



Strategic Operating Plan 2015-2019

Lambda Kappa Sigma is the professional organization of choice for women in pharmacy.

In addition to the Code of Ethics, Lambda Kappa Sigma is guided by professionalism and the core values of:

Integrity • Sisterhood • Service • Leadership • Scholarship

Goals and Strategies

Member Engagement

Providing opportunities for every member and pharmacist to excel.

- A. Engagement** – Increase opportunities for member engagement throughout their life and career via leadership, teaching, writing, contribution and service.
- B. Member Needs** – Determine and respond to member needs through surveys, chapter liaisons and other methods of feedback.
- C. Service** – Highlight opportunities for members to contribute in service areas such as Project HOPE, Educational Trust, educational opportunities and awards.
- D. Supervisor Outreach** – Enhance chapter support services through personal visits (at least once per biennium), as well as telephone calls and use of technologies such as webinars and Skype throughout the biennium.
- E. Membership Growth**
 - 1. Achieve a net annual growth of 10 percent per chapter and for LKS as a whole;¹ re-evaluate percentage annually.
 - 2. Identify opportunities to engage non-renewing alumni in Fraternity functions.
- F. Program Modifications** – Adapt collegiate chapter operations to accommodate changing curriculums.
- G. Communications and Technology** – Improve member communications through utilization of clear and concise messaging, brand platform compliance, appropriate selection of communication channels, and the solicitation of member input regarding existing communications.

¹ Current benchmark of 3,000 members

Lambda Kappa Sigma provides lifelong opportunities for women in pharmacy through professional excellence and personal growth.



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Goals and Strategies

Knowledge and Education

Enhancing professional, personal and leadership development for members.

A. Knowledge of the Fraternity

1. Chapters – Improve chapter understanding of LKS through quarterly visits or phone calls, information exchanges and an assessment of the knowledge gaps. Update the ritual manual.
2. Advisors – Regional Supervisors will stay in contact at least quarterly in person or through telephone calls. Improve Advisors' knowledge through education and recognition. Develop on-line resources for advisors, including an advisor manual.
3. Campus Administrators – Send written communication to campus administrators at least yearly to detail future events, provide recognition for chapter accomplishments and reinforce Fraternity responsibility for all chapter operations.
4. Alumni – Improve member understanding of Fraternity operations and activities through appropriate communications, such as quarterly newsletters and electronic modalities.
5. New Members – Develop best practices for new member orientation through use of existing resources such as alumni and collegiate leaders.

B. Annual Conference – Plan an annual conference of relevance to the profession. Consider partnership opportunities with organizations having similar mission and values. Take action based on information and suggestions gained through member surveys and program evaluations.

C. Awards Program – Continually evaluate Fraternity awards and recognitions for relevance, equitability and alignment with Fraternity mission and goals. Increase recognition for individual chapter members by revising the LKS awards program, increasing publicity for award recipients and adding a Collegiate Member of the Year award (based on core values)

D. Educational Priorities – Identify priorities for educational program development and delivery modalities. Seek opportunities to partner with organizations to maximize impact and improve efficiencies in the delivery of professional programs. Create a curriculum template that packages educational topics for delivery by the chapters.

1. Women's Initiatives

- a. When possible, align Women's Health Initiatives (WHI) with the interest of major sponsors.
- b. Create curriculum kits for utilization by chapters to provide education.
- c. Utilize grants and Foundations for funding of educational programs.

2. Life Balance

- a. Provide job placement guidance, including resume writing and interviewing skills from experts in the field.
- b. Deliver educational programs on financial responsibility.
- c. Support the development of personal poise and etiquette through educational programs in a group setting; hold members to a high level of accountability for personal conduct.
- d. Provide guidance and resources to early practitioners and those transitioning careers.

Goals and Strategies

3. Best Practices Exchange

- a. Share success stories about members to benefit members.
- b. Promote member access to the Grand Council and LKS expertise.
- c. Showcase the “amazing stories” of LKS members.

E. Leadership Training

1. Continue existing leadership training to ensure consistency and create a template for content and outcomes.
2. Develop a leadership institute program with face-to-face and online accessibility.
3. Promote pharmacy career tracks that utilize leadership skills of LKS members.
4. Nominate members for industry and professional awards.

F. Risk Management – Develop a comprehensive risk management and education program based on the Fraternity mission, core values, and creed.

G. Student Opportunities

1. Position students to hold leadership roles at the annual conference to increase visibility.
2. Increase participation in annual poster sessions through event promotion and clear presentation of award guidelines.
3. Increase individual member awards and leadership opportunities on Grand Council.

H. Communications and Technology – Maximize the use of technology to enhance delivery of knowledge and education for members.

Growth and Sustainability

Growing and sustaining a network of chapters, the Educational Trust and a prospective foundation.

A. Expansion²

1. Provide turnkey processes for chapter development.
2. Develop and implement a chapter expansion plan.
3. Support expansion visits to target growth of no less than three campuses per biennium.
4. Expand by one chapter per year through ten years (net growth).
5. Maintain and enhance relations with all colleges of pharmacy³.
6. Develop eye catching promotional materials both online and in print to enhance the Lambda Kappa Sigma brand.

B. Chapter Officers – Implement and strengthen officer training and transition program.

C. Alumni Initiate – Expand an alumni initiate program. Develop online education for initiates.

² Current benchmark of 28 college and 12 alumni chapters.

³ Benchmark of 120 schools now.

Goals and Strategies

- D. Collegiate-to-Alumni Transition** – Improve the alumni to collegiate connection by reaching out to collegiate members while still in pharmacy school and hosting a new practitioner event at convention.
- E. Collaboration** – Maximize service to members through joint endeavors with similar organizations.
- F. Educational Trust** – Support the growth of the Trust in its mission.
- G. Foundation** – Explore development of a Foundation [501(c)(3)] to supplement funding and education initiatives of LKS. Educate members about its purpose and alignment with the Educational Trust.
- H. Communications and Technology** – Develop a comprehensive communications plan, including social media, to support the growth and sustainability goal.

Fraternity Strength and Structure

Maintaining the governance, management and resources for a strong Fraternity.

A. Governance

1. Support succession plan in a proactive manner for the Grand Council.
2. Conduct annual performance evaluation of Grand Council.
3. Provide Fraternity leaders with the resources and tools necessary for governance excellence.
4. Develop a Collegiate Council to serve in advisory role to Grand Council.
5. Develop a process for an impartial judicial committee to advise Grand Council.

B. Finances

1. Be effective stewards of the finances of LKS.
2. Conduct an audit at the end of each biennium.
3. Complete annual review of Fraternity insurance coverage.

C. Operational Efficiencies

1. Review staffing needs to support Fraternity strategic goals and expansion plans.
2. Ensure that staff has the resources needed to maximize efficiency.

D. Strategic Plan – Review the strategic plan annually and communicate it to the membership.

E. Communications and Technology – Maximize utilization of integrated Customer Relationship Management (CRM) software to support Fraternity objectives.