



SACRAMENTO ALUMNAE CHAPTER
STRATEGIC PLAN
2018-2020

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FORWARD

This is the two-year plan for **Sacramento Alumnae Chapter**. It builds on some of our most successful programming as mandated from National Priorities, and introduces some new strategic directions of the Farwest Region that will ensure **Sacramento Alumnae Chapter** meets its mission to facilitate local programs through community engagement. In the next two years **Sacramento Alumnae Chapter** will:

- Encourage the efficient use of its facilities for the expression of divergent ideas and opinions.
- Expand programming by forming community partnerships with civic groups and institutions.
- Communicate our mission to the Sacramento communities.
- Continue to expand our organizational commitment to the development of sorors as volunteer leaders.
- Maintain a robust community programming with the fiscal, administrative, communication and technology infrastructure capable of supporting and enhancing its mission.

This Strategic Plan process is the long history of service Sacramento Alumnae Chapter (Chapter) has provided to the Sacramento community. The goals of the plan reflect a mature chapter that seeks to consolidate the lessons of the past into a practical plan that will benefit everyone in the Sacramento area. History of the Sacramento Alumnae Chapter's Strategic Planning Process began in Fall 2017 when the Chapter established a Strategic Planning Committee for the purpose of determining where and how the chapter should focus its resources over the next few years. This committee was formed after chapter members participated in an exercise during the August 2017 Planning meeting to discuss chapter priorities and next steps. After the conclusion of this strategic planning process the Chapter will be moving forward with the following priorities:

Top Priorities:

- Expand community partnerships and sponsorships to increase committee funding.
- Continue to work on creating opportunities to encourage member participation and inclusiveness.
- Continue to expand Chapter branding to help create greater awareness of our programmatic work and resources available to the African American community and other minority communities in need in the Chapter's service area.
- Continue to work towards strategies around projects and events that support our Chapter goals and capacity levels.

Respectfully submitted,

2017-2018 STRATEGIC PLANNING COMMITTEE MEMBERS:

Linda White (Chapter President)

Shani Alford (Chapter Strategic Planning Committee Lead)

C. Lynn Carrier

Gladys Deloney

Ahmanal Dorsey

Betty Hill

Arlie Lehmkuhler

1. EXECUTIVE SUMMARY

DST Background

Delta Sigma Theta Sorority, Inc. is a, non-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. Founded on January 13, 1913, by twenty-two collegiate women at Howard University, the Sorority is currently a sisterhood of more than 200,000 predominately Black college educated women. This includes over 900 chapters located in the United States, England, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, and the Republic of Korea. The major programs of the sorority are based upon the organization's Five-Point Programmatic Thrust:

- Economic Development
- Physical and Mental Health
- Educational Development
- Political Awareness and Involvement
- International Awareness and Involvement

Chapter Background

PAST

- Sacramento Alumnae Chapter started as a mixed chapter (collegiate and alumnae members) in 1950, Delta Theta. In 1973, Delta Theta was chartered as an alumnae chapter and became Sacramento Alumnae. Like many chapters during this time, much of its membership was made up of educators.
- Sacramento Alumnae Chapter, due to successes from former fundraisers such as Ebony Fashion Fair and our Fireworks sales, had considerable funds for programs and projects.
- Delta Days at the State Capitol was started by Sacramento Alumnae Chapter under the leadership of then Regional Director, Gwendolyn Bishop. Youth State was initiated under the leadership of the Sacramento Alumnae Chapter by chapter member, Gloria Robertson.
- Up until the year 2000, the Sacramento Alumnae Chapter was comprised mostly of sorors that transferred from other chapters and Delta Dears.
- Over the years, the Sacramento Alumnae Chapter has had oversight over three collegiate chapters, including Sacramento State University (Nu Lambda), University of California at Davis (Lambda Xi), and Chico State University (Pi Xi). This strong relationship contributed to a number of transfers from collegiate to alumnae chapter.
- In 2004, a second alumnae chapter was chartered in the Sacramento and Yolo counties. Former members of the Sacramento Alumnae Chapter chartered the Elk Grove Alumnae Chapter. The Elk Grove Alumnae Chapter's service area surrounds the Sacramento

Alumnae Chapter. A large and still expanding area, Natomas, sits in the service area for Elk Grove even though it is located in the middle of the Sacramento region.

PRESENT

- Sacramento Alumnae Chapter (Chapter) has approximately 113 members. It is the second largest chapter in northern California, comprised of approximately 30% Delta Deans. The Chapter continues to provide oversight for two collegiate chapters, Lambda Xi (University of California, Davis), and Nu Lambda (Sacramento State University).
- Out of the 113 members of the Chapter, approximately 10% of the members sit on various boards and commissions.
- In recent years, the Chapter has not had many large, successful fundraising activities like the Ebony Fashion Fair in the past, except for the Annual Crab Feed, which profits approximately \$5,000. However, the Chapter has focused on smaller fundraising events such as the Pancake Breakfast at Applebee's restaurant.
- The Chapter has collaborated with the Sacramento Delta Foundation (SDF) on different projects, most notably the Big Day of Giving (BigDOG). The SDF raised over \$6,000 in its first year with (BigDOG). The Chapter completed an application for 2 mentorship programs, Dr. Jeanne L. Noble Delta GEMS (Delta GEMS) and Dr. Betty Shabazz Delta Academy (Delta Academy). The two youth programs will receive over \$1800 each from the fundraising effort with BigDOG.
- The youth participating in the Delta Academy and Delta GEMS programs has increased dramatically in the current sorority year (SY) 2017-18. Currently, the Chapter has 27 participants in the Delta GEMS and 12 participants in the Delta Academy. The committee chairs have planned compelling projects and field trips to expose the youth to college life, social action related topics, and other growth opportunities. The Chapter will need more dedicated funds for its youth programs.
- The Chapter has not increased its membership dues in 10 years and may have to consider raising its local dues as the National dues were increased starting SY 2017-18.
- The Chapter is focusing on expanding its reach into the Sacramento Region with special emphasis on collaboration with the Black Child Legacy Campaign (BCLC). The BCLC focuses on African American Child Deaths. Their goal is to reduce African American Child Deaths between 10-20% by 2020.
- The Chapter held its 5th annual Christmas Giveaway, "A Delta Christmas" on December 16, 2017. The program gave away Food Baskets, Gift Cards, and toys, mostly bikes to six families from the seven targeted neighborhoods working with BCLC. One family was a referral from a soror. The event was well received with all of the donations coming from sorors.
- The Chapter currently meets in a Sacramento County facility, which is a free facility, but in the future it may not be available. Sacramento County is reviewing its policy on community groups that can utilize their facilities.

- The Chapter has come up with creative ways to fund its scholarships to high school students. Scholarships can be funded in the name of a particular person by individuals, groups, and/or family members. This has allowed the Chapter to give away well-funded scholarships, but these named scholarships are not guaranteed every year.

FUTURE

- The Chapter will have to set aside funds for its youth programs through its collaboration with the Sacramento Delta Foundation (SDF). These funds will enable the Chapter to expand its youth programs. The program will involve college tours, scholarships, exposure to the Arts, Science, Technology, Engineering and Math (STEM), Delta Days, and other culturally sensitive programs.
- The Chapter will continue to have deep roots in the Sacramento Community as a philanthropic, activist, advisory, and leadership organization. The Chapter will identify ways to collaborate with Project 13 organizations, including the American Heart Association and the National Council of Negro Women (NCNW), the Black Child Legacy Campaign, National Coalition of Black Women (NCBW), Women Escaping A Violent Environment (WEAVE), Mary House (Homeless Women Respite Center), Sisters of Nia, University and College Accountability Network (U-CAN), Women Civic Improvement Center (WCIC), foster care agencies and/or social service agencies.
- The Chapter's annual Christmas Giveaway will work towards collaborating with external partners to give away 25-50 bikes a year. The funds will come from collaboration with the SDF in conjunction with other successful fundraising efforts.
- The Chapter will increase donations to the scholarship fund by collaborating with the SDF and through internal fundraising efforts.
- The members of Chapter will serve on commissions and boards in the Sacramento region and surrounding areas for influence over decisions that affect the African American community. The percentage will increase from 10% - 15%.
- The Chapter will work on developing and supporting sorors who may run for elected positions in the future.

ANY SIGNIFICANT CHAPTER ISSUES?

- Continue to find ways to ensure that members read updated national, regional, and local sorority news and fully understand their roles and responsibilities.
- Expand community partnerships and sponsorships to increase committee funding.
- Continue to work on creating opportunities to encourage member participation and inclusiveness.

WHAT IS THE ALIGNMENT OF THE CHAPTER'S CAPABILITIES?

- Ability to complete several projects at a time due to large chapter membership of approximately 113 members.

- Very well mixed chapter of Delta Dears, transfers from collegiate chapters, long time members (10 years or more), and members with 10 years or less.
- Technology savvy Computer Project Management Team which enables for award winning website, and experts in social media.
- Diverse occupations for membership with those serving in leadership roles in their chosen careers and fields of expertise.
- Sorors who have deep roots in the Sacramento region and involvement and ties to other civic organizations.
- Industrious in the sense of very hard working sorors who spend **incredible** amounts of volunteer time for the Chapter.
- Sorors pursuing their own businesses.
- Strategically located near the State Capitol, which provides chapter members the ability to network face-to-face with legislators.

WHAT ARE THE GAPS THAT NEED TO BE ADDRESSED NOT IDENTIFIED WITH ISSUES AND CAPABILITIES?

- Sustainable Growth in funding that is not reliant from year to year on the generous donation of sorors. We need to seek sponsors for major projects and fundraisers.
- Presence in the greater Sacramento area such as Placer County.
- Reclamation of sorors in the region. There is estimated to be about 200 non-financial Deltas in the area.
- Collaborative public service projects with Elk Grove Alumnae Chapter for the Sacramento region.
- Small percentage of sorors who actually lead the projects/committees and donations. This may lead to burn out by those members.
- The Chapter is spread thin financially and physically due to the number of activities/projects.

2. ENVIRONMENTAL ANALYSIS

2A. Internal Assessment

Chapter Assets

Ceremonial Properties
Robes
Glass vases

Resources

NAME	NAME OF BUSINESS	BUSINESS ADDRESS (if applicable)	TELEPHONE	EMAIL	WEBSITE (if applicable)
Lynnise Davis	Ingenuity Designs Printing - iDP			Ingenuity37@gmail.com	
Katrina Dunn	Auburn Urogynecology and Women's Health				
Ericka Burns	Sacramento Peers on Prevention (SACPOP)			ericka.nicole5@gmail.com	
Janice Sweatt	Janice Sweatt- Notary				

Community Partners

CONTACT NAME	BUSINESS NAME	PHONE	EMAIL	WEBSITE	HOW PARTNER?		
					5 Point Programmatic Thrust	DST National Priorities	DST FWR Initiatives
Cassandra Jennings	Greater Sacramento Urban League	(916) 286-8600		Gsul.org		X	
	One Community Health	(916) 259-5886		onecommunityhealth.com	X		
	SAFE Credit Union			Safecu.org	X		
	Black Child Legacy Campaign	(916) 993-7701	raacd@shfcenter.org	blackchildlegacy.org	X		
Tommie Whitlow	NCNW-Sacramento Valley Section			Svsncnw.org		X	
	American Heart Association	(916) 446-6505		Heart.org	X	X	
	NCBW-100 Black Women			Ncbw.org			
	WEAVE			weaveinc.org	X		
Cassandra Jennings	Sacramento Links			Sacramentolinksinc.org			
	Sisters of Nia	(707) 469-3642		Sistersofnia.org			
Dr. Alan Rowe	UCAN				X		
	Women's Civic Improvement Center						
	March of Dimes	(916) 922-1913		Marchofdimes.org		X	

2B. External Assessment

Social Trends

- Communicating by posting events on social media, including Facebook and Instagram, and following events that other relevant organizations and individuals are following.
- Focus on Sustainability and Conservation – world-class agricultural and Farm-to-Fork resources.
- Short, bullet point communications rather than lengthy narratives.
- Strong political climate being near the State Capitol.

Technology

- The way people work has shifted, e.g. remote workers
- Online harassment is social trend
- Constant access to cell phone
- Online sources, such as social media, is a main source of information

Economic Cycles

- Over saturation of restaurants and bars in the city forcing smaller restaurants to close.
- Direct access to a system of universities and colleges gives the region a powerful workforce
- According to the U.S. Bureau of Labor Statistics, the monthly unemployment rate in Sacramento California is 3.40% (as of April 2018), which has been steadily declining since 2011.
- The income per capita is \$26,060, which includes all adults and children. The median household is \$50,013.

2C. COMPARISON ANALYSIS – Strengths, Weaknesses, Opportunities, Threats (S.W.O.T.)

Strengths

- Membership includes sorors that are creative, innovative and passionate in developing ideas.
- Membership includes sorors with a diverse set of skills and expertise.
- The impact of our location for Social Action initiatives.
- An established database of people in the community that have attended our events in the past.

Weaknesses

- The majority of the work is done by a core group of members.
- We don't maximize our efforts in obtaining sponsorships.
- Too many activities spread members thin financially and physically.

Opportunity

- Reclaiming sorors in the area.
- Solidify partnerships with external community partners.
- Work closer with the Sacramento Delta Foundation to obtain sponsorships.

Threat

- Lack of sisterhood and the inability to form positive working relationships.
- Possibility of burnout for sorors working on multiple committees.
- Financial instability if revenues don't increase with increased expenses due to inflation.

3. COMPONENT PART 1 – How we will do it?

MISSION

The Sacramento Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated is an organization of college, educated women committed to the constructive development of its members and to public service with a primary focus on the Black community in the Greater Sacramento area.

VISION

The Sacramento Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated is recognized as a champion of public service excellence to affect positive social change primarily in the Greater Sacramento Black community.

VALUES

- Ethical conduct
- Respect for Persons
- Honesty/Integrity
- Accountability
- Openness (Transparency)

STRATEGIC OBJECTIVES

- 1.) To support chapter members in individual leadership development efforts in preparation for leadership roles at the chapter, regional and national levels.
- 2.) To increase the number of youth touched through the Delta GEMS and Delta Academy programs, and other youth focused activities, by 3% year to year (funding permitted), by
 - Utilizing building systems and processes to enable continuous program improvement;
 - Appropriate tracking mechanisms of youth participants, and
 - Increased impact of soror engagement in all youth enrichment programs, including sorors dedicating an equal amount of human and financial resources to programs focused on youth development.
- 3.) To improve overall awareness of health outcomes and available resources to Chapter and community members, including, but not limited to, breast and heart health, over the next 12 months.

4.) To increase the number of families and individuals supported through community service and international awareness efforts by 3% year to year.

5.) To increase Chapter member participation in social action activities by 3% year to year, including increasing the number of Chapter members sitting on City/County boards, commissions, and councils.

6.) To provide at least \$10,000 of competitive scholarships to Sacramento area high school and college students.

4. COMPONENT PART 2 - INITIATIVES

*(These are actions that will lead to achievement of your objectives, often taking the form of **projects** or **programs**)*

Initiative #1: Operations 2018-2019

Goal: To ensure that the Chapter and Committees operate with procedures and guiding documents in an effort to have consistent, efficient, and productive operations.

Measurable: Use of common forms, cohesive practices around events, and smooth, informative transitions of chairs each year.

Action Plan:

- The utilization and timely submission of a universal **Committee Report Form** and **End of the Year Form** by all committee chairs.
- Universal Branding throughout events and advertising for chapter.
- Evaluation feedback or feedback from Committee Chairs considered and implemented the following year.

Initiative #2: Reclamation 2019-2020

Goal: To stimulate growth in the Sacramento area of financial sorors and utilize sorors in the area to facilitate projects and activities that unite the sisterhood.

Measurable: 2% increase in attendance for community sorors that are not financial, 1% increase in new sorors paying dues, and one reclamation event each year, Creation of a “Welcome Kit” (see National Tool Kit for possible contents) and update Toolkit when necessary.

Action Plan:

- Continue inviting sorors we know to public events and volunteer opportunities.
- Utilize non-financial sorors to brainstorm event ideas for reclamation.
- Maintain Sisterhood Circles invite sorors in the community or transform events if necessary
- Have a section on website describing how to become a member of Sacramento Alumnae Chapter.

- Have “Welcome Kit” available electronically and physically at Chapter Meetings/events.
- Utilize the hashtag (#Reclaim4K) when posting at any event used for Reclamation or even Sisterhood Circle event.

Project/Program #1: Breast Cancer 2018-2020

Goal: To raise awareness in minority communities about self-examinations and the elevated risk of breast cancer associated with minority communities. To raise funds to support research for a cure through the Susan B. Coleman Foundation.

Measurable: Team participation in Breast Cancer Walk in October, Social Media Presence about Breast Cancer Awareness/Education, Raise any dollar amount for Breast Cancer Research

Action Plan:

- Strategic Plan Committee initiates a team for October in June/ ensure deadlines will be met over summer.
- Strategic Plan Committee submit Publicity request for Breast Cancer Awareness Post.
- Strategic Plan Committee and Chapter promote the Team in the Walk, asking friends and family for monetary donations.

5. QUICK WINS

(These are improvements, which are expected to provide a Return on Investment in a short period of time with relatively small cost and effort.)

- Review and update chapter event survey template.
- Submit recommended language to the Chapter’s Policies and Procedures (P&P) committee for the next round of updates to the P&P.
- Create a chapter evaluation plan.

Chapter Survey Template *(See chapter’s evaluation team for complete document)*

Thank you for attending! In an effort to continue to support the Sacramento community, we ask that you take a few minutes to fill out this short evaluation. We value your feedback!

A. Demographics

Please check all that apply

- Community member
- Member of Delta Sigma Theta Chapter _____
- Member of an NPHC organization _____
- Member of a community organization _____

Gender:

- Male
- Female

Age Range:

- Under 24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

Geographical Area of Residence:

- Sacramento
- Elk Grove
- Rancho Cordova
- Granite Hills
- Roseville
- Folsom
- Other: _____

Ethnicity:

- Black/African American
- Hispanic
- American Indian or Alaska Native
- Asian/Pacific American
- White/Caucasian
- Native Hawaiian, Other Pacific Islander
- Multiracial
- Other: _____

B. Event Questions

How did you hear about the 2018 Crab Feed?

- Word of Mouth
- Flyer in a Public Place
- Sacramento Alumnae Chapter Member
- Social Media Platform _____
- Website _____
- Other: _____

How would you rate the following?

	Excellent	Good	Fair	Poor	Neutral/Don't Know
The purpose of the Crab Feed	4	3	2	1	0
The layout of the Crab Feed	4	3	2	1	0
The organization of the Crab Feed	4	3	2	1	0
The clarity of the Crab Feed	4	3	2	1	0
The MC's ability to be able to	4	3	2	1	0
The MC's ability to be able to	4	3	2	1	0
The MC's ability to be able to	4	3	2	1	0
The MC's ability to be able to	4	3	2	1	0
Overall, the event met my expectations	4	3	2	1	0

As a result of attending this event...

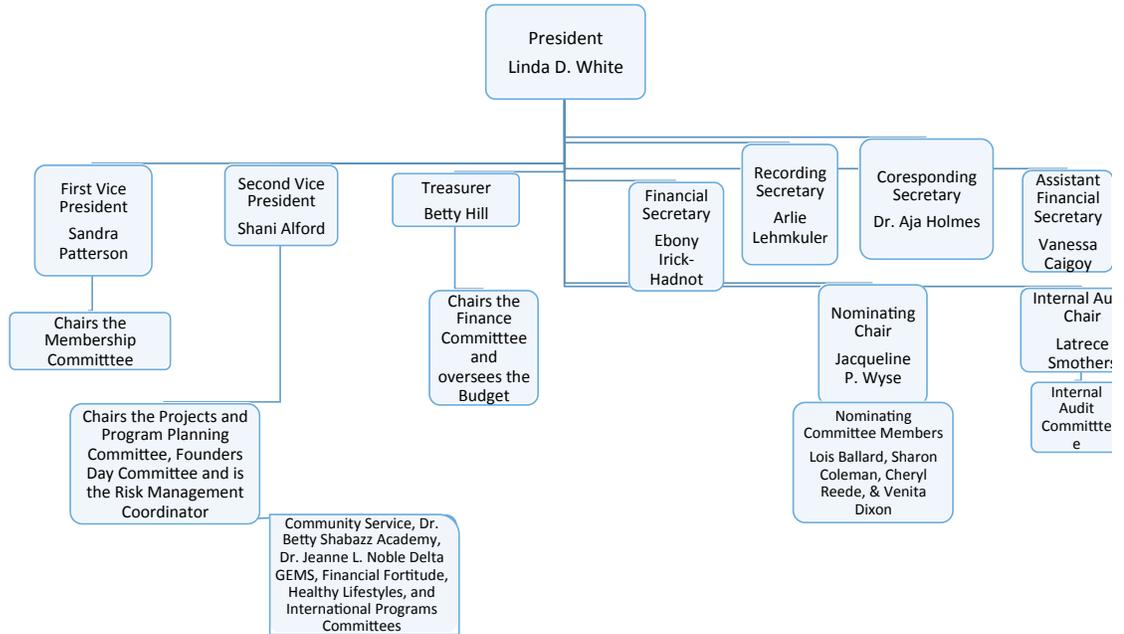
	Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral/Don't Know
I learned more about the fundraising efforts of Delta Sigma Theta Society, Inc., Sacramento Alumnae Chapter	4	3	2	1	0
I learned how to network with other community members in the Greater Sacramento Area	4	3	2	1	0
I was able to network with other community members in the Greater Sacramento Area	4	3	2	1	0
I will come to more of Sacramento Alumnae Chapter's events	4	3	2	1	0
I will tell family, friends and other students about the Crab Feed	4	3	2	1	0

What did you like MOST about the Crab Feed event?

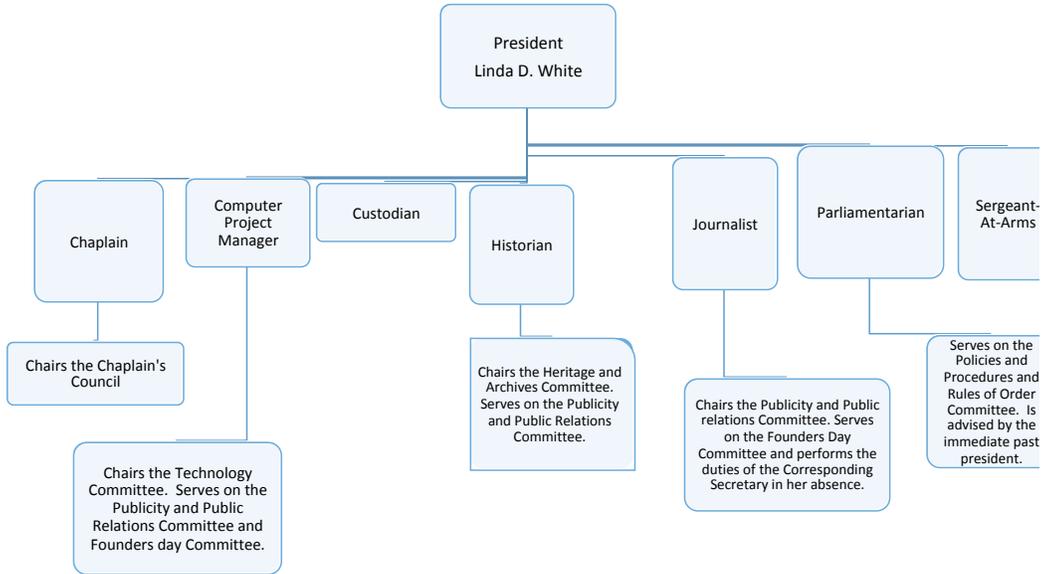
Comments or suggestions for improvement:

6. ORGANIZATION STRUCTURE

Sacramento Alumnae Elected Chapter Officers and Positions and the Committees they oversee.



Sacramento Alumnae Chapter Positions Appointed by the President



APPENDIX

- Chapter Strategic Plan Team Charter

FWR STRATEGIC PLANNING
CHAPTER NAME
TEAM CHAPTER CHARTER
2017-2019

I. Committee Management Plan

This section defines how the committee will allocate assignments and talents.

- a) **Committee Leadership:** Shani Alford, Lynn Carrier, Gladys Deloney, Ahmanal Dorsey, Arlie Lehmkuhler, and Linda White

Your **Chapter Lead** will be: Shani Alford

- b) **Deliverable Management:** Each deliverable will be assigned a component manager. Each person on the committee will be responsible as the manager of at least one deliverable. List your deliverable managers in the table.

Deliverables	Member Assigned
Chapter Background (what does that mean? When is it is?)	Linda W.
Strategic Planning: Where we are – Assessment Strategy	Betty H. Gladys D.
Strategic Planning: Where we want to be – Baseline Strategy	Ahmanal D.
Strategic Planning: How we will do it – Components Part I Strategy	Arlie L.
Strategic Planning: How we will do it – Down to Specifics Part 2 Strategy	Shani A.
Strategic Planning: How are we doing? Evaluation Strategy	Lynn C.
Strategic Planning: Organizational Structure, Resources, Wrap-up	Shani A.
Strategic Plan: FINAL uploaded to Google Docs chapter folder on or before MAY 24th or email to FWRSPC@GMAIL.COM	

NOTE: Full document can be found in the chapter's Google folder.

- By September 2018 a 2- year timeline will be developed by the chapter's strategic planning team