

**National Kappa Kappa Iota  
Strategic Plan  
2020-2025**

**Strategic Goal 1 (MEMBERSHIP): To increase, retain and reinstate a diversified organization**

**Objective 1:** Expand membership opportunities to all professional educational personnel by 10% per year per state

**Objective 2:** Retain current members through incentive award(s) with five years or more (ten, fifteen, twenty, twenty-five, etc.) of membership

**Objective 3:** Retain reinstated former members and current members at a rate of 95% annually

**Strategic Goal 2 (PERSONAL & PROFESSIONAL GROWTH): To explore a variety of resources to offer appealing programs for personal and professional growth**

**Objective 1:** Develop a list of programs for personal and professional growth through National Kappa Kappa Iota

**Objective 2:** Solicit a list of topics of interest from members and compile a list of popular topics from which to offer meeting programs as evidenced from a local chapter survey

**Strategic Goal 3 (PUBLICITY/PROMOTION): To promote awareness of Kappa Kappa Iota and showcase activities through all possible avenues of publicity**

**Objective 1:** Increase the level of publicity on the national website, social media, and local media outlets such as YouTube videos, commercials, and local newspaper articles

**Strategic Goal 4 (REVENUE EXPANSION): To investigate opportunities to generate increased funding resources and donations for revenue expansion and sustainability**

**Objective 1:** Identify at least two grant opportunities for non-profit organizations and apply for these by National Kappa Kappa Iota

**Objective 2:** Provide online: dues payment, fund-raising monies, donations and endowments to generate additional revenues by \$25K

**Strategic Goal 5 (SERVICE): To encourage and expand service opportunities**

**Objective 1:** Have at least one philanthropic activity each year by local chapter

**Objective 2:** Document better and share service activities by all chapters and states

**Objective 3:** Promote the awareness of a variety of service opportunities available to members at all levels and increase participation in these service events using social media, local news outlets, and websites

**Objective 4:** Encourage scholarship qualified applicants to pursue local, state, and national scholarships prior to deadlines each year