

Strategic Planning Committee Minutes

16 September 2022

Present: Ami Comeford, Lexey Bartlett, Shannin Schroeder, and Jeannine Szostak

Our agenda was to review the Strategic Plan and updates that have been made to the timeline and committee assignments, in order to begin the process of measuring progress on or completion of objectives. Another key topic was how to measure progress on objectives that might not be simple completion items.

Much of our conversation was a review of the timeline and committee assignments for several of the objectives, especially where the timeline had shown an objective being assigned for Fall 2022 that did not end up on the Committee Charges for 2022-2023. This clarification was needed for the process of tracking progress, to determine what committees would be working on and thus reporting on.

We made note of the following in reference to these objectives (See comments in Appendix for full context):

- **2.e.** Investigate ways Student Leadership take more active role in supporting partnerships: This objective will be assigned to both Student Leadership and Service and Partnerships for Fall 2023.
- **5.c.** Encourage chapters to increase the society's visibility in their local areas: The note here is about considering when objectives will need to be considered across multiple years.
- **5.d.** Consider new strategies that better self-promote and increase visibility and importance of Sigma Tau Delta to the discipline: Reassigned to 2024, or maybe 2023 to help with rebranding.
- **5.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: Begin Fall 2023--Also needs to go across multiple committees—Exec, Comm, etc. Maybe should be a task force (per Ami)—using focus groups with various stakeholders, and other standard elements of the process. Add a retreat, maybe after the 2024 Convention. Have the Central Office rep on the Task Force be the ED. Maybe break this objective down to items that could show up as foci in Fall 2023. Let NEHS and SKD know that this is coming and that we will be asking for representation in the work on this. We will also need a budget line for rebranding, and a task force might need to be able to request a budget line starting Aug. 2023, so they may need to start in spring 2023.
- **6.e.** Improve ties with NEHS via local STD chapter collaboration and develop guidelines for coordinating with sister honor societies: Might relate to rebranding in Fall 2024.
- **7.b.** Improve transparency of budgets, with an emphasis on assessment and financial planning: Spring 2023—Executive Committee has initiated this conversation in Fall 2022.

As part of the conversation regarding tracking, we discussed having committees suggest any revisions to objectives, such as breaking them down into more specific tasks, and also to define what progress on certain measures would look like, which the SP Committee can help with.

One additional topic of conversation was recordkeeping as a part of committee work across the Board, partly as a way to prevent work being lost (ideas, issues, resolutions, etc.), and to facilitate orientation of new committee and Board members into our work. Lexey proposed creating Microsoft Teams for groups for each committee, where minutes and other documents could be stored in an organized way for access by everyone, and for a common workspace and storage for sharing documents that would not interfere with individual Dropbox accounts, which has been an issue for several users in the past. Teams allows for users to be added or removed, and it would allow for easy transfer of records from one year's committee membership to the next. **One issue might be the need to make documents read-only to prevent concurrent editing.**

The other topic that came out of this discussion was the need to streamline and make consistent the platforms used by the Board in our work for our specific functions. By choosing a limited number of technologies, we can provide training to ensure everyone is able to do work assigned to them and participate fully. The creation of a **Board technology manual** and training sessions for new platforms and to get ongoing and new Board members up to speed followed on this discussion. The proposal was to use Teams for document storage and sharing and Teams or Zoom for videoconferencing. Other platforms for specific purposes may be added as needed. **This is a project that we will work on with the Communications Committee.**

Appendix: Updated Strategic Plan Timeline and Committee Assignments with Notes

Fall 2021-2025 SIGMA TAU DELTA STRATEGIC PLAN (June 2022) July Fall 2021 Update (Includes Timeline for Committee Charges and Committee Assignments) (June 2022 Changes from July 2021 Highlighted)		
Goal 1: Expand systems of support for member’s professional development		
Objective(s):	Timeline	Committee
1.a. Prioritize stronger and expanded chapter and Society recruitment and resources	Fall 2021	Prof Dev TF
1.b. Provide and support additional Regional and cross-Regional events such as speaker events, conferences, and webinars	Fall 2022	Prof Dev TF
1.c. Develop strong network of educational and industry partnerships, including internships, that emphasize career pathways in and beyond English-related disciplines	Fall 2023	Prof Dev TF
1.d. Share Convention events with greater membership and audiences beyond onsite attendees, and evaluate the duration of the in-person Convention	Fall 2023	Convention Committee
1.e. Increase access to Convention and explore a wider array of presentation opportunities	Fall 2024	DEI TF
Goal 2: Evaluate and improve benefits to student members		
Objective(s):	Timeline	Committee
2.a. Evaluate switch to Regent-appointed Student Leaders & further develop guidelines for process	Fall 2021	Regents Committee
2.b. Assess the informal Associate Membership category for eligible first-year students and consider applying that model to the international society	Fall 2022	Executive Committee
2.c. Evaluate and expand benefits to virtual chapter members	Fall 2023	DEI TF or Regents Committee
2.d. Revise job descriptions for Student Leadership, promoting opportunities in support of our mission and emphasizing professional development	Fall 2023	Regents Committee
2.e. Investigate ways Student Leadership take more active role in supporting partnerships	Fall 2022	Student Leadership
Goal 3: Identify and support inclusion and diversity; emphasize underserved communities as a topic within the discipline		

Commented [LB1]: Fall 2023—cross list with Service and Partnerships

Objective(s):	Timeline	Committee
3.a. Seek ways to include diverse members, leaders, and Board members by looking at virtual chapters, HBCUs, and other areas with diverse membership	Fall 2021	DEI TF
3.b. Support diverse curricula and readings in such venues as Convention, Common Reader authors, webinars, and chapter events and activities	Fall 2021	DEI TF
3.c. Support social justice efforts, both within and beyond the organization	Fall 2022	DEI TF
3.d. Review geographic concept of regions as part of our diversity to ensure representation in overlooked populations or chapters (rural, isolated, long-distance, etc.)	Fall 2023	DEI TF
Goal 4: Provide support and resources for faculty, particularly as Advisors and on the Board		
Objective(s):	Timeline	Committee
4.a. Identify and mentor potential new leaders during the Convention and through webinars, for more thorough and effective training and transition processes	Fall 2021	Executive Committee
4.b. Examine resources in place for Advisors, increase networking and provide a new societal website area dedicated to Advisors	Fall 2021	Communications Committee
4.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	Fall 2022	Prof Dev TF and Convention and Service and Partnerships
4.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	Fall 2023	Prof Dev TF
4.e. Consider additional incentives for faculty to reduce Convention costs	Fall 2023	Executive Committee
Goal 5: Improve the Society's Regional and international presence		
Objective(s):	Timeline	Committee
5.a. Investigate affiliations with other organizations, such as the National Humanities Alliance, the Digital Media Alliance, etc.	Fall 2021	Prof Dev TF
5.b. Increase advocacy in and for the humanities, and especially for English-related disciplines	Fall 2021	Prof Dev TF

5.c. Encourage chapters to increase the society's visibility in their local areas	Fall 2022	Communications Committee and Regents
5.d. Consider new strategies that better self-promote and increase visibility and importance of Sigma Tau Delta to the discipline	Fall 2022	Not assigned for F22 (Past Presidents Alliance)
5.e. Study the possibility of redistributing Regions in order to provide a more equitable distribution	Fall 2023	DEI TF
5.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	Fall 2022	Not assigned for F22 (Past Presidents Alliance)
Goal 6: Enhance relationship between NEHS and Sigma Tau Delta and, to a lesser degree, between SKD and STD		
Objective(s):	Timeline	Committee
6.a. Include NEHS and SKD in webinars, speaker events, and other virtual events	Fall 2021	Communications Committee
6.b. Connect with high school teachers and our teacher education programs to develop affiliations with NCTE and to identify and encourage chapter advisors	Fall 2021	Service and Partnerships
6.c. Collaborate with NEHS and SKD to help their members transition to English-related majors at four-year institutions	Fall 2023	Executive Committee
6.d. Increase NEHS support, exploring additional resources dedicated to NEHS and expanding representative on the Board or in the Board committees	Fall 2023	Executive Committee
6.e. Improve ties with NEHS via local STD chapter collaboration and develop guidelines for coordinating with sister honor societies	Fall 2022	Not assigned for F22 (Regents Committee)
Goal 7: Examine the functions of the Central Office, in anticipation of Strategic Planning goals and future administrative changes		
Objective(s):	Timeline	Committee
7.a. Increase fundraising through targeted requests for giving and through a general and immediate donation opportunity on the website	Fall 2021	Prof Devel TF

Commented [LB2]: We need to consider when charges might run across more than one year, if it is ongoing work. For everything!

Commented [LB3]: Reassigned to 2024, or maybe 2023 to help with rebranding.

Commented [LB4]: Begin Fall 2023--Also needs to go across multiple committees—Exec, Comm, etc. Maybe should be a task force (per Ami)—using focus groups with various stakeholders, and other standard elements of the process. Add a retreat, maybe after the 2024 Convention. Have the Central Office rep on the Task Force be the ED. Maybe break this objective down to items that could show up as foci in Fall 2023. Let NEHS and SKD know that this is coming and that we will be asking for representation in the work on this. We will also need a budget line for rebranding, and a task force might need to be able to request a budget line starting Aug. 2023, so they may need to start in spring 2023.

Commented [LB5]: Might relate to rebranding in Fall 2024

7.b. Improve transparency of budgets, with an emphasis on assessment and financial planning	Fall 2022	Not assigned for F22 (Executive Committee)
7.c. Revise NEHS director succession plan	Fall 2021	Hiring Ad Hoc Committee
7.d. Examine the organizational structure in the CO; revise the flow-chart	Fall 2021	Hiring Ad Hoc Committee
7.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)	Fall 2024	Prof Dev TF
7.f. Create a sustainable chapter development plan at local, Regional, and international levels	Fall 2025	Regents Committee

Commented [LB6]: Spring 2023—Executive Committee has initiated this conversation in Fall 2022.