



ALPHA KAPPA ALPHA SORORITY, INCORPORATED®

Pi Eta Omega Chapter 2021-2024 Strategic Plan



INTRODUCTION

The purpose of the strategic plan is to define the results of Pi Eta 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 2021-2024 Strategic Plan (Plan) represents the "voice" of the Chapter for desired outcomes it would like to achieve over the next three (3) years.

MISSION STATEMENT

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

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

VALUES STATEMENT

Of the sorority's guiding principles, members found the following principles to be the "Top 5" for the Chapter (listed in rank order):

1. Health
2. Sisterhood
3. Education
4. Technology
5. Arts

In summary, the Pi Eta Omega Chapter prides itself on being a sisterhood of service and the impact we make in our local communities. We have developed key partnerships to enhance the lives of families, and continue efforts to ensure we remain unified and supportive of each other in all that we do.

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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.

Instrument	Timeline	Results	Key Findings
Survey	Conducted in August 2020	Participants included about 32% of the Chapter's membership base, with diverse representation, such as: Golden Soror Silver Soror (s) New Chapter member(s)	The majority of the participants had less than 5 years in the chapter with the second highest group were Sorors with 25+ years.
SWOT analysis	Conducted by the Strategic Plan committee on 9/13/2020	All but one committee member was present. The Basileus and 2nd Anti Basileus were included in the session as well.	Due to the current COVID-19, pandemic opportunities presented themselves for the chapter to make future changes.

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

In addition, 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 [choose three, but no more than four common themes, or key focus areas were identified as the foremost goals for the Chapter:

- Goal 1- Leadership
- Goal 2- Respect
- Goal 3- Unity
- Goal 4- Communication

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OBJECTIVES

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

Goal 1: Leadership

Objective	Key Actions	Timeline	Responsibility
Provide quarterly leadership training at Sorority meeting or on another day for all members. Implement smaller group discussions to cover lengthy documents for educational purposes.	Provide funding for leadership training initiatives.	2021-2024	Basileus and 1 st Anti-Basileus
Educate the members on the AKA University and encourage participation.	Test knowledge during meetings from items found in the Ivy Leaf.	2021 and ongoing	Basileus and Anti-Basileus
Establish a succession plan strategy for officer development. Encourage members to attend SARC, Leadership, and Boule training sessions.	Track membership attendance	2022 and ongoing	All officers and Executive Board.
Create a framework for the merger of all leadership training and development initiatives under the umbrella of the Leadership committee.	Continue to develop, update, schedule, provide and evaluate leadership training for officers, committee chairpersons and members.	2021 and ongoing	Basileus, Leadership committee, Standards Committee
Establish a resource database of certified or credentialed members who can serve as speakers and trainers according to their expertise and field of training.		2021 and ongoing	Basileus, Leadership Development committee, Membership committee, Technology committee.

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Goal 2: Respect

Objective	Key Actions	Timeline	Responsibility
Provide a Protocol moment at every meeting to educate members on how to conduct themselves.	Limit to two minutes at each meeting	2021-2024	Protocol Chair and Basileus
Review the Soror Code of Ethics twice a year with membership and a part of the officers and committee chairpersons' leadership training.	Develop a short online exercise that allows Sorors to test their knowledge of the ethical obligations of membership and the applicability of the Code to specific situations. Prominently feature the Soror Code of Ethics on the website.	2021-2024	Basileus and Executive Board, Technology committee, Epistoleus.
Parliamentary training provided twice a year at Sisterhood retreat and one chapter meeting or another leadership meeting.	Cost to implement	2021-2024	Basileus and Parliamentarian.

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Goal 3: Unity

Objective	Key Actions	Timeline	Responsibility
Formalize a mentoring program within the Chapter that is reported out on a quarterly basis.	Develop a mentor award. Create organized activities Recruit and train mentors	2021-2024	Basileus, Membership Chair
Highlight at least one Soror each month in the Basileus/Chapter newsletter. Share 3 things you do not know about a Soror.		2021 and ongoing	Basileus, Epistoleus and Members
Relate the Guiding Principles, Strategic Goals, and administration Program plans to the vision and mission of the Sorority.	In conjunction with the design of a proposed program, each new administration should conduct a review of the Mission, Vision and Guiding Principles of the Sorority.	2023 and ongoing	Basileus, Executive Board, Strategic Planning Committee and Standards Committee.
Establish a Sorority House where all chapter meetings and social activities will be held. This location will also store all chapter documents and resources.	Cost and time to implement	2021 and ongoing (long term plan)	Basileus, Executive Board, Custodian, and Business Manager
Continue to encourage and enhance sisterly relations, active involvement, friendship and unity within the membership.	Monitor, test and provide for continuing evaluation of the effectiveness of the online community forum by developing shorty surveys or other interactive mechanisms that allow for timely feedback from sorors utilizing the website and database and promote its use by providing a link on Chapter website.	2021 and ongoing	Basileus, Membership committee, Technology committee, Epistoleus, All Sorors
Increase initiatives to reduce the generation gap.	Continue to involve members of all age groups in leadership positions within the chapter.	Ongoing	Basileus, Membership Chair, Leadership, Committee Chairs

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Goal 4: Communication

Objective	Key Actions	Timeline	Responsibility
Establish a regular maintenance schedule for website administrator.	Cost to implement	2021 and ongoing	Executive Board, Technology Committee
Establish a calling post for chapter updates and reminders.	Cost to implement	Ongoing	Basileus, Epistoleus
Utilize more tools in the google suite through partnerships with Alpha Clay Pearls to enhance and improve communication.	Cost to implement	Ongoing	Executive Board, Technology Committee
Establish a policy around the use of GROUPME for chapter communication.		2021 and ongoing	Basileus, Public Relations Committee, Technology Committee
Invite media to chapter community service events.	None	2021 and ongoing	Basileus, Public Relations Committee
Develop a database of past participants for all events to utilize to promote chapter events open to the public.	None	2021 and ongoing	Basileus, Technology Committee, Public Relations Committee

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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 appointed Walette Stanford, 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 survey
 - Chapter reporting
- Conduct Plan evaluation (Standards Committee)
- Update Plan on semi-annual basis, informing Chapter of changes

Maintenance of Plan

- Check-in with assigned owners of key initiatives, or activities
- Report updates on a semi-annual basis
- Redefine Plan components as needed, with Chapter buy-in, or approval as determined
- Keep current version of Plan posted on Chapter website 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 2021-2024 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

Walette Stanford, Chair
Ingrid Burch
Erika Harding
Rhodesia Butler
Barbara Coleman

Chapter Approval

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