

2020-2023 Strategic Forecast

PHILOSOPHY

Delta Gamma Fraternity exists to create an environment for its members in which lasting friendships are established and in which members find the processes, the experiences and the disciplines which will stimulate clear thought. Its aim is to foster an atmosphere in which women will develop a deeper love and consideration for humanity, a more profound understanding of the purpose of life and a basic wisdom upon which to build their lives.

OBJECTIVE

Maintain Delta Gamma as a strong, viable, leading women's Fraternity.

INITIATIVES

Initiative #1 | Enable Our Future: Champion and protect the Delta Gamma experience

Initiative #2 | Develop Delta Gamma: Empower growth of our chapters and membership

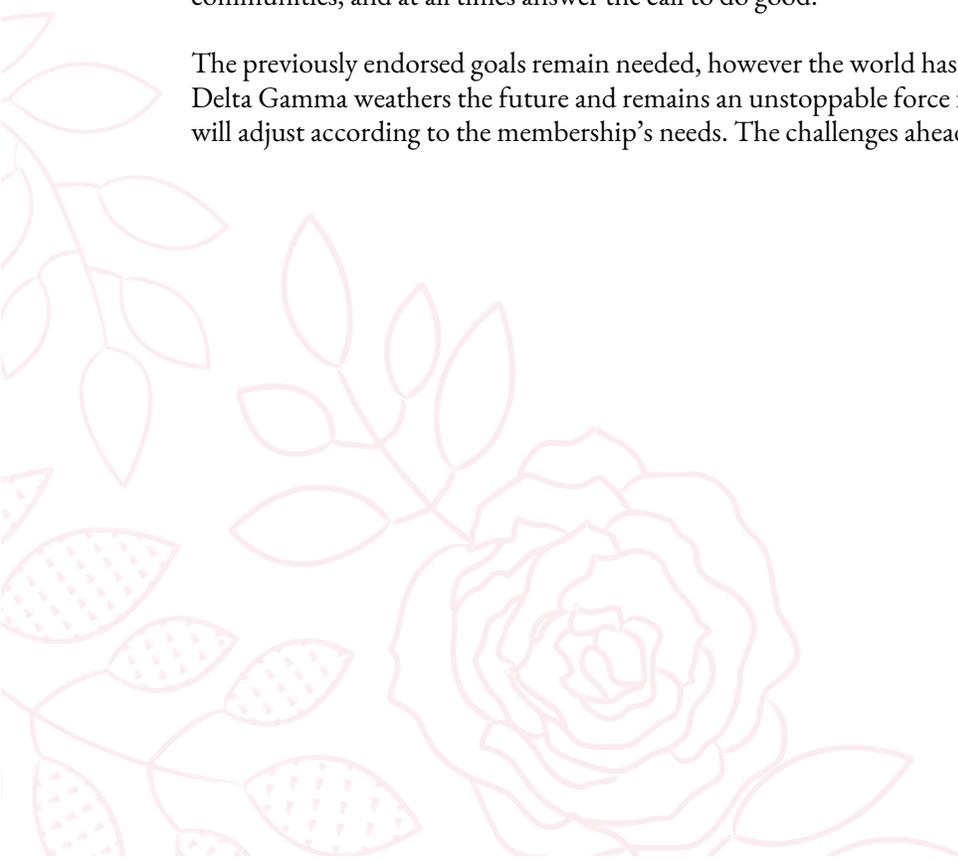
Initiative #3 | Engage Our Membership and Enhance the Delta Gamma Experience: Identify and expand our connection opportunities

Initiative #4 | Partner with Delta Gamma's Communities: Enhance initiatives that create and promote positive partnerships

2020-2021 STATEMENT OF FOCUS

The Delta Gamma Fraternity Council asks all members to remain keenly aware that the Delta Gamma experience is dependent upon safe recruitment efforts and healthy member experiences to mitigate the risks associated to COVID-19, continue a fundamental commitment to diversity, equity and inclusion, strive to minimize requirements and maximize connections, extend sisterly compassion to one another and our communities, and at all times answer the call to do good.

The previously endorsed goals remain needed, however the world has changed and so must the organization. As Delta Gamma weathers the future and remains an unstoppable force for good, the prioritization of action steps will adjust according to the membership's needs. The challenges ahead are real as are 147 years of hope.



ACTIONS

Initiative #1 | Enable Our Future: Champion and protect the Delta Gamma experience

- Review, implement, and support advancement opportunities as outlined in the Diversity, Equity, and Inclusivity Training Plan as well as recommendations from the President Roundtables (Summer 2020), Collegiate Survey (Summer 2020), and Equity Assessment (Winter 2020)
- Increase retention of collegiate members
- Create developmental training for local volunteers and Leadership volunteers within existing opportunities.
- Explore additional dues payment options
- Promote “Our purpose is ‘Doing Good;’ our philanthropy is Service for Sight”
- Investigate an alternative membership status
- Continually evaluate the volunteer and staff roles on specific projects
- Continue to educate members regarding membership obligations

Initiative #2 | Develop Delta Gamma: Empower growth of our chapters and membership

- Evaluate the current fiscal practices to allow greater accessibility
- Develop a strategic campaign for year-round promotion specific to regions, campus culture and institution type
- Create training for Leadership positions to increase accountability and support of volunteers
- Evaluate alumnae group requirements and identify best practices and promote alternatives
- Increase recruitment strength among collegiate chapters
- Assess collegiate and alumnae members interests, needs and wants from their experience
- Evaluate the need and best practices for alumnae groups to allow women to stay engaged
- Evaluate and elevate the Alumna Initiate Program

Initiative #3 | Engage Our Membership and Enhance the Delta Gamma Experience: Identify and expand our connection opportunities

- Evaluate what collegians are seeking within Delta Gamma membership
- Increase diversity- and inclusivity-based programming, resources and awareness for collegians and alumnae
- Examine ways to offer additional financial assistance to members
- Develop ways to partner collegiate women with alumnae mentors early in their collegiate experiences
- Promote connection opportunities within alumnae Fraternity programming
- Create pathways for those alumnae without the presence of a local group to connect
- Prioritize and improve technology around automation, security, training and communication
- Evaluate all requirements and data collected for its value and usage
- Evaluate scholarship policies in order to increase support for members in poor standing

Initiative #4 | Partner with Delta Gamma’s Communities: Enhance initiatives that create and promote positive partnerships

- Assess ways to engage with members’ support systems
- Collaborate with collegiate chapters to understand their impact within their campus communities

- Connect with other member organizations to strategize mutual/shared success
- Identify and increase communication to foster and optimize stakeholder relationships
- Evaluate campus professionals' perceptions on a continual basis and offer partnership
- Utilize campus partners within status terms and chapters on status to increase transparency

GOALS

- Recruit and retain collegiate members
- 75% of collegiate chapters will have the following five required Advisory Team positions by July 1, 2020 and 90% by July 1, 2021: advisory team chairman, Honor Board adviser, chapter financial adviser, membership adviser and member education adviser
- Increase alumnae Fraternity programming
- Percentage of eligible alumnae paying per capita dues will increase each year
- The Alumna Initiate Program will increase each year
- 50% of individual collegiate chapters' Relative Recruitment Strength (RRS) will improve or maintain (within .02) and 75% of chapter campus rankings will improve or maintain (maintaining includes chapters that stay in the top two), both from the previous year's data
- 90% of collegiate chapters are above the All Women's GPA by June 30, 2022
- 60% of collegiate chapters will maintain at campus Total (measured on February 15, 2021)

Edit History
 Endorsed January 2020
 Reviewed and endorsed August 2020