

2020-2021 DE STATE GOALS

STRENGTHEN CHAPTER VITALITY

Long Term Goal: Over the next 3 years, continue to focus on P.E.O. membership growth.

Annual Goal: Implement a Plan for Growth to Build Chapter Vitality

- Increase overall state membership by 26 women statewide through initiations, reinstatements, and transfers to Delaware.
- Use the VIP initiative to prevent members from going inactive, no more than previous year. Focus on non-participating members.
- Unaffiliate Chair to distribute unaffiliated list to local chapter Membership Committee Chairmen at the Membership Workshop on 6/13. Request response back from local chapter no later than 9/1/20. Goal of 5 transfers to Delaware by 2/28/2021.
- Request chapters to develop communication plan with inactive members by 7/31/20 (Implement plan no later than 10/1/20.) Share chapter results with State Board Buddy Chapter Member.
- Organize a new chapter in Middletown, DE (Kent County) area by year ending 2021 or sooner.
- Begin to solicit interest for a new chapter in the Lewes/Rehoboth Beach/Bethany Beach, DE (Sussex County) for potential organization by year ending in 2022 or sooner.

PROMOTE PHILANTHROPIC VITALITY

Long Term Goal: Over the next 3 years, continue to focus on P.E.O. philanthropic vitality.

Annual Goal: Implement a plan to promote philanthropic vitality.

- Encourage P.E.O. sisters, prospective members, and project recipients to attend DE State Luncheon and Marketplace, using this event as an opportunity to promote the value of P.E.O. Membership with an overall attendance of 100 attendees.
- Encourage each chapter to have a minimum of 25% of their own members attend the State Luncheon and Marketplace.
- Achieve an increase in the number of project recipients in 2020.
- Conduct a PCE Interview Day at Wilmington University with 100% participation by all chapters.
- Keep in contact with project recipients for potential membership opportunities.

PROMOTE PHILANTHROPIC VITALITY (continued)

Long Term Goal: Over the next three years, continue to focus on P.E.O. philanthropic vitality.

Annual Goal: Implement a plan for Local Chapter recruitment of prospective Cottey students.

- Engage local chapter Cottey Chairs for the purpose of encouraging contact with local high school guidance counselors in an effort to alert students to the benefits of a Cottey College education.
- Encourage local chapter Cottey Chairs to seek other venues to promote a student's interest in Cottey College.
- State Board VP (Advisor to DE Cottey College Committee) will keep the Board informed of the progress made by local chapters in their efforts to promote Cottey College.

CHAMPION THE ADVANCEMENT OF WOMEN

Long Term Goal: Over the next three years, continue to focus on Leadership Development at the chapter and state levels.

Annual Goal: Implement a plan for leadership development.

- Have 100% local chapter participation at the Annual Officer Training Workshop.
- Develop a plan for a proactive chapter pipeline into local chapter offices, state committees and State Board positions. Implement in 2021 or sooner.

Annual Goal: Continue to increase communication opportunities

- State President to send welcome note to all new initiates, reinstatements, and transfers into Delaware within 30 days of the event.
- Local Chapter Membership Chairman and/or local chapter President to inform State Board and State Membership Chair of a new member (initiates, reinstatements, or transfers) within 7 days of the event.
- State Membership Committee to distribute Hot Spot to all chapters each month.

PROVIDE INNOVATIVE SHARED SERVICES

Long Term Goal: Over the next 3 years, continue to encourage the use of the DE Website to streamline information to all members of DE P.E.O. and develop better communications with DE sisters.

Annual Goal: Encourage Local Chapter Membership & Technology Chairmen to keep Website Manager informed of chapter news.

- Website Manager to continue to enhance new designed state chapter website.
- Website Manager to send requests to local chapter Presidents and local chapter Technology Chairman to send pictures and local chapter news to be added to the website.
- Joint effort between local chapter Membership Chairman and local chapter Technology contact to submit local chapter information quarterly to keep the site up to date.
- Website Manager to write instructions for accessing DE state website and distribute to local chapter Presidents, Corresponding Secretary, and Technology Contacts by 5/1/20.