

# ALPHA TAU OMEGA CHAPTER

*Moving Forward  
in*

*Sisterhood  
and*

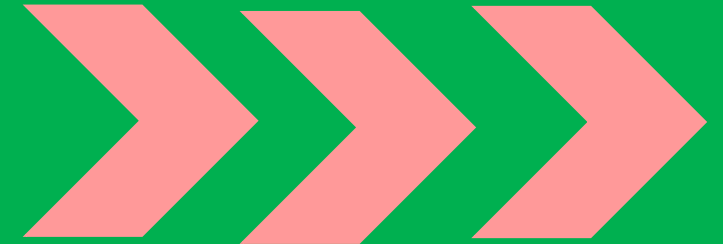
*Service*



# ALPHA TAU OMEGA CHAPTER STRATEGIC PLAN

2015 – 2018

*“MOVING FORWARD IN  
SISTERHOOD AND SERVICE”*



**ALPHA TAU OMEGA CHAPTER  
SOUTH CENTRAL REGION  
SAN ANTONIO, TEXAS**

**ALPHA TAU OMEGA CHAPTER**

***“Moving Forward in Sisterhood and Service”***

Alpha Tau Omega Strategic Plan is designed to assist the leadership with assessing the status of the chapter in order to simplify our procedures and systems, clarify responsibilities and establish goals that enable us to be a “premier unique sisterhood of distinguished professional women united to serve mankind.”



## Phase I 2015

- The Strategic Planning Committee developed a survey and disseminated it to the membership.
- Less than 50% of chapter membership completed the survey.

## Phase II 2016

- Survey revised /redistributed for chapter input.
- 65% of the membership responded (120)
- Updates reported to chapter in Aug. and Sept.

## Phase III 2017

- Plan submitted to Soror Jackie Watson March 15, 2017 pending chapter approval
- Plan approved by chapter on June 11, 2017
- Updates reported to chapter in Feb., March and May

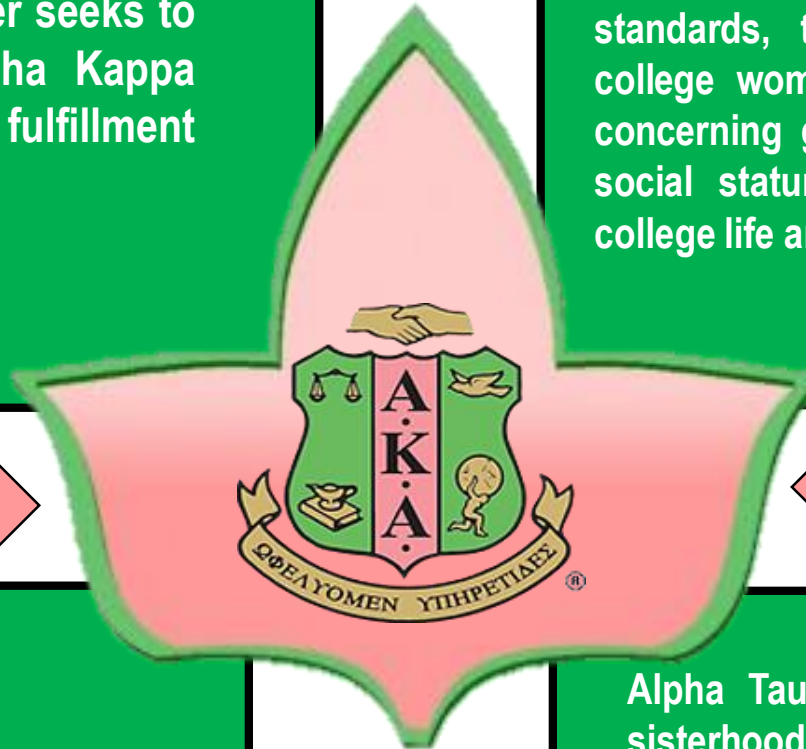
## Phase IV 2018

- The Plan was revised on April 18, 2018
- Resubmitted to Soror Jackie Watson July 13, 2018
- Updates reported to chapter on October 31, 2018
- Final review by committee on Dec. 5, 2018



The purpose of the Strategic Plan is to define the results Alpha Tau Omega Chapter seeks to accomplish in alignment with Alpha Kappa Alpha Sorority's mission and in the fulfillment of its vision.

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.



PURPOSE

MISSION STATEMENT

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

Alpha Tau Omega Chapter prides itself on being a sisterhood of service. We have implemented health initiatives while maintaining a legacy of service programs with key partnerships; to serve, educate and enhance the lives of families. We utilized appropriate technology to improve organizational efficiency and remain unified and supportive of each other in all that we do.

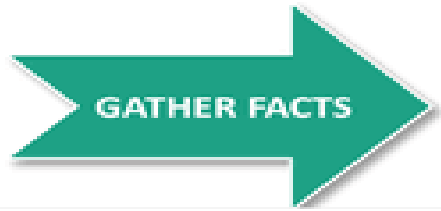
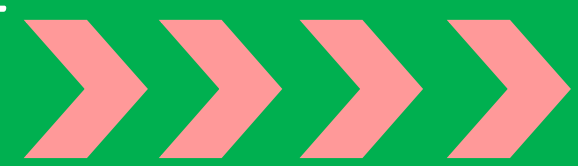
VISION STATEMENT

VALUE STATEMENT





# MOVING FORWARD IN SISTERHOOD AND SERVICE STRATEGIC PLANNING PROCESS



Gathered input from:  
Committee officers,  
committee chairs, silver  
stars, golden members,  
reactivated sorors  
recently transferred  
sorors, sorors under  
the age of forty and  
newly initiated sorors

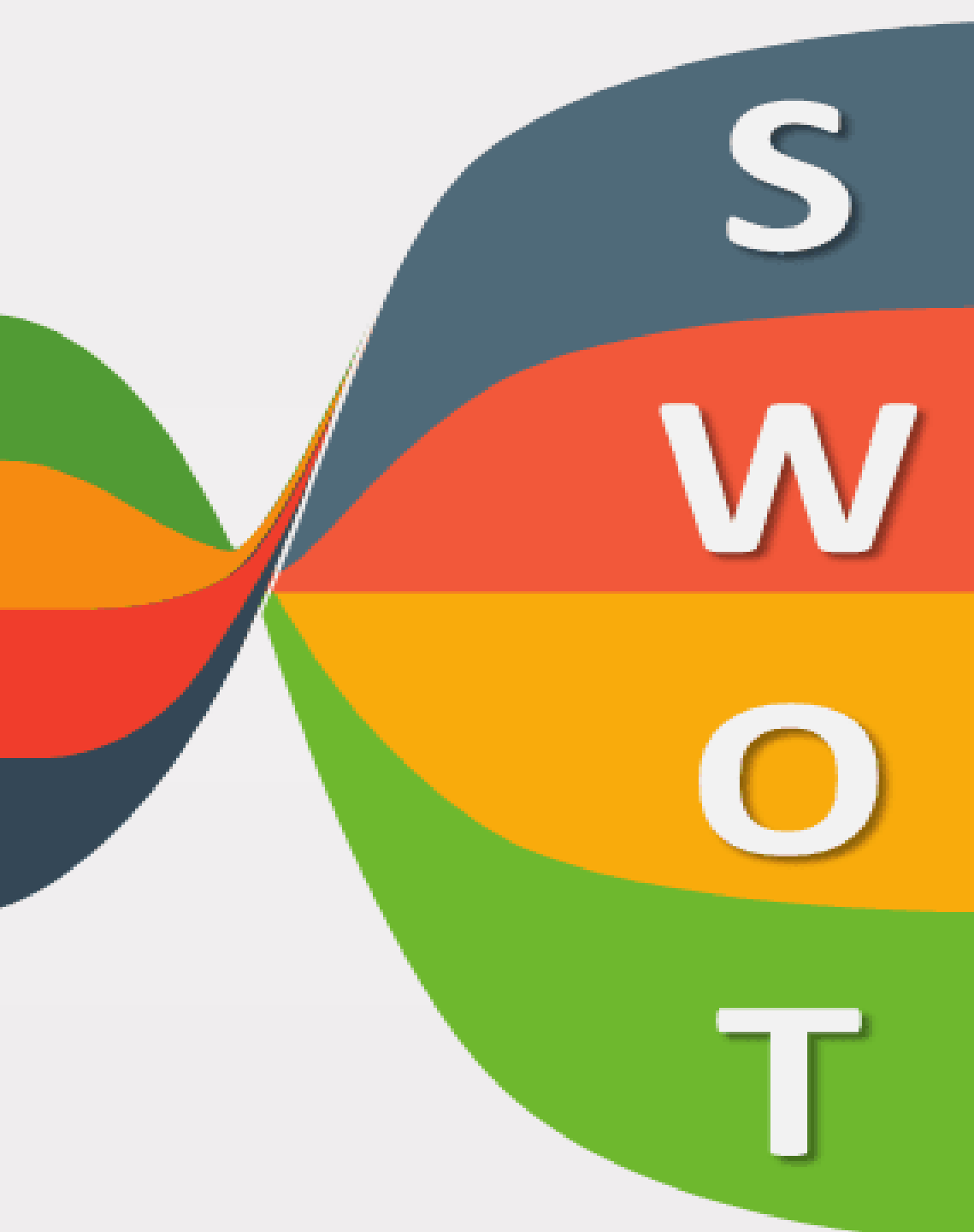
- External analysis of opportunities and threats
- Internal analysis of strengths and weaknesses
- Analysis of strategic questions and issues

- Reviewed SWOT analysis
- Reviewed chapter survey
- Defined 3-4 key statements
- Define strategies to address analysis of SWOT and chapter survey

- Objectives
- Key strategies
- Short- and long-term goals
- Operational Plans

- Reviewed goals
- Reviewed objectives
- Reviewed Strategies
- Adjusted plan as needed





## **STRENGTHS**

- Financially Stable
- Diverse membership with a wealth of knowledge
- Established programs

## **WEAKNESSES**

- Slow to Change
- Not using a variety of communication devices
- Diversion/Cliques

## **OPPORTUNITIES**

- Leadership changes
- Opportunity to grow
- Mentoring Sorors

## **THREATS**

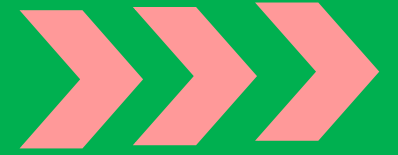
- Fear to speak out
- Loss of Members
- Uncommitted Leadership





# MOVING FORWARD IN SISTERHOOD AND SERVICE

## STRATEGIC PLAN FOCUS



MEMBERSHIP	SISTERLY RELATIONS	STRUCTURE AND OPERATIONS	FINANCE AND SUSTAINABILITY	PROGRAMS OF SERVICE
<ul style="list-style-type: none"><li>• Focus on retaining newly initiated, reactivated and transferred members.</li><li>• Reach out to military sorors and under thirty</li><li>• Increase opportunities for sorors to get to know each other</li></ul>	<ul style="list-style-type: none"><li>• Activities should occur outside chapter meetings</li><li>• Increase sister relations activities</li></ul>	<ul style="list-style-type: none"><li>• Website has not been effective in improving communications</li><li>• Technology not used effectively</li><li>• Chapter Business needs to take place at Executive Board</li></ul>	<ul style="list-style-type: none"><li>• Fundraising efforts should be reviewed</li><li>• Research a plan to minimize our tax liability</li></ul>	<ul style="list-style-type: none"><li>• Review local program initiatives determine cost effectiveness</li><li>• Evaluation tool to judge whether community needs and program goals are obtained.</li><li>• Expand service programs to encompass more areas in S.A.</li></ul>



Questions (8)	YES	NO	Not Sure
REACTIVATION	61%	12%	27%
RETENTION	46%	22%	32%
“Bridge the GENERATIONAL GAP”	55%	28%	17%



### MEMBERSHIP

Undertake initiatives that encourages communication, sisterliness and a collaborative working relationship among members.

### ACTION PLAN & RESULTS

#### **Make Chapter Aware of reactivation activities**

- Pecunious Grammateus reported on number of sorors reactivated or transferred
- Membership Committee greeted visiting Sorors
- Sent notes, emails to visiting sorors
- Visiting sorors received info about dates of meetings
- Visiting sorors were either recognized on screen or in the Basileus’ Comments at chapter meetings
- Provide reactivation activities (i.e. Soror Sunday, Bourbon Street, Club ASH)
- New Members Orientation Workshops

#### **Create activities to bridge the generational gap**

- Incorporated Soror Carousals according to residential areas of sorors

#### **Retain members and make them feel special**

- 5 and 15-year sorors received pin and certificate
- Luggage Tags given to sorors that left the S.A. area
- Accolades received by Sorors were recognized in Basileus comments and highlighted on screen at chapter meeting
- The Military Committee was implemented to focus on our military sorors



# SISTERLY RELATIONS

MOVING FORWARD IN SISTERHOOD AND SERVICE



Questions (10)	YES	NO	Not Sure
Effective communications	70%	21%	9%
Publicize activities	63%	24%	13%
Sisterly Relations activities improve collaborative working relationships among members.	47%	21%	32%
Listens to the concerns of its membership.	51%	23%	26%



**Undertake initiatives that encourages respect, a sense of unity and a collaborative working relationship among the members with the mission to promote sisterhood**



## SISTERLY RELATIONS

### **Improve communication among chapter member**

- Sorors were made aware of activities through the chapter website, chapter calendar, social media, emails, texts and telephone tree.
- Basileus sent meeting docs monthly
- Event flyers were posted on the ATΩ website
- Technology Chairman presented workshop on how to navigate the chapter's website (March 2018)

### **Improve working relationships among members.**

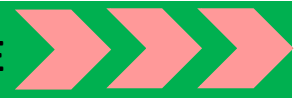
- 85% of members participated in LNDS and chapter initiatives.

### **Create opportunities for sorors to get to know one another**

- Monthly Sisterly Relations activities occurred at chapter meetings
- Sisterly Relations committee worked collaboratively with the Membership committee in planning activities outside of chapter meetings (i.e. movie and dinner outings, etc.)

# STRUCTURE & OPERATIONS

MOVING FORWARD IN SISTERHOOD AND SERVICE



Questions (6)	YES	NO	Not Sure
Reviews the Vision, Mission & leadership roles of the sorority and chapter.	61%	12%	26%
Chapter's website effective in improving communication	31%	33%	36%
Leadership coaching/training for members and officers.	65%	16%	19%



## Structure and Operations

**Ensure continual and effective communication and education to sorors on the vision, mission, and leadership of the chapter.**  
**Improve financial procedures to accommodate current financial trends.**



### **Ensure better communication on sorority and chapter vision, mission and leadership goals**

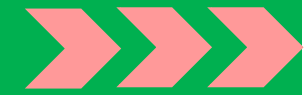
- Leadership Training in January
- Chapter Retreats
- Utilize “infomercials” on the video screen at chapter meetings during social hour
- Strategic Plan located on the chapter’s website

### **Provide education on leadership training for members and new officers**

- Nominating Committee published upcoming elections in advance along with criteria for elected officers
- Committee forms are located on chapter’s website (i.e. budget, event request, vouchers, agendas)

### **Implement other methods of accepting payments**

- Financial officers have incorporated other methods of payment such as the “square” and PayPal



Questions (5)	YES	NO	Not Sure
Developed a marketing plan for reaching funding sources and the general public.	36%	20%	44%
Effectively utilizes technology to implement its marketing and communication plans.	44%	28%	28%

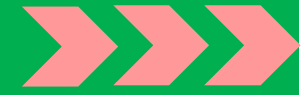
**Finance and Sustainability**

**GOAL**

Develop, create and implement a marketing plan to improve ATΩ Chapter's financial status

**ACTION PLAN & RESULTS**

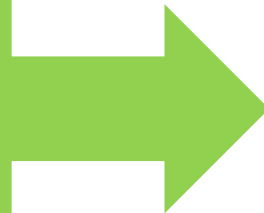
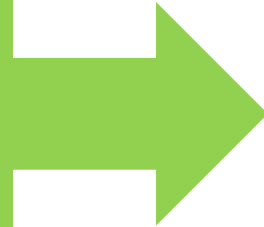




## Finance and Sustainability

Maintain  
and  
improve  
ATQ

Chapter's  
financial  
status



### *Research and implement financial procedures to minimize federal tax liability*

- Implemented procedures that do not detrimentally affect chapter operations by moving programming to SAIEF
- Minimized our tax liability (no taxes in 2016, 2018 and minimal in 2019)

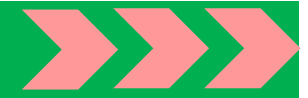
### *Continue to improve financial status*

- Purchased 2.9 acres of land across from Roseville

### *Obtained other funding sources*

- SAIEF wrote grants to obtain funding for two of our local programs; Mahogany Brain Challenge and the Summer Reading Program





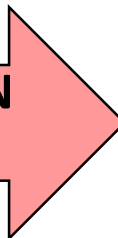
Questions (4)	YES	NO	Not Sure
Implemented LNDS initiatives	83%	5%	12%
Programs are reflective of the sorority' s mission and vision	89%	6%	5%
programs contribute and to the community we serve	89%	6%	5%
Members supported programs	92%	6%	2%



**Programs of Service**

**Continue to Implement program activities and or events that fully support the international program focus and local chapter initiatives.**

**ACTION PLAN & RESULTS**



**Encourage participation, support and implementation of programs that reflects the sorority's mission and vision**

- Utilized committee sign-up forms at the beginning of each year
- Utilized chapter calendar to make sorors aware of committee meetings and events
- Committee chairs give report at Executive Board and Chapter meetings

**Ensure documentation of program activities**

- Sign in sheets for Sorors at program activities
- Documentation of program activities submitted to AKA on-line reporting

**Publicized our programs of service**

- Ivy Leaf
- Local media
- Participation in awards at Regional Conferences



*MOVING FORWARD IN SISTERHOOD AND SERVICE*

**COMMITTEE**



**STRATEGIC PLANNING COMMITTEE MEMBERS**

**2015 - 2018**

Mary J. Taylor – Chairman

H. Donna Millhouse – Basileus

Marilyn Stanton-White – First Anti-Basileus

O. Raye Adkins

Claudette Anderson

Tanya Anderson

Annette Burleson

Edithe Cole

Sara Spears Cook

Melanie Cowart

Sharon Crockett-Ray

Maria Greene

Jessica Hannah

Joann Harris

Linda Harrison Lewis

Angela Johnson

Emma Johnson

Sandra Jolla

Kim Jordan

Tangela Mills

Hilda Penn

Gratches Propps

Rebecca Robinson

Crystal Spears

Sharon Swisher

LaNell Taylor

Marlene Teal

Elizabeth “Mona” Vallery

Barbara Walker

Janice E. Wilson



Next Steps

*STEPPING UP OUR GAME*