



ALPHA KAPPA ALPHA SORORITY, INCORPORATED®

Iota Omega 2017-2019 Strategic Plan



INTRODUCTION

The purpose of the strategic plan is to define the results Iota Omega seeks to accomplish, in alignment with Alpha Kappa Alpha's **Mission** and in fulfillment of its **Vision**. The sorority's mission and vision drive the goals, objectives, and activities of Chapter planning. The Plan answers a fundamental question —where do we want to be and what are we doing to get there?

The Plan shall serve as our Chapter's primary action planning guide, focused on long-term goals, objectives and action plans. Goals defined are specific, measurable and time-defined, and they emphasize results, not process. The 2017-2019 Strategic Plan represents the "voice" of the Chapter for desired outcomes it would like to achieve over the next three (3) years.

Our process to develop the strategic plan was:

- The Strategic Planning Committee met on January 21, 2017 to begin the SWOT and PEST analysis and develop our guiding principles.
- The chapter members ranked the SWOT and PEST analysis at the February chapter meeting.
- The Strategic Planning Committee analyzed the rankings of the chapter to discover emerging themes at the February Executive Committee meeting. Each member joined a subcommittee based on their interests of the emerging themes.
- The subcommittees met twice during the months of February and March to develop the objectives, key actions, time line and responsible office for the strategic plan.
- The chapter members provided input from the data analysis of the SWOT and PEST analysis at the March chapter meeting for the subcommittees to include while developing the objectives, key actions, time line and responsible officer for the strategic plan.

MISSION STATEMENT (Article II – Purpose)

The purpose of Alpha Kappa Alpha Sorority is to cultivate and encourage high scholastic and ethical standards, to promote unity and friendship among college women, to study and help alleviate problems concerning girls and women in order to improve their social stature, to maintain a progressive interest in college life, and to be of service to all mankind.

VISION STATEMENT (taken from the current International Strategic Plan)

Alpha Kappa Alpha Sorority, Incorporated is the premier unique sisterhood of distinguished professional women united to serve humankind.

Iota Omega 2017-2019 Strategic Plan

VALUES STATEMENT

Of the sorority's guiding principles, members found the following principles to be the "Top 5" for the Chapter:

1. Guiding Principle 1: Collaboration and Communication
2. Guiding Principle 2: Leadership
3. Guiding Principle 3: High Scholastic Achievement
4. Guiding Principle 4: High Ethical Standards
5. Guiding Principle 5: Sisterhood

In summary, the Iota Omega Chapter values our stance on being a pillar of success in the community through C.L.A.S.S, **Collaboration, Leadership, High Scholastic Achievement, High Ethical Standards, and Sisterhood.**

ANALYSIS AND KEY FINDINGS

The Committee took several steps to collect input from the membership as part of an environmental scan to examine both external and internal factors that would affect the progress and direction of the Chapter. These include strengths, weaknesses, opportunities and threats. The results for each analysis are listed below.

Strengths

- _33_ Sisterly Relations opportunities**
- _11_ Large Chapter**
- _17_ Historical relevance of chapter (longevity)**
- _9_ The activity level allows for different ways to meet Sorors**
- _34_ Good leadership**
- _7_ Variety of careers**
- _20_ Implementation of Programs**
- _11_ Excellent housekeeping (records and reports)**
- _4_ Financial membership increase**
- _14_ Foundation**

Weaknesses

- _39_ Small percentage of chapter members complete sorority work (programs and committees)**
- _15_ Age disparity within the chapter (small number of younger Sorors)**
- _28_ Relationship between graduate and undergraduate chapters**
- _30_ Lack of teamwork within committees and communication**
- _18_ Not appealing to graduates of NSU and ODU Sorors**
- _15_ Lack of discretion within the chapter**

SWOT

Opportunities

- _22_ Childcare resources during meetings (Need chapter babysitters)**
- _35_ Lost Pearls (Informal Events, Kickbacks)**
- _39_ Sorority refreshers (Protocol, Rituals, Documents, etc.)**
- _36_ Presence in Norfolk with better presence in Norfolk Public Schools and relationship with other Norfolk Chapter**
- _31_ Greater awareness of one another**

Threats

- _41_ Willingness to change**
- _20_ Risk Management**
- _5_ Other AKA Chapters in Hampton Roads**
- _22_ Miscommunication**
- _22_ Inactive Sorors**
- _28_ Not using all of our resources**
- _13_ Protocol**



Worksheet

PEST Analysis Worksheet

- For instructions on PEST Analysis, visit www.mindtools.com/rs/PEST.

	Factor	Opportunity	Threat
Political			
Economic			
Socio-Cultural			
Technological			

Iota Omega 2017-2019 Strategic Plan

With the combined instruments used for analysis, common themes emerged from the overall ‘Key Findings’ are included in the **Strategic Goals** section of the Plan.

STRATEGIC GOALS

Also, known as strategic priorities, the Chapter identified major immediate and near-term issues to be addressed based on the above-referenced ‘Key Findings.’ As a result, a total of five common themes, or key focus areas were identified as the foremost goals for the Chapter:

- Goal 1: Community Presence in Norfolk
- Goal 2: Bridging the Gap
- Goal 3: Organizational Structure
- Goal 4: Membership
- Goal 5: Sisterly Relations

OBJECTIVES

The Chapter identified several key objectives and action items as part of its strategy to reach its goals.

Goal 1: Community Presence in Norfolk with our Program Targets

Objective	Key Actions	Timeline	Responsibility
Join forces with Community Organizations and Civic Leagues to implement activities that are aligned with the mission of Alpha Kappa Alpha.	<p>Having a presence at Wal-Mart or other stores in the community collecting back packs and various items for donation.</p> <p>Utilize Norfolk Department of Community Service and Social Services to identify who we could partner with to be an assistance in the community.</p> <p>Attend Civic League meetings to see how we can be of an assistance (on city website).</p> <p>Play on our Historical Relevance by inviting the community to participate in activities with us while educating them about our sorority and chapter (Anniversary, Impact Days, etc.) and accomplishments of our chapter members.</p>	<p>June 2017 – December 2019</p> <p>October 2017 – December 2019</p> <p>April 2018 – December 2019</p> <p>October 2017 – December 2019</p>	Target III Chairman Target I Chairman Anti-Basileus Pecunious Grammateus Archives Basilei Council

<p>Work collaboratively with the community to align the efforts of our Programs and to act on the legislative agenda for our schools.</p>	<p>Utilize our Program Target Activities and Community Impact Days.</p> <p>Hold Panel Discussions in the community that align with our targets.</p> <p>Partner with Norfolk Public Schools to do activities.</p> <p>Advocate for the students in regards to the discussions of the General Assembly.</p> <p>Partner with other chapters to be a presence in the <i>Tidewater Area</i> as we live in so many different cities; keeping our focus on what is going on in Norfolk.</p> <p>Attend School Board meetings and speak for or against agenda items.</p>	<p>April 2017 – December 2019</p> <p>June 2018 – December 2019</p> <p>June 2018 – December 2019</p> <p>October 2017 – December 2019</p> <p>April 2017 – December 2019</p> <p>June 2018 – December 2019</p>	<p>Anti-Basileus Program Chairman</p> <p>Anti-Basileus Program Chairman</p> <p>Anti-Basileus Program Chairman</p> <p>Connections Educators in the Chapter</p> <p>Basileus</p> <p>Connections</p>
<p>Be visible in the community to advocate, communicate and network for citizens in our communities.</p>	<p>Be a sound board in the community by taking A.C.T.I.O.N.</p> <p>Know the candidates who are running for positions.</p> <p>Know where the candidates stand.</p> <p>Inform the community of us having a presence in the local elections (these elections are so significant).</p> <p>Hold non-partisan forums for candidates.</p> <p>Need to politic to get more sorors elected/appointed to Boards and Commissions.</p>	<p>April 2017 – December 2019</p> <p>January 2018 – December 2019</p>	<p>Connections</p> <p>Connections</p> <p>Connections</p> <p>Connections</p> <p>Connections</p> <p>Connections</p>

Broaden our activities to promote diverse Socio-Cultural Events.	<p>Attend functions with the Urban League and NAACP.</p> <p>Rotate our attendance at churches on the 5th Sundays.</p> <p>Support for the Governor's School of the Arts, NSU events and their Drama Department.</p>	<p>April 2018 – December 2019</p> <p>June 2017 – December 2019</p> <p>April 2017 – December 2019</p>	<p>Sisterly Relations</p> <p>Sisterly Relations</p> <p>Sisterly Relations</p>
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Goal 2: Bridging the Gap

Objective	Key Actions	Timeline	Responsibility
Focus on reclaiming inactive members.	<p>Implement strategies to reclaim Lost Pearls and keep them active.</p> <p>Reactivate 12 Lost Pearls within the three-year period of our Strategic Plan.</p>	<p>June 2017 – December 2019</p> <p>April 2017 – December 2019</p>	<p>Membership</p> <p>Membership</p>
Embrace change and be inclusive of Sorors who are resistant to change so that we will not become complacent; but rather, continue to grow and develop as members of Alpha Kappa Alpha.	<p>As change takes place by our Directorate, provide clarity of the mandates using various and repetitive platforms to ensure compliance of Alpha Kappa Alpha Operations.</p> <p>Have a congenial conversation with a soror who has a dissenting opinion and direct them to speak to the Basileus or the committee chair.</p> <p>Provide a suggestion box at chapter meetings (anonymous or identify).</p> <p>Create a document for suggestions for uniformity</p> <p>Engage the Members at Large (Ask the Basileus document and they will put out the response).</p>	<p>April 2017 – December 2019</p>	<p>Basileus Executive Committee</p> <p>All members</p> <p>Philacter</p> <p>Philacter Members at Large</p> <p>Members at Large</p>

<p>Enhance the strategies of our mentoring program (Membership Makes Me S.M.I.L.E.) to improve the relationships between our Graduate and Undergraduate Sorors.</p>	<p>Keep our undergraduate sorors active when they leave their undergraduate chapters.</p> <p>Expose the undergraduates to graduate Sorors who have joined the chapter right after their undergraduate year (Informal session with graduate sorors; Q & A).</p> <p>Provide opportunities for conversations and/or surveys with the Undergraduates to see what they need from graduate chapters members - (Encourage life-long membership during MIP when we have their full attention).</p> <p>Collaborate mentoring and joint activities with the Undergraduates.</p> <p>Immediately involve new Sorors to the Iota Omega in chapter programs and operations.</p>	<p>June 2017 – December 2019</p> <p>January 2018 – December 2019</p> <p>January 2018 – December 2019</p> <p>June 2017 – December 2019</p> <p>June 2017 – December 2019</p>	<p>Graduate Advisors Council</p> <p>Graduate Advisors Council</p> <p>Graduate Advisors Council</p> <p>Sisterly Relations Retreat Committee Graduate Advisors Council</p> <p>Philacter Anti-Basileus Committee Chairmen</p>
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<p>Adopt and implement opportunities and resources for Sorors that would allow them to participate fully in chapter operations and programs.</p>	<p>Explore childcare options and implement alternative engagement activities for children during chapter meetings.</p> <p>Conduct Lunch and Learn Technology Workshops (or 30 minutes before the chapter) where the younger Sorors mentor the Seasoned and continue to follow-up with them.</p> <p>Explore and implement transportation alternatives for Sorors in need.</p> <p>Continue pairing the Golden Sorors with another soror in the chapter.</p> <p>Host informal activities for Sorors (Cookout, partner with Sisterly Relations).</p>	<p>October 2017 – December 2019</p> <p>April 2018 – December 2019</p> <p>October 2018 – December 2019</p> <p>April 2017 – December 2019</p> <p>June 2017 – December 2019</p>	<p>Protocol Committee</p> <p>Technology Chairman</p> <p>Golden Soror Committee Chair</p> <p>Golden Soror Committee Chair</p> <p>Sisterly Relations</p>
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Goal 3: Organization/Structure

Objective	Key Actions	Timeline	Responsibility
Align the Resources (Economic and Human) that are available to us and would best support the needs of chapter operations with our current mission and vision statement.	<p><i>Who's Who of Iota Omega?</i></p> <p>Compile a list by profession of what Sorors do as a career to also include their specific interests.</p> <p>This document will be included in the chapter directory.</p> <p>Initiate a monthly payment plan for dues to alleviate the financial burden of one end of the year lump sum payment.</p>	October 2017 – December 2019	Sisterly Relations
		June 2017 – December 2019	Finance Technology
	<p>My Sister's Keepers Fund ~ Fund will be set up as a line item in the budget. Sorors will make contributions to this fund. Sorors experiencing financial hardship may apply for funds to assist with living expenses. The Basilei Council will create criteria to approve or deny the applications and amount dispersed along with the number of times funds could be dispersed to a soror.</p>	January 2018 – December 2019	Finance Basilei Council
	<p>Partner with businesses and civic organizations to support our program needs.</p>	January 2018 – December 2019	Anti-Basileus Program Chairman

<p>Review the mission of our Directorate and its guiding principles to ensure effective Programs which are aligned to the Sorority as established at Boule and/or Leadership Seminar.</p>	<p>Monitor the mission and vision of our chapter quarterly and provide updates to the chapter.</p> <p>Conduct training and provide shadowing opportunities for current and aspiring leaders to better understand the roles and duties of the various offices.</p> <p>Evaluate our events and activities. Have a survey at the chapter meeting giving options for electronic or hard copy with 80% respondents of the membership.</p> <p>Utilize the Program Resource Book to implement all Corporate Programs and Community Impact Days that are aligned with the mission and vision of Alpha Kappa Alpha.</p>	<p>October 2017 – December 2019</p> <p>January 2018 – September 2018</p> <p>June 2017 – December 2019</p> <p>April 2017 – December 2019</p>	<p>Basileus Strategic Plan Lead</p> <p>Standards Chairman Basilei Council</p> <p>Standards Chairman Committee Chairmen</p> <p>Anti-Basileus Program Chairmen</p>
<p>Provide opportunities to know and the understand specific responsibilities of the Supreme Basileus and the Corporate governing body as established at Boule.</p>	<p>Provide quarterly workshops to ensure that Sorors know their documents (Manual of Standard Procedures, Constitution and Bylaws, and Chapter Bylaws) – Chapter Certifications.</p> <p>Practice our rituals during the chapter meetings (joint chapter meetings) and learn the songs for rituals.</p> <p>Initiate quarterly protocol mini-sessions on chapter needs to be determined by self-assessment.</p>	<p>October 2017 – December 2019</p> <p>April 2018 – December 2019</p> <p>January 2018 – December 2019</p>	<p>Basileus Parliamentarian Standards Chairman</p> <p>Rituals Chairman</p> <p>Protocol Chairman</p>

<p>Utilize various technologies to ensure effective and efficient communication within the chapter and the community at large.</p>	<p>Provide public service announcements to promote our activities in different venues (radio, television, newspaper, local and community magazines and social media).</p> <p>Educate sorors and community on how to use the various technologies available to them through community workshops.</p>	<p>October 2017 – December 2019</p> <p>June 2017 – December 2019</p>	<p>Ivy Leaf Reporter Technology Committee Chairman</p> <p>Technology Committee Chairman Ivy Leaf Reporter</p>
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Goal 4: Membership

Objective	Key Actions	Timeline	Responsibility
Present distinguished women of high moral and ethical character and standards through Membership Intake Process who will contribute to our community and the world around us.	<p>Highlight what criteria must be completed for each chapter member to sponsor a candidate.</p> <p>Conduct quarterly attendance checks.</p> <p>Submit paperwork for MIP in the Fall of 2017; with MIP completed by April 2018.</p> <p>Submit paperwork in 2019 for a 2020 MIP.</p>	<p>May 2017 – May 2019</p> <p>May 2017 – December 2019</p> <p>October 2017</p> <p>October 2019</p>	<p>Membership Chairman</p> <p>Philacter</p> <p>Membership Chairman and Basileus</p> <p>Membership Chairman and Basileus</p>

<p>Enhance initiatives that encourage collaborative relationships among the sorors; to include activities focusing on the Retention of chapter Sorors and Reclamation of inactive Sorors.</p>	<p>Have constant contact with the Sorors electronically for informational purposes as well as face to face personal contact; finding ways to cultivate our Golden Sorors monthly.</p> <p>Continue with Mentoring Program Activities that encompass all age groups (Informal Activities, Leadership Activities, Conferences).</p> <p>Assign new sorors a mentor other than who brought them into the chapter through Reclamation Activities.</p> <p>Shout out to a soror if you have not seen them in a while.</p> <p>Use various technologies for reminders and information weekly/as needed (group text).</p> <p>Conduct Interest Survey to see what sorors would like to do yearly.</p>	<p>October 2017 – December 2019</p> <p>May 2017 – December 2019</p> <p>May 2017 – December 2019</p> <p>May 2017 – December 2019</p> <p>September 2017 – December 2019</p> <p>May 2017 – December 2019</p>	<p>Golden Sorors Chairman Hodegos Philacter</p> <p>Basileus Sisterly Relations Chairman Graduate Advisor from Undergraduate Chapters</p> <p>Basileus Mentors</p> <p>Hodegos Philacter</p> <p>Strategic Planning Committee Member Grammateus/Anti-Grammateus</p> <p>Strategic Planning Committee Member</p>
<p>Continue to inform Sorors about the Soror Code of Ethics and develop activities that will promote effective communication and increased discretion among Sorors.</p>	<p>Create and show Sistermercial – Not Gossiping, Keeping information quiet, Segment of “I Am My Sisters’ Keeper” to foster sisterhood.</p> <p>Review Protecting Our Brand with our words and actions.</p> <p>Use our documents for training and role playing with the Soror Code of Ethics.</p>	<p>January 2018 – December 2019</p> <p>September 2017 – December 2019</p> <p>June 2017 – December 2019</p>	<p>Protocol Chairman</p> <p>Risk Management Chairman</p> <p>Basileus Standards Chairman Parliamentarian</p>

<p>Create programs and activities that encourage member participation by respecting the diverse needs of Sorors, capitalizing on their specific talents, skills and interests, paying attention to Sorors in their child bearing years, Sorors who are have restricted participation, and the individual needs of our Golden sorors.</p>	<p>Design a program that encourages members to participate by specifically identifying members for tasks.</p> <p>Know the strengths of our members.</p> <p>Communicate with all committee members and meet at least every two months.</p> <p>Have at least one teambuilding face to face activity yearly.</p> <p>Schedule meetings and alternative meetings (recording of the meeting) that are convenient for all.</p> <p>Conduct a survey to seek the skills of all members.</p>	<p>June 2017 – December 2019</p> <p>June 2017 – December 2019</p> <p>June 2017 – December 2019</p> <p>January 2018 – December 2019</p> <p>January 2018 – December 2019</p> <p>April 2017 – December 2019</p>	<p>Program and Committee Chairman Anti-Basileus</p> <p>Strategic Planning Committee Member</p> <p>Committee Chairman Responsibility</p> <p>Committee Chairman Responsibility</p> <p>Technology Chairman Committee Chairman</p> <p>Strategic Planning Committee Member</p>
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Goal 5: Sisterly Relations

Objective	Key Actions	Timeline	Responsibility
Establish methods to recognize and build greater awareness of one another.	Initiate activities to get to know one another in a setting other than chapter meetings.	April 2017 - December 2019	Sisterly Relations
	Create and provide cards with information and facts that include but not limited to a listing of occupations interests, likes, and hobbies.	October 2017 – December 2019	Philacter
	Create a pictorial directory.	October 2017 – December 2019	Ivy Leaf Reporter
Adopt moral and ethical methods to allow Sorors to disagree and address issues in a sisterly way.	Bring awareness to the Soror Code of Ethics during chapter meetings and adhere to the Soror Code of Ethics with focus on rule of conduct number 5.	October 2017 - December 2019	Parliamentarian Basilei Council
Continue to provide opportunities for Sisterly Relations Activities.	Conduct a survey on what members would like to have as Sisterly Relations.	April 2017 – December 2019	Sisterly Relations Chairman
	Engage our aging Sorors (Meals on Wheels, Easter Lily...).	April 2017 – December 2019	Golden Sorors Chairman Sisterly Relations Chairman
	Have Estate Planning Seminars for Sorors.	January 2018 – December 2019	Target III Chairman
	Have Reverse Mortgage Seminars for Sorors.	January 2018 - December 2019	Target III Chairman

<p>Establish a foundation of cultural activities to promote unity of purpose.</p>	<p>Visit the Berkley Center and places like Young's Park to help the children in struggling neighborhoods.</p> <p>Develop a relationship with Barrett's Transitional Home for Women.</p> <p>Attend events that deal with the arts; Motown Review, Ballet, Opera, Symphonies.</p>	<p>June 2017 – December 2019</p> <p>April 2017 – December 2019</p> <p>April 2017 – December 2019</p>	<p>Target I Chairman Graduate Advisor Council</p> <p>Target III Chairman</p> <p>Sisterly Relations Chairman</p>
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Iota Omega 2017-2019 Strategic Plan

IMPLEMENTATION AND MAINTENANCE OF PLAN

The Strategic Planning Committee will have oversight of the Plan, with the Standards Committee serving as evaluators to determine the Plan's effectiveness.

Process Steps for Completion

With the Chapter's full participation throughout the process, the Strategic Planning Committee has defined the following steps to complete the Plan:

- Basileus appoints Chairman (SP Lead) for Strategic Planning process
- SP Lead and Basileus discuss annual approach, including analysis tools and schedule of strategic planning events (in order):
 - Educational session
 - Chapter input sessions (to include SWOT/PEST analysis, survey, or other tools)
 - Leadership work session
 - Chapter reporting
- Conduct pre-defined activities
- Conduct Plan evaluation (Standards Committee)
- Update Plan on annual basis, informing Chapter of changes

Maintenance of Plan

- Check-in with assigned owners of key initiatives, or activities
- Review and track progress on a quarterly basis
- Report updates on a semi-annual, or annual basis at minimum
- Redefine Plan components as needed, with Chapter buy-in, or approval as determined
- Keep current version of Plan posted on Chapter site for review
- Submit updated Plan on annual basis Regional Director as required
- Maintain updated Plan in Chapter files for Chapter self-assessment and evaluation purposes

CONCLUSION

The 2017-2019 Strategic Planning Committee would like to thank the Chapter and Leadership Team for its full participation to successfully implement this Plan.

Strategic Planning Committee Members

Violet J. Hoyle, Basileus
Anordia Weatherly, Anti-Basileus
Ashley Yelity, Strategic Plan Lead
Krystal Belfield
Angela Berry
Jessica Bethea
Ada Blair
Danielle Blocker
Stacye Blue

Iota Omega 2017-2019 Strategic Plan

Lillian Brinkley
Gwen Bruce
Tiffany Buffaloe
Denise Claiborne
Garyn Clark
Allison Davis
Colita Fairfax
Jody Fields
Monta Fennell
Robin Gainey
Veleka Gatling
Sheila Goode
Chauntrell Guilford
April Harmon
Chenequa Hayden
Markita Heard
Theresa Henry
Tourean Johns
Mable Johnson
Sandra Johnson
Shelly Jones
Sylvia Lawson
Sheila London
Crystal McLaurin
Kathy Moore
Carla Perry
Sharon Phillips
Jacqueline Scott
Erin Shannon
Denise Simmons
Regina Stowe
Takeia Weatherly

Chapter Approval

Per Chapter records, this Plan was approved by the General Body on [insert date here].