

Goals 2025

Preface: Two major strategic goals are listed below that Maine State Organization of DKG, the Goals 2025 Ad Hoc Committee, chapters, and its members determined would be beneficial to move us into the future. These are the result of four years of work beginning with brainstorming done by members in 2018. This was followed by the development of a draft that was edited and rewritten by the Goals 2025 Committee before an intermission by COVID occurred from March 2020 to October 2021. At the 2021 Fall Workshop the goals were edited once again for clarity. The two goals that follow provide the organization with guidelines to help Maine State Organization and its chapters move forward for the next three years. The strategies listed below each goal are suggestions. Maine State and its chapters may develop their own unique strategies that work best for their individual needs. This document is not intended to be static, but a living document that will be reshaped as our needs change.

Goal #1: Increase the percentage of those currently employed to educate others in our statewide membership from approximately 30% to 45% by May of 2025.

Strategies:

1. Support our active educators.
2. Support and continue involving our current members.
3. Continue, market, and support the S-T-R-E-T-C-H Professional Development Workshop.

Goal #2: Develop a marketing plan for promoting Maine State Organization of DKG International as a professional organization in the educational community.

Strategies:

1. Provide our membership with professional development on marketing, what it is and how it works.
2. Based upon our understanding of marketing, begin developing a plan at the state and chapter levels to attract members to our organization.

Current resources available to help achieve these goals:

1. Maine State Organization of DKG website, <https://dkgmaine.weebly.com/>
 - a. Society Forum: What's Next for Alpha Psi Maine, brainstorming notes from 2018
 - b. Bright Ideas Booklet: Ideas gathered from chapters to meet our previous goals (2017) (to be added)
 - c. Activities generated from chapters during the 2020-2022 biennium to meet the original Goals 2025 document. (to be added)
2. The DKG International website has a number of tools.
 - a. Chapter Tools:
https://www.dkg.org/DKGMember/Resources/Chapter_Tools/DKGMember/Resources/Tools/Chapter_Tools.aspx
 - b. Communication and Marketing Tools:
https://www.dkg.org/DKGMember/Resources/Communication_Tools/DKGMember/Resources/Tools/Communication_tools/Communication_Tools.aspx?hkey=1799a876-4a1b-4b15-9f1a-a394324a556b

Let's **celebrate** our accomplishments toward reaching Goals 2025 at Spring Convention of that year!