

Strategic Plan Implementation Communication Plan

August 5, 2019

Overview

A key ingredient in effective implementation of our strategic plan is to describe ways for leaders and all Daughters to communicate clearly, in a timely manner, and use existing, established communication pathways where possible. Tapping into existing communication flows minimizes confusion since they represent the current pathways many Daughters are used to and maximizes the efficiencies already established in the communications among the groups and levels of The Order. In this document a few information flow diagrams are provided to illustrate how different DOK organizational units will engage in communications, share information, and serve as a resource as we work collaboratively to implement the strategic plan.

The National Council – Support from the Top

The National Council provides a wealth of information, serve as a major source of information about the Order, and are where resources may be housed, stored or managed. The National Council is comprised of leaders or chairs in the following areas: comment: did you want to include all the chairs or only those with IMPs that reflect the overall SP?

- National Enrichment
- Evangelism and Service
- Daughters at Large
- Communications Oversight
- Public Relations
- Membership
- Bylaws
- Masters Fund
- Worship and Devotions
- Literature Coordinator
- Triennial
- International
- Endowment Fund
- Self Denial Fund
- Strategic Plan Implementation
- Junior Daughters

The National Council also includes the province presidents, who also serve as committee chairs, and collectively serve as a pivot in the communications flow to the broader Daughters membership. That flow of information and connection already exists and is well established between the province, diocesan assembly, and and chapter level. At the province level there are two natural alliances. One is among the province presidents themselves through a monthly scheduled conference and Zoom call. The other is between the individual province president, her executive board and appointed chairs, and diocesan assembly presidents or DAPs. The provinces have their own established conference or zoom calls facilitating regular communication with their DAPs.

Communication through the Provinces and Diocesan Assemblies

Within the provinces there are scheduled gatherings, assemblies, retreats, and meetings in addition to the regularly scheduled conference or Zoom calls with the diocesan assembly

presidents. Some of these calls occur after the province presidents' conference calls so that province presidents can update their DAPs with up-to-date information.

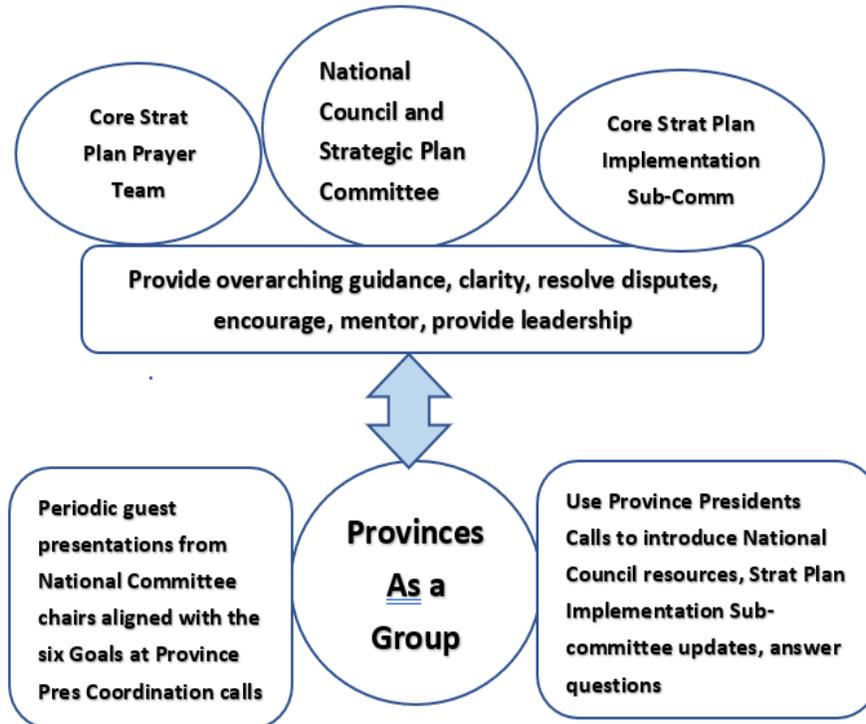
Within the diocesan assemblies there are various ways the diocesan boards connect with the chapter leadership within their diocese. They include quarterly assemblies, regularly scheduled board meetings where the diocesan board officers meet with the chapter presidents, and other activities such as service projects, and prayer meetings all of which provide effective communication opportunities.

As a result, there is a natural existing organizational flow where information can be conveyed from the National Council to the provinces as a group; from the provinces individually to their diocesan assemblies; and from the diocesan assemblies to their chapters. That also provides a natural pattern around which to communicate and guide implementation of the Strategic Plan throughout The Order.

Communication Flow in Implementation of the Strategic Plan

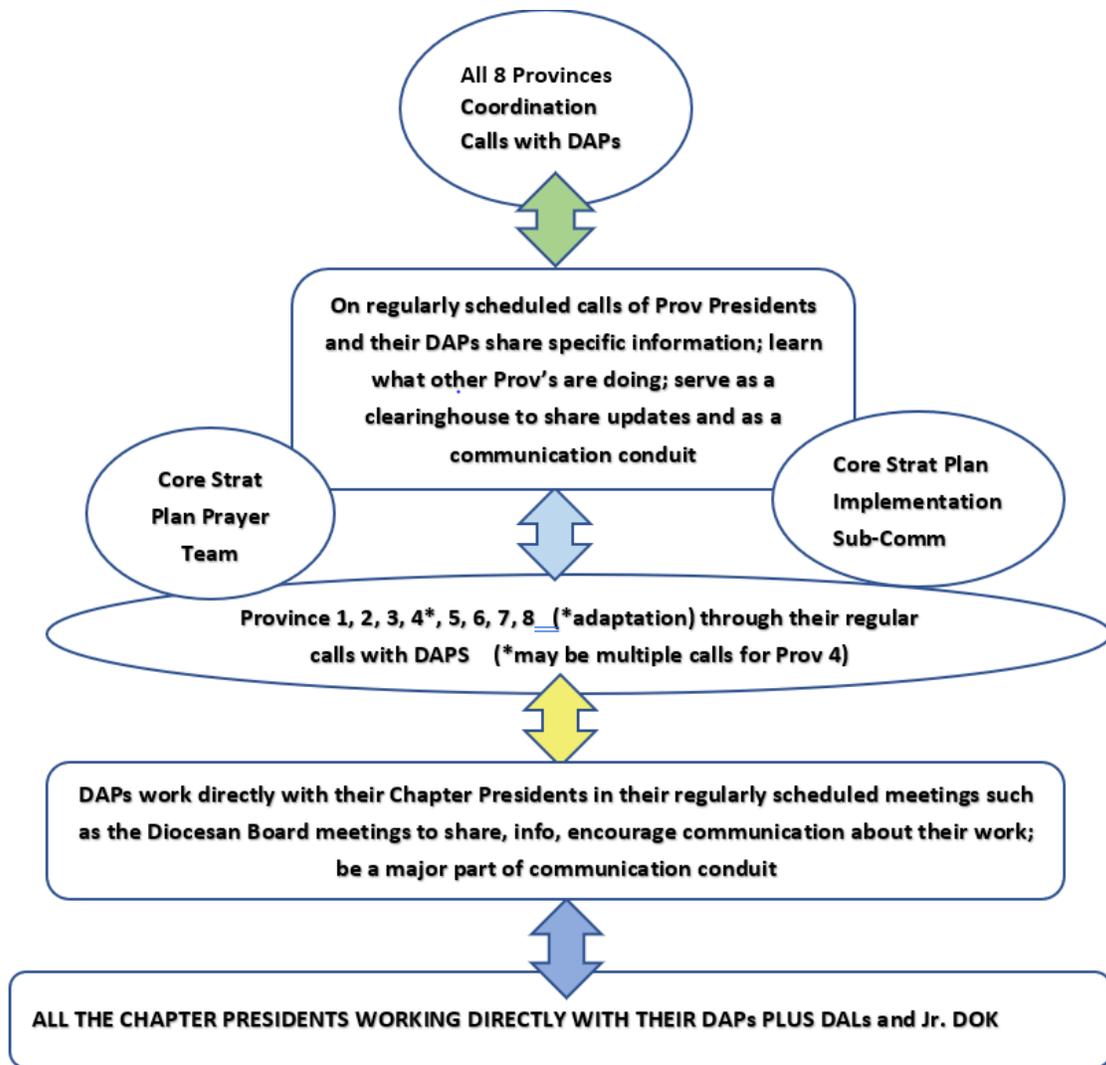
The communication relationships depicted below point out how the National Council works collaboratively with the Strategic Plan Committee, the Core Strategic Plan Implementation Sub Committee (which include a leader for each goal) and the Strategic Plan Prayer Team. The top group of leaders provide the overarching guidance, clarity, resolve disputes, encourage, mentor and provide leadership as depicted below.

The double-sided blue arrow indicates that there is information flow and communications from the national leadership with information to be used in the province president's conference calls. It also indicates that the coordination dialogs among the province presidents may generate questions, comments and clarifications upward to the national core. The diagram also shows that the province presidents as a group are a source of information and interactive communication on their monthly calls. Also, sometimes there will be guest presenters on those calls to provide additional information, ideas or clarity.



Province Presidents – Key Pivot of Communication to the Daughters

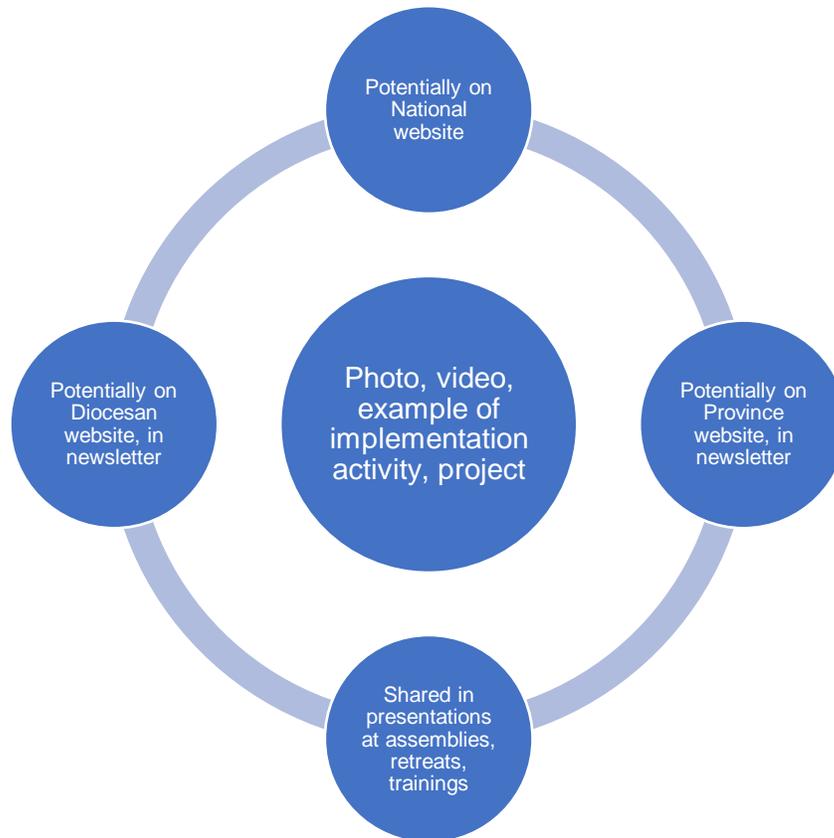
The hope is that the implementation of the strategic plan will occur to a great extent at the chapter and diocesan assembly levels. As a result, the province presidents and their leadership team provide a key role in taking the guidance and overarching advice generated at the National level and disseminating to the DAPs within their provinces who will then disseminate to their chapters. There may be differences among provinces in the communication style – some are more comfortable with conference calls, others with Zoom or video assisted calls, still others prefer more face to face interactions. Nevertheless, the information will be consistent and distilled into useable bites of information for the DAPS to then share with their Chapters. That existing communication flow is depicted below, annotated to focus on the strategic plan, illustrating that information may be shared upward and downward.



Chapter Support – sharing what we’re doing

In addition to the information and communication flows depicted in the flow charts above, there is another key component in the Strategic Plan Communication Plan. And that is how chapters and diocesan assemblies communicate with each other and the broader Daughters membership. We are already seeing how powerful it is when Daughters share how they are implementing the six strategic goals through activities, plans, documents, programs, outreach and ministry. It sparks enthusiasm and features ‘real world’ examples of how others are implementing the Strategic Plan. In this Communication Plan we want to emphasize how important this phase of communications is to the success of strategic plan implementation. It is really important that we share what we’re doing to accomplish the goals of the Plan.

These 'postings' begin with the existing communication framework. Each province has their own process for developing, reviewing and approving materials for website postings and newsletters. Chapters and diocesan assemblies have that as well. Before anything is posted on the National website it will be reviewed by key members of the National Council and National Office staff. It is advisable for all messages, photos, descriptions of implementation are reviewed by the Core Strategic Plan Implementation Sub Committee. Our intention is that once Daughters feel comfortable with the strategic plan goals and resources the organized process flows will be minimized and communications around implementation will be maximized. I don't know what you mean with that sentence. Initial 'sharing' examples are provided below.



Conclusion

This Strategic Plan Communications Plan represents a high-level overview of how groups within The Order will communicate among and between one another. It also illustrates how province presidents provide the necessary pivot to disseminate information to their DAPS, who in turn will communicate with the Chapters. More importantly it is essential that we communicate how Daughters are implementing the six strategic goals. Examples of communication techniques and venues are graphically displayed to spark this important process of sharing among all Daughters.