

Goal 1: Support Membership Growth and Retention			
Objective	Initiatives	Who's Responsible?	Biennial Evaluation (June of both years)
Create new membership opportunities	Increase interest/excitement about the Society through broader marketing.		
	a) Promote State and Chapter websites and social media outlets	Communications Committee	
	b) Conduct state-wide orientations to the Society	Chapter Support Committee	
	c) Provide state-wide inductions at State Conventions	Membership Committee	
	d) Educate members in other educational organizations concerning the Society (i.e. School Psychologists, PPW's, MSDE etc.)	Leadership Development Committee	
	e) Increase First Friday initiatives (wearing of DKG paraphernalia)	Chapters	
	f) Generate greater outreach to administration and staff of Maryland universities, colleges and community colleges	Leadership Development Committee/Chapters	
	g) Generate greater outreach to Superintendents of Public School Systems	Communications Committee/Chapters	
	h) Initiate greater outreach to private school/charter school administrators and staff	Chapters	
	i) Create greater outreach to homeschool umbrella groups	Chapters	
	j) Provide greater visibility in the corporate training arenas	Chapters	
	k) Research and recognize with membership those educators who have been named to	Membership Committee/Chapters	

	"Teacher of the Year" or who have been honored publicly.		
	I) Print website addresses on all forms of written communication	Executive Secretary	
	Enhance existing membership opportunities		
	1) Provide mentoring for chapters.	Chapter Support Committee	
	2) Provide International brochures and flyers at State meetings for Chapter dissemination	Executive Secretary	
	3) Provide babysitting for younger members' children at state meetings	Leadership Development Committee	
	4) Provide training in use of website resources provided by International.	Communications Committee	
	5) Stage state meetings in four geographic corners of Maryland over the course of a Biennium.	Leadership Development Committee	
	6) Award membership to teachers who have won awards within the state.	Chapters	
	Retain Members		
	1) Keep contact with members who are ill, in assisted living or in a difficult season of life	Chapters	
	2) Consider technology use for those who are not able to attend meetings	Leadership Development Committee	
	3) Create membership biographies	Membership Committee	
	4) Create avenues of personal contact for those who may still be interested in Society	Chapters	
Goal 2: Develop Leaders			
Promote Leadership	1. Recognize/utilize those currently employed educators who have been named to leadership opportunities within their school systems or educational arenas to present their experiences.	Leadership Development Committee	

Development Opportunities			
	2. Invite to state functions those who have been awarded scholarships from chapters and/or the state to present what the money did to enhance their lives. Invite into membership.	Scholarship Committee	
	3. Continue to expand/encourage the use of technologically driven meetings and interactions.	Leadership Development Committee	
	4. Increase training in technology use through workshops.	Communications Committee	
	5. Provide tips and tools concerning the "How-to's" of active membership	Chapter Support Committee	
Goal 3: Create New Resources for Communication			
Communicate the International Scope of the Society	1. Promote articles/issues in the state newsletter that have appeared in the international publications	Communications Committee	
	2. Send minutes of state meetings to chapter presidents as quickly as possible after the meeting is completed for the purpose of sharing with chapter members. This will include information from State committees, giving information from that level of the Society, as well.	Executive Secretary	
	3. Provide guided discussion at state functions between state and chapter leadership in order to share talking points.	Executive Committee	