

Mu State Strategic Plan 2024-2029

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: Increase membership by 5% over the prior year for the next five years targeting all professional educational personnel

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

Objective 3: Contact Campus/Collegiate Kappa graduates and invite them for professional membership into local chapters

Objective 4: Reach out to Career Coaches in local schools to encourage membership and promote Kappa

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 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

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

Objective 1: Update and maintain a list of program ideas to share among local chapters

Objective 2: Implement a mentoring program for Campus/Collegiate Kappas as well as for local chapters with a State Mentor of the Year being recognized annually

Objective 3: Increase publicity and direct contact regarding local chapter, state, and national scholarships

Objective 4: Provide more emphasis on personal growth and/or professional development among chapters

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 middle and high schools for service hours 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 2024-2029 Mu State Strategic Plan was approved at the State Convention on April 27, 2024.)