

**2021-2025 SIGMA TAU DELTA
STRATEGIC PLAN
April 2021 Update**

Goal 1: Expand systems of support for member's professional development

Objective(s):

- a) Prioritize stronger and expanded chapter and Society recruitment and resources
- b) Provide and support additional Regional and cross-Regional events such as speaker events, conferences, and webinars
- c) Develop strong network of educational and industry partnerships, including internships, that emphasize career pathways in and beyond English-related disciplines
- d) Share Convention events with greater membership and audiences beyond onsite attendees, and evaluate the duration of the in-person Convention
- e) Increase access to Convention and explore a wider array of presentation opportunities

Goal 2: Evaluate and improve benefits to student members

Objective(s):

- a) Evaluate switch to Regent-appointed Student Leaders & further develop guidelines for process
- b) Assess the informal Associate Membership category for eligible first-year students and consider applying that model to the international society
- c) Evaluate and expand benefits to virtual chapter members
- d) Revise job descriptions for Student Leadership, promoting opportunities in support of our mission and emphasizing professional development
- e) Investigate ways Student Leadership take more active role in supporting partnerships

Goal 3: Identify and support inclusion and diversity; emphasize underserved communities as a topic within the discipline

Objective(s):

- a) Seek ways to include diverse members, leaders, and Board members by looking at virtual chapters, HBCUs, and other areas with diverse membership
- b) Support diverse curricula and readings in such venues as Convention, Common Reader authors, webinars, and chapter events and activities
- c) Support social justice efforts, both within and beyond the organization
- d) Review geographic concept of regions as part of our diversity to ensure representation in overlooked populations or chapters (rural, isolated, long-distance, etc.)

Goal 4: Provide support and resources for faculty, particularly as Advisors and on the Board

Objective(s):

- a) Identify and mentor potential new leaders during the Convention and through webinars, for more thorough and effective training and transition processes
- b) Examine resources in place for Advisors, increase networking and provide a new societal website area dedicated to Advisors
- c) Enhance faculty members' professional development (at Convention and virtually) by giving them a chance for a scholarly presentation or webinar for student members, or a chance for a collaborative workshop or publication or service opportunity
- d) Look at Chapter Advisor events during the Annual Convention that could be used to ask Chapter Advisors about what they want or need from the Society
- e) Consider additional incentives for faculty to reduce Convention costs

Goal 5: Improve the Society's Regional and international presence

Objective(s):

- a) Investigate affiliations with other organizations, such as the National Humanities Alliance, the Digital Media Alliance, etc.
- b) Increase advocacy in and for the humanities, and especially for English-related disciplines
- c) Encourage chapters to increase the society's visibility in their local areas
- d) Consider new strategies that better self-promote and increase visibility and importance of Sigma Tau Delta to the discipline
- e) Study the possibility of redistributing Regions in order to provide a more equitable distribution
- f) Explore rebranding Sigma Tau Delta, Sigma Kappa Delta, and the National English Honor Society under an umbrella name while retaining the individual names as well

Goal 6: Enhance relationship between NEHS and Sigma Tau Delta and, to a lesser degree, between SKD and STD

Objective(s):

- a) Include NEHS and SKD in webinars, speaker events, and other virtual events
- b) Connect with high school teachers and our teacher education programs to develop affiliations with NCTE and to identify and encourage chapter advisors
- c) Collaborate with NEHS and SKD to help their members transition to English-related majors at four-year institutions
- d) Increase NEHS support, exploring additional resources dedicated to NEHS and expanding representative on the Board or in the Board committees
- e) Improve ties with NEHS via local STD chapter collaboration and develop guidelines for coordinating with sister honor societies

Goal 7: Examine the functions of the Central Office, in anticipation of Strategic Planning goals and future administrative changes

Objective(s):

- a) Increase fundraising through targeted requests for giving and through a general and immediate donation opportunity on the website
- b) Improve transparency of budgets, with an emphasis on assessment and financial planning
- c) Revise NEHS director succession plan
- d) Examine the organizational structure in the CO; revise the flow-chart
- e) Measure the impact of services, activities, and experiences, including how to direct efforts, divert resources, and change outcomes based on value of experiences (including Convention, scholarships, internships, and workshops)
- f) Create a sustainable chapter development plan at local, Regional, and international levels