



ALPHA KAPPA ALPHA SORORITY, INCORPORATED®

Pi Omicron Omega 2023-2027 Strategic Plan

INTRODUCTION

The purpose of the strategic plan is to define the results Pi Omicron 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. The 2023-2027 Strategic Plan (Plan) represents the "voice" of the Chapter for desired outcomes it would like to achieve over the next four 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:

1. **High Ethical Standards** – Our members and officers will exemplify high ethical standards.
2. **High Scholastic Achievement** – Our initiatives will promote, support and encourage high scholastic achievement.
3. **Leadership** – Our activities will advance the training and development of leaders.
4. **Family** – Our initiatives will enhance family life.
5. **Economics** – Our organization will endorse solid economic practices and economic empowerment.

In summary, the Pi Omicron Omega Chapter values its service to the community and the impact it makes to the people it serves. Through the development of programs, the Pi Omicron Omega Chapter is able to develop partnerships in the community that touch lives in need. The Pi Omicron Omega Chapter is a sisterhood that creates lasting, lifelong relationships among its members, with respect, unity, and sisterliness.

Pi Omicron Omega 2023-2027 Strategic Plan

ANALYSIS AND KEY FINDINGS

The Committee took several steps to collect input from the membership as part of an examination process to explore 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	Summary of Results
SWOT Analysis	September 10, 2022	<p><u>Strengths:</u></p> <ul style="list-style-type: none"> • Committed leadership, welcoming, and diversity of talents <p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> • Relationship with Omicron Epsilon, mentorship, and lack of investments <p><u>Opportunities:</u></p> <ul style="list-style-type: none"> • Partnerships, finances, and signature events <p><u>Threats:</u></p> <ul style="list-style-type: none"> • Complacency, change, and budget

Instrument	Timeline	Summary of Results
Chapter Survey	September 28, 2022	<ul style="list-style-type: none"> • 21 chapter sorors completed the survey • 52% of survey responders were not familiar with the guiding principles • Technology, Sisterhood, and Education were selected as the most successful addressed by the chapter • Respect, Communication, and Arts were selected as the least successful addressed by the chapter • 57% of survey responders say a generation gap exists within the chapter
Focus Group	<p>August 23, 2022</p> <p>November 3, 2022</p>	<p>The following members were invited to be a part of the group: Sorors Eleanor, Valerie, Barbara, Teresa, Michele, Shirley, Shinika, Deshelia, Charmene, Pamela, Connell, Marian, Belinda</p> <p>The following Sorors participated in the first meeting: Takesha, Deshelia, Eleanor, Shirley, Charmene, Connell, Valerie</p> <p>The following Sorors participated in the 2nd meeting: Takesha, Pamela, Deshelia, Eleanor, Shirley, Connell</p>

Pi Omicron Omega 2023-2027 Strategic Plan

With the combined instruments used for analysis, common themes emerged from the overall ‘Key Findings’ and are included in the **Strategic Goals** section of the Plan.

STRATEGIC GOALS

Also, 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 4 common themes, or key focus areas were identified as the foremost goals for the Chapter:

- Goal 1: Membership
- Goal 2: Technology
- Goal 3: Leadership development
- Goal 4: Finance and sustainability

OBJECTIVES

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

Goal 1: To increase and maintain a strong actively involved chapter membership, build a stronger relationship with Omicron Epsilon (undergraduate chapter at Elon University), strengthen mentorship within the chapter, and empower culturally responsible sorors.

Objective	Timeline	Responsibility	Task Completion:
1. Conduct <i>Membership Experience</i> process for new members (POO) potentially in 2024 and 2026. Focus on reactivation and retention activities in 2023 and 2025	2023-2026	Membership committee Strengthen Our Sisterhood committee	Completion of ME 2024 Date: 2026 Date: Reactivation/Retention activity 2023 Date and Name of activity: Reactivation/Retention activity 2025 Date and Name of activity:
2. Implement activities that will strengthen the relationship and encourage collaboration with OE members outside of the required joint chapter meetings	2023 and ongoing	Graduate Advisors Council Basileus Basileus Elect	2023 Date and Name of activity: 2024 Date and Name of activity: 2025 Date and Name of activity: 2026 Date and Name of activity:
3. Implement a Lunch & Learn mentorship program within POO to promote unified, respectful, and culturally responsible relationships	2023 and ongoing	Basileus Basileus Elect Membership committee Strengthen Our Sisterhood committee	Completion of program 2023 Date: 2024 Date: 2025 Date: 2026 Date:

Pi Omicron Omega 2023-2027 Strategic Plan

Goal 2: Maintain technology best practices to effectively communicate to chapter members and support environmental green efforts of going electronic with forms and procedures where opportunities allow.

Objective	Timeline	Responsibility	Task Completion:
1. Acquire laptops, printer/scanner, and other equipment necessary to operate more efficiently by soliciting donations from corporate businesses or writing grants	2023-2024	Basileus Basileus Elect Technology committee Uplift Our Local Community committee	Date donation received: Date equipment acquired:
2. Maintain and add multi-use licenses for Zoom and chapter website (will have a financial impact to the operating budget)	2023	Technology committee Budget and Finance committee	Date license costs is presented to chapter:
3. Purchase Quickbooks software to streamline financial forms and procedures (will have a financial impact to the operating budget)	2023	Budget and Finance committee	Date Quickbooks cost is presented to chapter:

Goal 3: Implement informational workshops to foster leadership development and empower chapter members to be leaders within the chapter and their respective careers.

Objective	Timeline	Responsibility	Task Completion:
1. Deliver workshop covering the sorority's Guiding Principles and Soror Code of Ethics.	Within first quarter 2023 (refreshers annually as needed)	Basileus Basileus Elect Standards committee	Date workshop was presented to chapter:
2. Deliver workshop covering chapter operations and bylaws	Within second quarter 2023 (refreshers annually as needed)	Basileus Basileus Elect Standards committee Bylaws committee	Date workshop was presented to chapter:
3. Deliver workshop pertaining to professional development and career growth	Within fourth quarter annually (2023 and ongoing)	Strengthen Our Sisterhood committee	Date workshop was presented to chapter:

Pi Omicron Omega 2023-2027 Strategic Plan

Goal 4: Ensure the oversight and integrity of the fiscal operations provide future financial stability and long term organizational viability of the chapter.

Objective	Timeline	Responsibility	Task Completion:
1. Investigate ways to reduce operating costs	2023 and ongoing	Basileus Basileus Elect Budget and Finance committee	Date meeting was conducted: Results from meeting:
2. Pursue corporate funding, grant opportunities and partnerships to aid in supporting community budget	2023 and ongoing	Fundraising committee Basileus Basileus Elect Build Our Economic Wealth committee	Date of strategy meeting: Date letters were sent to businesses: Results from business contacts:
3. Deliver workshop covering chapter finances to ensure that chapter members are informed	Within third quarter 2023 (refreshers annually as needed)	Budget and Finance committee	Date workshop was presented to chapter:

Pi Omicron Omega 2023-2027 Strategic Plan

IMPLEMENTATION AND MAINTENANCE OF PLAN

- With the Chapter's approval of the Plan, the Basileus will review objectives and activities defined in the Plan to respective committees that will be responsible to implement.
- The Standards Committee will have oversight of the Plan, serving as evaluators to determine the Plan's effectiveness and they will create measurement tools for each objective.
- Responsible committees will provide a written report twice a year on the status of their respective objective.
- Revisit the Plan on an annual basis during chapter retreat to give members an opportunity to hear updates and provide recommendations if needed.
- Update the Plan as needed, based on Standards Committee evaluation of the Plan, annual Chapter Self-Assessment, committee reports, etc.
- Maintain updated Plan in chapter files for chapter self-assessment and evaluation purposes

CONCLUSION

It is our hope that the self-reflection evident in this report captures the strength of the organization as a perpetual sisterhood and its commitment to the mission of being of "Service to All Mankind". Pi Omicron Omega respectfully submits the 2023-2027 Strategic Plan, realizing that this is simply a roadmap to guide the chapter in planning for its long-term future. Periodic and ongoing assessment of the need to revise, modify or change the identified goals and objectives may be required contingent upon environmental changes or the presentation of new opportunities.

Chapter Approval

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