

Strategic Planning Committee Minutes

19 September 2024

Present: Leigh Dillard, Lexey Bartlett, Ami Comeford, Matt Hlinak, Chris Lockwood, Leigh Ann Rhea, Joan Reeves, Jeannine Szostak

1. Sigma Kappa Delta merger: Sigma Kappa Delta's systems would be absorbed into our current systems (Awardspring and WriteAway, website). Questions are whether SKD scholarships and awards and the journal would continue as usual, and the answer is yes. SKD students would gain access to Sigma Tau Delta scholarships they are eligible for as well (and potentially expanded opportunities). The Convention participation and opportunities would remain the same as well (events, roundtables, and so on). They will work with the CO on communicating the change to chapters. The current members of SKD can be added into the WriteAway system. This process could be completed by December.

2. Possible topic for Strategic Planning (when Chris is with us): 6.d. Increase NEHS support, exploring additional resources dedicated to NEHS and expanding representation on the Board or in the Board committees

--Chris says it might be difficult to get NEHS Advisory Council members to serve additionally on our board because of their full-time teaching work. But additional marketing to establish the link between NEHS to the collegiate honor societies would be helpful. The question is how to track the students through all the levels and possibly beyond, maybe even into being advisors. Dillard asks about a session at convention; we do them, but convention may not be the place. It might be a slow burn. Maybe a webinar aimed at our members and advisors and alumni? Maybe something that is value-added for SigmaTD members becoming teachers, which might be something better communicated through advisors. Lists of local college counselors at high schools might be the best place to target a school, especially because NEHS offers so many scholarships. We might send a marketing email to students who are signed up for the webinars. NCTE members will also be able to watch our webinars and might be good targets for starting chapters. Our membership strengths geographically are opposite, so that might benefit both of us. About 75% of NEHS chapters are regular public schools, and most of the rest are private schools, with a few charter schools mixed in.

3. Topic to discuss in committee and then potentially raise with Regents or in Strategic Planning: 7.f. Create a sustainable chapter development plan at local, Regional, and international levels (with ED and NEHS ED)

--Question about chapter maps on websites, to help data visualization. They could be clickable with different layers. The challenge is keeping it updated. But we could work on a scheduled update system. We might also add layers to indicate specific designations such as HBCUs or Hispanic-serving institutions. Jeannine mentioned some of the ways she is working with information to target English department chairs and a faculty member. We also discussed how chapter development would work for Sigma Kappa Delta and who would be the contacts we would offer to people if we reach out to potential advisors.

4. More information will be forthcoming on the Strategic Planning Retreat format and dates for later this fall.