

Goals 2025

Maine DKG: Alive and Well!

Before COVID struck, this is what the Goals 2025 committee generated. It is still in the initial stages, but these might give you and your chapter ideas as to what your chapter might consider to keep moving forward. Please share any actionable projects or ideas that you might have.

Goal 1: Twenty percent of our statewide membership will be women actively working to educate others.

1. Provide professional development opportunities for members and non-members.
 - a. Help Gamma, Delta, and other chapters with professional development they offer by advertising in your own chapter/area or perhaps make DKG state funds available.
 - b. Continue the STRETCH state-wide workshop, as well as state meetings that offer professional development, such as Fall Workshop.
 - c. Update the *Bright Ideas* booklet with suggestions for professional development programs. Contact Priscilla McFarland for a digital copy.
2. Support active educators
 - a. Volunteer in classrooms by reading to students, doing presentations, helping with activities, etc.
 - b. Send encouraging notes to teachers.
 - c. Provide early educator grants.
 - d. Send letters to schools with a list of DKG members who might be willing to volunteer.
 - e. Maine State collaborate with school administrators in the official mentoring process for beginning teachers
 - f. Use suggestions made on the DKG International [Support for Early Career Educators](#).
 - g. Make school administrators aware of who we are and what we offer hoping for their support.

Goals 2: To ensure that the educational community and general public recognize DKG as a professional organization of educating others.

1. Connecting with other education groups such as MEA-Retired.
 - a. Maine State embrace nonpartisan legislative issues and show up in Augusta to lobby for those bills.
 - b. Continue to provide a table with information about Maine State at the MEA-Retired Convention.
2. Determining and enlisting a recognizable face of the state organization to promote our good work.
 - a. Support MEA's Red for Ed. Wear our red DKG shirts.
3. Have a state marketing chair willing to take the lead in promoting the organization.
4. Continue to use promotional tools such as bookmarks, brochures, elevator speeches, and newspaper articles.
5. Create new marketing tools such as rack cards or postcards.
6. Create Twitter or Instagram accounts. Create TV spots that showcase what we are doing.
7. Develop an educational platform to electrify the community, such as focus on MORE TEACHING and LESS TESTING, taken from "Tests did not save schools, bit money did," by Diane Ravitch, TIME, 2/17/2020.