education- (South Africa) - 5%*  
*WATER TANKS/ SUPPLIES/SCHOLARSHIPS (Kenya) - 25%*  
*IAI SUSTAINABILITY OVERSIGHT - 2.5%*

*Your chapter can enhance its IAI activities in a variety of ways; however, for optimum effectiveness, I encourage the establishment of an IAI committee in every chapter. There are many issues of international interest and concern in a global society. Having a committee devoting its attention to such matters expands the awareness and understanding within the chapter and beyond.*

The following is a synopsis of the common needs that emerged for each county:

#### **All Counties**

Cultural Awareness – Diversity (understanding & embracing the differences)

## **RECOMMENDATIONS:**

### **2010 CHARTERING APPLICATION**

To financially support International program initiatives through DREF in addition to the following:

1. Partner with local international organizations to host county meetings on diversity and cultural awareness.
2. Adopt a class in Haiti, the Caribbean, Africa, or India and provide school supplies.
3. Financially support the International program initiatives through DREF.
4. Implement early education to the communities regarding HIV/AIDS awareness during World AIDS Day on December 2011.
5. Foster community education on the necessity of having clean and safe drinking water during the International Day of Service on March 2012.

### **CURRENT OR PAST TCMDAC ACTIVITIES**

1. World AIDS Day
2. Liberia 365 (Lott Carey) – Sponsor a Child
3. Support the International Awareness and Involvement Sustainability Plan
4. “Waters in Life” Program – Water Straws
5. OICI Retail Training Program in Ghana – Sponsor a Child

### **CONTINUED OR NEW INITIATIVES:**

1. World AIDS Day
2. International Sponsorship
3. IAI Sustainability Plan, National

**PHYSICAL AND MENTAL HEALTH**

**Strategic Plan, Objective 3F: Develop and implement Journey to Wellness program with TCMDAC members and community-based components.**

**National Initiative**

*As an organization of predominantly African American women, Delta Sigma Theta Sorority, Inc. is uniquely positioned to impact not only the well-being of its membership, but also the families and communities we serve. **Journey to Wellness: Committing our Bodies to Physical and Mental Health** is now the signature Physical and Mental Health call to action. The initiative addresses the challenges of living holistic and healthy lives. The three-pronged approach to Journey to Wellness includes: signature programs, *Catching, Coping, Conquering; My Cry in the Dark; and Healthy Lifestyles*. Members have actively engaged in physical fitness and are taking an active interest in the welfare of their health.*

	<b>Calvert</b>	<b>Charles</b>	<b>St. Mary's</b>
Poverty Rate for Children	8.6%	10.7%	9.0%
Households Participating in Food Supplemental Program	9.3%	9.2%	13.4%

<b>COMMUNITY HEALTH NEEDS TOP PRIORITIES</b>		
<b>CALVERT</b>	<b>CHARLES</b>	<b>ST. MARY'S</b>
Access to Care	Chronic Diseases	Chronic Diseases
Cancer	Behavioral Health	Behavioral Health
Substance Abuse	Access to Care	Access to Care
Behavioral Health: Includes Substance Abuse (Tobacco, Alcohol and Drugs) and Mental Health. Chronic Disease: Includes Heart Disease, Stroke, Diabetes, Obesity, and Alzheimer's Disease.		

The following is a synopsis of the common needs that emerged for each county:

### Calvert County

1. Generational Differences – things to prepare for getting older, living a healthy life, taking care of older generations (parents/grandparents), mental health challenges, etc.
2. Transportation and Access to Health Services
3. Exercise, Nutrition and Weight
4. Older Adults and Aging
5. Children’s Health
6. Heart Disease and Stroke
7. Substance Abuse
8. Cancer
9. Mental Health & Mental Disorders
10. Teen and Adolescent Health
11. Diabetes
12. Oral Health
13. Women’s Health

### Charles County

1. Minority Infant Mortality and poor Pregnancy Outcomes
2. Youth Alcohol and Drug Use
3. Rising Deaths from Drug Overdose
4. Overweight and Obesity
5. Health Insurance Coverage for Families
6. Asthma: Emergency Department Visit Rates and Child Prevalence
7. Bullying and Harassment
8. Affordable Mental Health Services needed, including: anger management counseling, assistance with family violence, crisis counseling, treatment for depression, treatment for thoughts of suicide, treatment for mental illness, and/or rape or sexual assault counseling.
9. Chronic disease prevention and management for heart disease/stroke, cancer, diabetes, and obesity
10. Transportation, access to healthcare services, housing, and healthy food access and food insecurity.

### St. Mary’s County

1. Access to care.
2. Behavioral health (mental health and substance miscues).
3. Healthy eating & active living.
4. Tobacco use and exposure to secondhand smoke.



## **RECOMMENDATIONS:**

### **2010 CHARTERING APPLICATION**

To develop ongoing health care initiatives to include health fairs, seminars and workshops to address health issues in the African American community, to include:

1. Collaborate with the Southern Maryland Health Department and community organizations to address the health care and quality of life issues facing the residents of Tri-County, Maryland.
2. Collaborate with local organizations that assist women and children victimized by domestic violence and or substance abuse to provide workshops and mentoring.
3. Collaborate with the Total Woman: Mind, Body and Spirit Organization to implement the Healthy Lifestyle for African American women young and old and to raise awareness on the signs and symptoms of heart disease.

### **CURRENT OR PAST TCMDAC ACTIVITIES**

1. Walk to End Homelessness
2. Delta S.I.Z.E.D. Challenge (Sorors Invigorated Zealous Energized Determined)
3. Blood Drive with American Red Cross
4. March for Babies with March of Dimes

### **CONTINUED OR NEW INITIATIVES:**

1. Delta S.I.Z.E.D. Challenge (Sorors Invigorated Zealous Energized Determined)
2. Participate in a Health Related Walk
3. Breast Cancer/Domestic Violence Awareness Month
4. Blood Drive with American Red Cross
5. March for Babies with March of Dimes
6. Health Fair
7. Mental Health Awareness Month

## **POLITICAL AWARENESS AND INVOLVEMENT**

**Strategic Plan, Objective 3G: Provide information and direction to TCMDAC regarding current civic and human rights.**

### **National Initiative**

#### ***Delta Days in the Nation's Capital***

*In 1989, the National Social Action Commission instituted Delta Days in the Nation's Capital, an annual legislative conference to increase members' involvement in the national public policy-making process. The annual conference includes legislative briefings, issue forums, and advocacy skills development. Featured speakers include key policymakers, members of the United States Congress, Congressional staff members, and national issues experts.*

#### ***Delta Day at the United Nations***

*Special Consultative Status as a Non-Governmental Organization allows the organization to provide analysis and expertise in monitoring and implementing international agreements on issues of mutual concern. As an NGO, Delta Sigma Theta Sorority, Inc. has the opportunity to gain access to and disseminate information concerning a range of issues on women and children in which the United Nations is involved. Delta Sigma Theta Sorority, Inc. representatives attend regular briefings and disseminate information on UN activities to its members and the community at large.*

*Delta Day at the United Nations is held annually.*

#### ***Social Action***

*In March of 1913, nearly six weeks after its founding, several Delta Sigma Theta Sorority, Inc. Founders marched in the historic Suffragist March under the Delta Sigma Theta Sorority, Inc. banner, the Sorority's first public act. Today, low voter turnout statistics highlight the need to continue to identify ways to include opportunities for all citizens to exercise their voting power. Each of Delta's programmatic initiatives has an advocacy component that is implemented under the auspices of social action when it is appropriate or necessary to do so.*

*Under the auspices of the National Social Action Commission, Delta Sigma Theta Sorority, Inc. continues to institute activities that foster:*

- 1. Sponsoring Voter Registration and voter education programs*
- 2. Combating Voter Suppression*
- 3. The full restoration of voting rights for individuals who have paid their debt to society (ex-offenders)*
- 4. Affordable Health Care and access to quality health care*
- 5. Financial Literacy and Economic Empowerment*
- 6. Support for Historically Black Colleges and Universities*
- 7. Political Awareness and Involvement*
- 8. Gender Equality*
- 9. Racial Profiling*

The following is a synopsis of the common needs that emerged for each county:

**All Counties**

1. To promote responsibility through informed and active participation in government, and to act on selected governmental issues
2. Voter registration and get-out-and vote campaigns; publish voters' guides.

**RECOMMENDATIONS:**

**2010 CHARTERING APPLICATION**

To collaborate and partner with community organizations to promote social justice and equality, advocacy, awareness and empowerment for Southern Maryland residents:

1. Enhance students' awareness and knowledge as outlined in "How Government Works: locally, statewide and nationally".
2. Participation in Delta Days in the Nation's Capital and Delta Day in Annapolis.
3. Develop a partnership with community organizations to get out and vote, raise voter participation on Election Day throughout the counties, sponsor political forums and empower professional women to run for political office.
4. Conduct ongoing forums to address diversity in the Southern Maryland region.
5. Host campaign debates at local community venues in the Southern Maryland region.
6. Conduct awareness and education workshops on foster care and adoptions during Regional Day of Service April 2012.

**CURRENT OR PAST TCMDAC ACTIVITIES:**

1. Delta Day in Annapolis
2. Delta Days in the Nation's Capital
3. Social Action Forum
4. Voter Education and Registration with The League of Women Voters of Calvert County
5. Adopt-a-Road

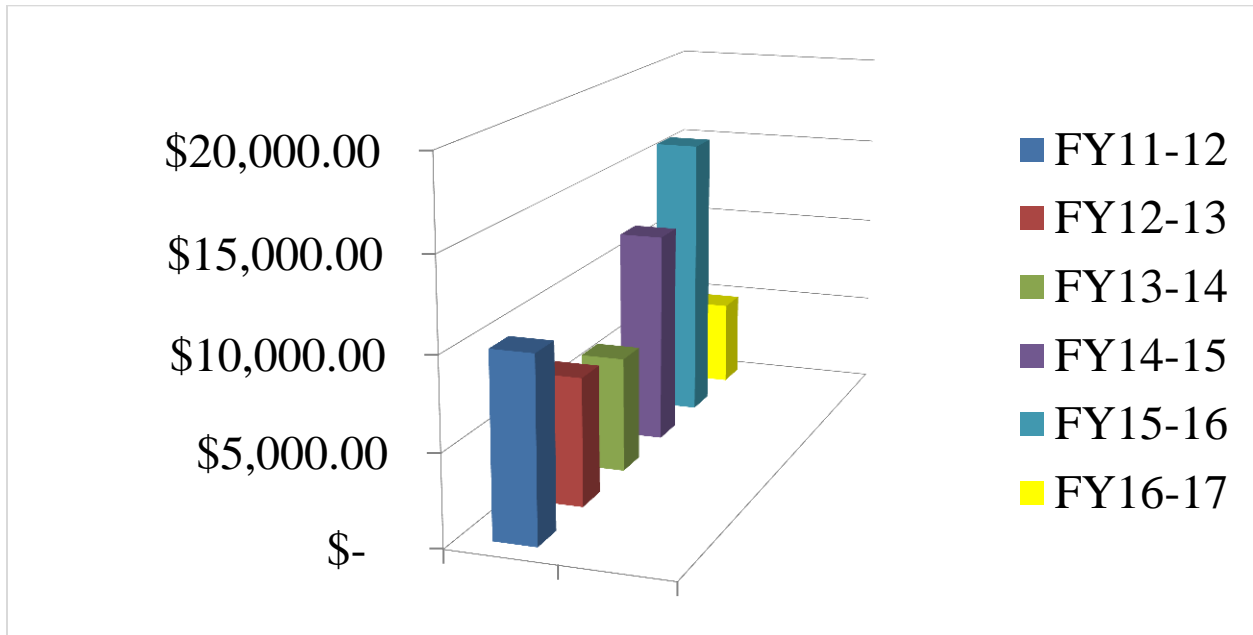
**CONTINUED OR NEW INITIATIVES:**

1. Delta Day in Annapolis
2. Delta Days in the Nation's Capital
3. Social Action Forum
4. Voter Education and Registration with The League of Women Voters of Calvert County
5. Adopt-a-Road
6. Social Action Moments

# **INTERNAL ASSESSMENTS**

## FUNDRAISING

**Strategic Plan, Objective 1B: Develop annual fundraising plan to align with projected program, scholarship, and operating activities.**



\*Actual profit may not be exact for 2011-2016

\*\*\$2,200 of Donations in Lieu of Signature Gala was donated to the TCMDAC Donor Restricted Fund at DREF

The following is a synopsis of the internal priorities for the Chapter:

**Internal**

1. Prioritize fundraising efforts to ensure that operational capital is available for TCMDAC's programs.
2. Develop TCMDAC's signature fundraising events.
3. Identify local sponsors to contribute to Fundraising events.

**RECOMMENDATIONS:**

**CURRENT OR PAST TCMDAC ACTIVITIES:**

1. 50/50 Raffle
2. Got Change?
3. Chick-Fil-A
4. Silent Auction
5. Stay at Home Tea
6. Anniversary Celebration
7. Donation
8. Donations in Lieu of Signature Gala
9. Holiday Party
10. Red Heel Charm
11. Holiday Gift Wrap
12. Murder Mystery
13. Day Party
14. 5 Year Anniversary Celebration
15. Bingo Donation

**CONTINUED OR NEW INITIATIVES:**

1. Established Signature Event – Holiday Party.
2. Continue to explore new fundraising ideas.

## MEMBERSHIP

**Strategic Plan, Objective 2A: Retention – Retain 90% of membership.**

**Objective 2B: Reclamation – Focus efforts on reclamation of inactive sorors.**

**Objective 2C: Collegiate Transition – Increase Collegiate Transition to TCMDAC.**

<b>Retention Rate</b>	<b>2016-2017</b>	<b>2017-2018</b>
Members as of July 1st	71 members	73 members
Mid-Year Reflection (December)	83 members	87 members
<b>90% Retention Rate</b> ( Based on Standards from Alumnae Membership Services Plan)	74 members	78 members

***Reclamation Goal for Sorority Year 2017-2018: Reclaim 10 sorors by end of 2018 SY; currently we have reclaimed 6 sorors.***

The following is a synopsis of the internal priorities for the Chapter:

### **Internal**

1. Provide updates and training on Delta Protocol and Traditions.
2. Provide updates and training on Ritual and Ceremonies.
3. Continue Heritage moments.
4. Plan a Sisterhood retreat.
5. Conduct Delta Internal Development (DID) trainings.
6. Continue sisterhood activities to develop a bond with chapter members.
7. Provide helpful hints for parliamentary actions to chapter members
8. Encourage succession planning for key positions.
9. Continue activities to reclaim inactive sorors.
10. Create a reclamation challenge to attract member participation in reclaiming inactive sorors.
11. Explore avenues for recruiting collegiate sorors.

**RECOMMENDATIONS:**

**CURRENT OR PAST TCMDAC ACTIVITIES:**

1. Delta Internal Development (DID) Trainings
2. Training on Delta Protocol and Traditions
3. Training on Ritual and Ceremonies
4. Heritage Moments
5. New Member Orientation
6. Reclamation Challenge
7. Rejoice in Red - Chapter Worship
8. Red Heel Brunch
9. First Friday Fellowship
10. Founders Day Fellowship
11. Brush n Blush
12. Sisterhood Advance Retreat

**TOOLS/RESOURCES:**

1. Weekly News updates
2. Chapter Newsletter
3. Chapter Resource Guide

**CONTINUED OR NEW INITIATIVES:**

1. Delta Internal Development (DID) Trainings
2. Training on Delta Protocol and Traditions
3. Training on Ritual and Ceremonies
4. Heritage Moments
5. New Member Orientation
6. Reclamation Challenge
7. Rejoice in Red - Chapter Worship
8. Red Heel Brunch
9. First Friday Fellowship
10. Founders Day Fellowship
11. Brush n Blush
12. Sisterhood Advance Retreat

**TOOLS/RESOURCES:**

1. Weekly News updates
2. Chapter Newsletter
3. Chapter Resource Guide



## SCHOLARSHIPS

**Strategic Plan, Objective 3A: Develop annual plan to increase scholarship amounts and maintain communication with scholarship recipients.**

Sorority Year	Number of Scholarships Awarded
2014-2015	4
2015-2016	5
2016-2017	4
<b>GRAND TOTAL</b>	<b>13</b>

The following is a synopsis of the internal priorities for the Chapter:

### **Internal**

1. Work with Fundraising Committee to determine realistic goal for increasing annual scholarship amounts.
2. Develop strategy for soliciting external donations for scholarships.
3. Track Scholarship recipients progress post award.
4. Plan Scholarship Luncheon/Reception.

### **RECOMMENDATIONS:**

#### **CURRENT OR PAST TCMDAC ACTIVITIES AND SCHOLARSHIPS:**

1. Scholarship Luncheon/Program
2. Elvear B. Johnson Scholarship
3. College of Southern Maryland Scholarship
4. Educational Programs Scholarship - New for 2017-2018 Sorority Year

#### **CONTINUED OR NEW INITIATIVES:**

1. Scholarship Luncheon/Program
2. Elvear B. Johnson Scholarship
3. Educational Programs Scholarship - New for 2017-2018 Sorority Year

## **STRATEGIC PARTNERSHIPS**

**Strategic Plan, Objective 1D: Develop and maintain partnerships with organizations whose strategies and initiatives align with the mission and vision of TCMDAC.**

The following is a synopsis of the internal priorities for the Chapter:

### **Internal**

1. Identify companies to give In-kind donations for TCMDAC programs and events.
2. Identify companies or organizations to partner on major community events.
3. Identify 2<sup>nd</sup> Project 13 organization to partner with for TCMDAC activities.
4. Institute Day of Service in all Counties for Martin Luther King holiday.
5. Foster relationships with community volunteer organizations.

### **RECOMMENDATIONS:**

#### **CURRENT OR PAST TCMDAC PARTNERSHIPS:**

1. American Red Cross
2. Charles County Sheriff's Department
3. Charles County Children's Aid Society
4. Christmas in April of Charles County
5. College of Southern Maryland
6. League of Women Voters of Calvert County
7. Lifestyles of Southern Maryland
8. Lott Carey
9. March of Dimes
10. Robert Stethem Education Center
11. State Highway Administration
12. Schools in Calvert, Charles and St. Mary's Counties

#### **CONTINUED OR NEW INITIATIVES:**

1. American Red Cross
2. Charles County Sheriff's Department
3. Charles County Children's Aid Society
4. Christmas in April of Charles County
5. College of Southern Maryland
6. League of Women Voters of Calvert County
7. Lifestyles of Southern Maryland
8. Lott Carey
9. March of Dimes
10. Robert Stethem Education Center
11. State Highway Administration

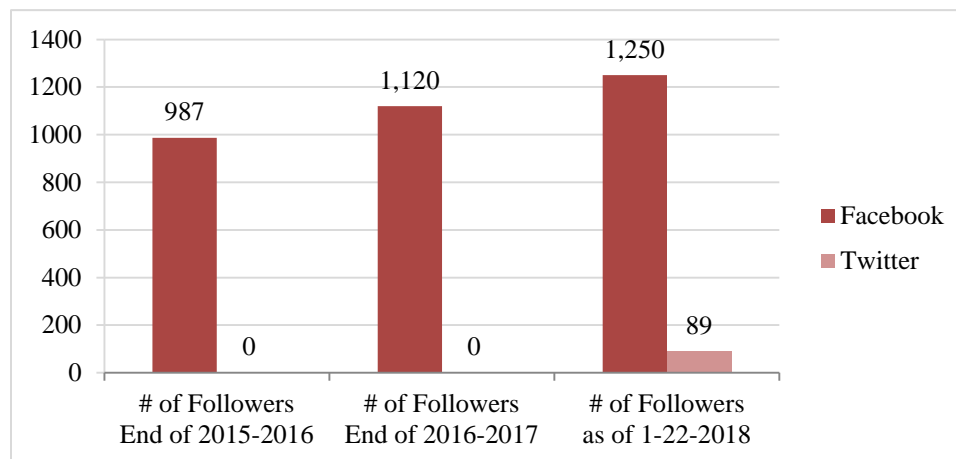
12. Schools in Calvert, Charles and St. Mary's Counties

13. Continue to identify new implementing partners

## TECHNOLOGY

**Strategic Plan, Objective 4A: Website – Manage TCMDAC’s website to improve efficiency and effectiveness.**

**Objective 4B: Technology – Continue to Improve Internal Communications.**



The following is a synopsis of the internal priorities for the Chapter:

### **Internal**

1. Update TCMDAC website.
2. Setup Members Only portal on website
3. Continue to find tools to more efficiently communicate with Chapter members.
4. Standardize email accounts for all committee chairs
5. Increase Social Media Presence – Facebook, Twitter, Instagram, etc.

### **RECOMMENDATIONS:**

#### **CURRENT OR PAST TCMDAC INITIATIVES:**

1. Increase Facebook Presence
2. Set up Twitter account
3. Update Website

#### **CONTINUED OR NEW INITIATIVES:**

1. Increase Facebook Presence
2. Increase Twitter account usage
3. Update Website