

Mu State Strategic Plan 2018-2023

Strategic Goal 1 (MEMBERSHIP): To develop a membership plan to recruit new members, retain current members, and encourage growth of each local chapter

Objective 1 (Recruit): Increase membership by 5% over the prior year for the next five years targeting young teachers

Objective 2 (Retain): Retain current membership at a 90% retention rate each year for the next five years

Objective 3 (Encourage): Contact Campus Kappa graduates and invite them for professional membership into local chapters

Strategic Goal 2 (COMMUNICATION/PUBLIC RELATIONS): To provide a stronger visible presence of Mu State Kappa throughout the state of Mississippi and beyond

Objective 1: Develop, maintain, and use social media tools such as a website, listserv, Facebook, GroupMe application, etc. for stronger visibility to enhance communication across the local chapters, state and beyond

Objective 2: Provide visibility of Mu State Kappa in local chapters' communities through printed media such as ads in local sports, events, or sponsorships of local park league teams

Strategic Goal 3 (ADVANCEMENT/ENRICHMENT): To offer dynamic personal, professional, and scholastic opportunities

Objective 1: Develop a statewide database of Mu State Kappa professionals in their field to share as potential speakers for local chapters and school districts

Objective 2: Update and maintain a list of program ideas to share among local chapters

Objective 3: Implement a mentoring program for Campus Kappas as well as for local chapters with a State Mentor of the Year being recognized annually

Objective 4: Increase advertisement regarding local chapter mini- scholarships, state, and national scholarships

Objective 5: Provide more emphasis on personal growth and/or professional development among chapters for all stages at all ages

Strategic Goal 4 (SERVICE): To offer service and opportunities in civic, humane, and educational projects throughout the communities and state

Objective 1: Reach out to other organizations such as Girl Scouts, Beta, for service resource projects such as babysitting and transportation to assist young Mu State Kappa members and senior members.

Objective 2: Be more visible as Kappa in community events such as Relay for Life, American Heart Association, Teacher Appreciation, etc.

Objective 3: Encourage local chapters to implement local service projects in schools, community colleges, and other entities within the community

(The 2018-2023 Mu State Strategic Plan was approved at the State Convention on April 28, 2018.)