



**IOTA PHI LAMBDA SORORITY, INC**  
**Strategic Plan 2013-2015**

## ***STRATEGIC GROWTH***

- Membership
- Visibility
- Engagement
- Purpose

## ***STRATEGIC POSITIONING***

- IOTA Executive Office
- Modernize IOTA programs/ projects
- Build an IOTA Brand
- Market/  
Communicate IOTA

## ***STRATEGIC SUSTAINABILITY***

- Focus & Integrate:
- Business
- Education
- Black Women's Health

# *Strategic Growth*

Timeline:6-18 months

Recharge the National Membership Committee  
Charge:

- Develop a “Roadmap for Membership Growth” for delivery at National Convention 2013
- Work with Regional Directors to identify potential growth areas –Chapters and/or cities
- Develop and implement Publicity/Advertising/Communication Plan

## *Strategic Growth* cont.

### Membership Reclaim & Retain

- Build & Maintain excitement/sisterhood that is IOTA
- Develop leaders in IOTA
- Utilize expertise of membership

# *Strategic Positioning*

Timeline: 1-3 years

## IOTA BRAND -Toys U Can't Return

- Develop a Marketing Plan - 3-6 months
- Implement Marketing Plan – 6-12 months
- Dynamic shift in thinking-focus on the woman  
[life after Toys U Can't Return]

## Executive Office

- Decision (Rent /Buy) 2013 -3 – 5 Years
- Financing

Communication: Internal & External

# *Strategic Sustainability*

Timeline: 1-3 years

Modernize IOTA Programs & Projects - 6 – 12 months

Create leading edge of Technology/Web - 3 - 6 months

IOTA “going green” – 12 – 36 months

FOCUS:

- Black Women’s Health → Partnership with BWA  
→ Breast Cancer → Triple Negative Cancer
- Education → STEM → Partnership with School  
→ Mentoring/Tutoring → Career Building →  
Scholarships → Independence
- Business → Partnership with Business → Career  
Building → Scholarships → Independence

# Sustainability Key Points:

- IOTA Programs support each other, they are interconnected
- They build upon one another & feed into the next level

Example:

Toys U Can't Return → IMAP/FIL → Career Exploration → Education → Scholarships → Business Entrepreneurship

Respectfully Submitted,

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Dorothy White, Central Regional Director

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