

# SIGMA KAPPA SORORITY

## STRATEGIC PLAN 2020-2023

In 2024, Sigma Kappa will celebrate 150 years of providing women opportunities for personal growth, loyalty, service and friendship, bound by a promise. Throughout our rich history, Sigma Kappa has thrived through many periods of societal change and instability and illustrated the importance and relevance of the sorority experience to women in all stages of life. To continue providing the best membership experience to our current and future members, we are pleased to present our 2020-2023 Strategic Plan, which focuses on enhancing relevance, reimagining leadership development and volunteer support, and ensuring inclusivity and accessibility. Our Strategic Plan is a bold commitment to the importance and vitality of the sorority experience, now and forever.

### GOAL 1

Sigma Kappa will become a strategic leader in the Sorority community.

STRATEGIC  
LEADERSHIP



### GOAL 2

Sigma Kappa will model a diverse, equitable, inclusive and accessible membership experience among the women's fraternal organizations.

DIVERSITY, EQUITY,  
INCLUSION  
AND ACCESS



### GOAL 3

Sigma Kappa will modernize the alumnae and collegiate membership experience to provide relevant engagement opportunities for all members.

MODERNIZED  
MEMBER  
EXPERIENCE



Sigma Kappa national council has chosen these three strategic priorities to position Sigma Kappa as a leader among sororities and to ensure that our organization remains vital and relevant. Now more than ever, sororities must adapt to rapidly changing landscapes and provide opportunities that members want and need, all while removing barriers to membership and ensuring that as many women as possible have the chance to partake in the life-changing experience of sorority life.

<p><b>GOAL 1</b></p> <p>Sigma Kappa will become a strategic leader in the Sorority community, as evidenced by:</p>	<p><b>GOAL 2</b></p> <p>Sigma Kappa will model a diverse, equitable, inclusive and accessible membership experience among the women’s fraternal organizations, as evidenced by:</p>	<p><b>GOAL 3</b></p> <p>Sigma Kappa will modernize the alumnae and collegiate membership experience to provide relevant engagement opportunities for all members, as evidenced by:</p>
<ul style="list-style-type: none"> <li>• An intentional shift in the focus of national council from operations to strategy</li> <li>• A volunteer structure that empowers volunteers to support members and chapter operations</li> <li>• A staff structure that provides seamless operational support to volunteers, chapters and members</li> <li>• Incorporation of new perspectives at all levels of leadership</li> </ul>	<ul style="list-style-type: none"> <li>• The elimination of barriers to diversity, equity, inclusion, and access at the point of entry and throughout the membership experience</li> <li>• A Ritual that does not marginalize members, while preserving the items adopted by the Founders</li> <li>• Acknowledgment and understanding of Sigma Kappa’s history as it relates to past discriminatory behavior and practices</li> <li>• Celebration of the diversity of our membership</li> <li>• A membership, leadership, and staff that are knowledgeable about all aspects of DEIA</li> </ul>	<ul style="list-style-type: none"> <li>• Modification or elimination of any program, requirement, or reporting data that does not add value</li> <li>• New experiences that provide relevant engagement and development opportunities for alumnae and collegiate members</li> <li>• Innovative communication with all segments of our membership</li> <li>• Maximum retention of collegiate members</li> </ul>

Sigma Kappa will share regular updates on the progress of these strategic plan goals in publications such as the *Sigma Kappa Triangle*, *The LowDown* and *The SKoop* email newsletters, the Sigma Kappa website, and via email.