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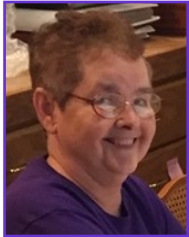
# Kappa PROFILE

A Publication for Members of National Kappa Kappa Iota

VOLUME XXXIII, NO. 2

2020 SPRING ISSUE

## “Twist and Shout for Kappa”



### National President Chris Hockert Psi State/Tennessee

Spring is here! It may not feel like it as we are all hunkered down trying to avoid the Covid 19 virus.

The National Executive Committee (NEC) and National Business/Audit Committee met in Tulsa March 4-7, 2020. We had a lot of business to discuss and 30 motions to approve. Our budget is taking a big hit this year due to the storm/water damage at National Headquarters. The NEC is proposing a \$10 National dues increase to build reserve funds to meet expenses over the next five years. This proposal will be presented to the Board of Directors and members at the 2020 National Convention. If approved, the proposed dues increase will take effect in 2021-2022.

The **Five-year Strategic Plan** (S.W.O.C. Strengths, Weakness, Opportunities, & Challenges) for National Kappa Kappa Iota was approved by the NEC at the March Business Meeting. The Strategic Plan will be presented to the Board of Directors and members at the 2020 National Convention. I want to thank the NEC, all State Presidents, guests, and Dr. Mitzy Johnson-Mills for all the hard work that took place at the Fall Meeting to make this a reality. (**Strategic Plan on page 4**)

The NEC and Business Committee discussed various cost savings opportunities for Kappa Kappa Iota during the March meeting in Tulsa. It was decided to offer members the opportunity to receive their newsletter, **The Kappa Profile**, electronically via Email or download the E-newsletter from the National Kappa Kappa Iota website: [www.nationalkappakappaiota.org](http://www.nationalkappakappaiota.org)

(click on **The Kappa Profile** link)

<http://nationalkappakappaiota.org/the-kappa-profile>, or continue to receive their profile in the mail.

Members who wish to receive **The Kappa Profile** electronically are asked to call Executive Director Marilyn Bridges (918)744-0389 or send an Email to her at [kappa@galstar.com](mailto:kappa@galstar.com).

The NEC and the Business Committee discussed the possibility of establishing a “**Wish List**” for National Kappa Kappa Iota to help defray expenses for needed items at National Headquarters. The wish list is set up through Marilyn’s Kappa Amazon account. Items can be sent directly to: **Nat’l Kappa Kappa Iota Headquarters** Amazon’s Wish List link for National Kappa Kappa Iota is:

[https://www.amazon.com/hz/wishlist/ls/2ZQH3WBWAP76E?ref=cm\\_sw\\_em\\_r\\_wl\\_dp\\_ie1UGdaBiP7Cd](https://www.amazon.com/hz/wishlist/ls/2ZQH3WBWAP76E?ref=cm_sw_em_r_wl_dp_ie1UGdaBiP7Cd)

## National President Chris Hockert ~ Psi State/Tennessee

The Kappa Profile is published quarterly by Kappa Kappa Iota National Headquarters.

News releases and other information may be submitted for publication consideration to:

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[kappa@galstar.com](mailto:kappa@galstar.com)  
[nationalkappakappaiota.org](http://nationalkappakappaiota.org)



### 2019-2020 National Executive Committee

(Back) National President Chris Hockert, Immediate Past President Jennifer Otradovec, Second Vice President Phyllis Thomas, Parliamentarian Sue Hagan, Recording Secretary Kathy Smith,  
(Front) First Vice President Kay Palush and President-Elect Brenda Morrison

### This Issue

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## e-Postcard

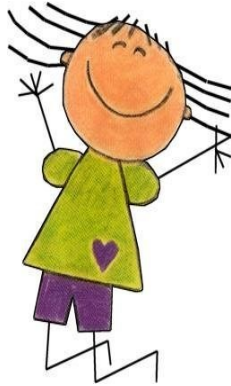
file your electronic IRS Form 990-N

## ATTENTION STATE AND LOCAL CHAPTERS

Each state chapter, local chapter, and state council must file an annual 990-N (e-Postcard), via the Internet, with the IRS to maintain tax-exempt status as a 501(c)(3) organization.

Listed below are Local Chapters and State Councils (**listed under each state**) and the State Chapters (**marked with an \* and underlined**) who have not appeared on the IRS listing as having completed the 2018-2019 filing. Complete filing as soon as possible. Questions? Contact National Headquarters at 1-800-678-0389.

|                  |                  |
|------------------|------------------|
| <b>COMPLETED</b> | Phi State/OH     |
| Alpha Alpha/KY   | Psi State/TN     |
| Alpha State/OK   | Rho State/NC     |
| Chi State/HI     | Theta State/AL   |
| Delta State/TX   | Upsilon State/SC |
| Epsilon State/AR | Xi State/FL      |
| Eta State/LA     | Zeta State/MO    |
| Gamma State/KS   |                  |
| Iota State/NE    | <b>NOT FILED</b> |
| Lambda State/GA  | *Alpha Beta/IN   |
| Maryland Chapter | U of Evansville  |
| Mu State/MS      | *Beta State/NM   |
| Nu State/CA      |                  |
| Omicron State/IA |                  |



## NATIONAL KAPPA KAPPA IOTA PROPOSED BUDGET 2020-2021

### INCOME

|  |                     |
|--|---------------------|
| Change in Market Value of Investments      | \$ 1,000.00         |
| Dividends/Capital Gains                    | 1,500.00            |
| Donations – General Fund/HQ Maintenance    | 5,500.00            |
| Donations – Memorial Gardens               | 400.00              |
| Dues/Fees                                  | 74,000.00           |
| Headquarters Rental                        | 300.00              |
| Interest                                   | 900.00              |
| Merchandise Sales                          | 5,000.00            |
| State Sales/Vendors/Trademark/Conv Returns | 600.00              |
| <b>TOTAL INCOME</b>                        | <b>\$ 89,200.00</b> |

### EXPENDITURES

|                                     |                     |
|-------------------------------------|---------------------|
| Membership Development              | \$ 2,050.00         |
| National Convention                 | 3,350.00            |
| Professional Leadership Development | 80.00               |
| President's Expenses                | 175.00              |
| Executive Committee Meetings        | 4,550.00            |
| Other Committee Expenses            | 380.00              |
| The Kappa Profile                   | 6,936.50            |
| Office/Administrative               | 10,600.00           |
| Salaries, Taxes                     | 44,991.75           |
| Headquarters                        | 9,711.00            |
| Insurance                           | 4,075.00            |
| Philanthropy                        | 100.00              |
| Merchandise                         | 2,000.00            |
| Contingency                         | 200.75              |
| <b>TOTAL EXPENDITURES</b>           | <b>\$ 89,200.00</b> |

*Thank You!*

## MARCH 2020 DONATIONS

### GENERAL FUND

### MAINTENANCE

National Executive Committee  
Ginger Stout, Alpha/OK

*In Memory of Alice Butler,  
Rose Tollette's sister*

Margaret Gund, Alpha/OK  
*In Memory of Vera Coffman  
Paula Rowland's Mother*

Alpha Rho, Alpha State/OK  
*In Memory of Vera Coffman  
Paula Rowland's Mother*

Margaret Gund, Alpha/OK  
*In Memory of*

*Evenlyn Doebbeling,  
Debbie Master's Mother*  
Alpha Rho, Alpha State/OK  
*In Memory of*

*Evelyn Doebbeling,  
Debbie Master's Mother*

### CAPITAL IMPROVEMENTS

June Moore, Gamma/KS  
*In honor of Beta Chapter-  
75 Years Old this year!*

**amazon smile**

Within the next 60 days we will establish an Amazon Smile account whereby items purchased by Kappas can declare National Kappa Kappa Iota (a 501c3 nonprofit) as their charity to support. Amazon Smile when donate a half percent of their sales to National Kappa Kappa Iota. This is another way you can help Kappa Kappa Iota and use your purchase as a charitable tax deduction!

### Books and Bears... is the Annual Philanthropic

Project at the National Convention. Pack up your books and bears for their journey to Memphis! (Donations presented during the Annual Luncheon.)

Empathy Shower... Send or bring cards and/or sheets of stamps with you to the National Convention to be given to the National Empathy Chair and Regional Empathy Chairs. This will help defray expenses in responding to Empathy concerns. Cards and/or stamps will be collected in the Kappa Store.

Memorial Service... May 15 is the due date for names of Kappas who joined the Omega Chapter to be included in the Memorial Book and Service at the National Convention. Names are provided by the local and/or state chapters. If a member dies after that date, please call National Headquarters immediately, and every effort will be made to include their name in the Memorial Book.

Special Projects...The NEC voted to have funds raised from Special Projects sales go toward Capital Improvements Funds for Headquarters. Each state is asked to bring two items to be raffled off during the convention. The items combined should total an amount of \$150- jewelry, electronics, or gift cards are requested. The cost of the tickets are: 1 for \$1, 6 for \$5, and 12 for \$10. Contact your State President for raffle tickets. Get ready to **Rock and Roll!**

**Brenda Hope, Special Projects Chair**  
[jhope1@carolina.rr.com](mailto:jhope1@carolina.rr.com) 704-472-5656

## ~ KAPPAS in the News ~



## “Read to Grow” A New Reality in Bartow County, GA By Janet Martin, Tau Chapter, Lambda State/GA

A new day and a new program is now a reality in Georgia’s Bartow County Schools (BCS). In 2018 a group of business leaders, educators, and clergy came together to discuss issues which were negatively affecting academic life of students in Bartow County. During that discussion, one of the educators in the group, Dr. Davis Nelson, a former First Grade Teacher, Principal, Superintendent, Elected County School Board Member and County School Board Chair; stated that a child who learns to read in grades 1-3 will be better able to face all academics and will likely stay in school and graduate. And, other statistics say that a child who drops out of school in ninth grade, will make \$19,000 per year less than a High School graduate, and will be more likely to go on food stamps, more likely to go on welfare, or more likely to wind up in the prison system.

A newly hired BCS Superintendent, Dr. Phillip Paige, was approached with the idea that reading achievement in grades 1-3 was critical to a student’s academic and life success. This new Superintendent immediately understood the crisis and the task of making reading achievement in the grades 1-3 a priority in all BCS. He developed a Task Force Committee, who reached out to the community to seek adult volunteers to go into all BCS and work with students struggling with 270 key sight words. Task Force Members trained the volunteers and now there are over 600 volunteer adults working with students in grades 1-12. The volunteers encourage students to keep practicing their sight words and celebrate progress with students.

The BCS reading achievement data available for first grade students in December 2019, showed these students reading on average, 62 more sight words that they were reading in the beginning of the 2019 school year. The BCS system average was a high of 99 more sight words being read by students in grades 1-2!

I am a substitute volunteer. I volunteer and work in any BCS classroom in grades 1-2. If you would like to make a difference in the life of a child, struggling to learn to read, I highly recommend that you go into a classroom and work with young students. If you are currently involved as a volunteer in any kind of reading program, know that you are making a difference in the life of a child. This service reaps a huge blessing!

## ~ Mark Your 2020 Calendar ~

**CONVENTION TOUR INFORMATION**

- ✍ **May 8** - Deadline to finalize the **Pre and Post Tours**, and other tours

**CONVENTION REGISTRATION DEADLINES:**

- ✍ **May 8** - Convention Registration
- ✍ **May 21** - Marriott Memphis East Hotel Reservation

**FORMS AND REPORTS:**

- ✍ **May 1** - National Officer Nomination Forms  
National Officer Reports  
Standing Committee Reports  
State President Year-End Reports  
V.I.P. Award Report Forms  
Incentive Award Report Forms  
National Nominating Committee Delegate Report Forms
- ✍ **May 15** - Deceased Members Form  
2020-2021 State Officer and Committee Chair Lists

**DELEGATE CERTIFICATION**

- ✍ **June 1** - Deadline to send Delegate Report Forms to National Headquarters in order to receive delegate ribbons during the registration process.
- ✍ **June 1** - Convention Delegate Report Forms  
2020-2021 Local Chapter Officer Lists

**NATIONAL SCHOLARSHIP/GRANTS**

- ✍ **June 1** - Deadline to submit National Scholarship Applications for consideration. Applications are available from the National Website, State Presidents, and/or National Headquarters. The total number of awards each year is based on funds available and the number of qualified applicants. The Scholarships/Grants are awarded for professional or personal enrichment and are available for Active Members, Campus Kappa Members and Non-Members. **National Scholarship Chair Marcelle Bridgeman**  
**mbridgeman@windstream.net ~ 478-932-5560**

**Preserving Kappa History ~ Centennial Fundraiser**

Celebrate Kappa’s Centennial by honoring a current Kappa Member, Kappa Guy, Kappa Kid, Chapter or State Officer, Local Chapter or Kappa State with the purchase of an engraved brick. You may honor the memory of a Kappa Member in the Omega Chapter by purchasing a brick. Bricks may also be purchased in memory of Kappa Guys and/or Kappa Kids. Bricks will be placed around the boarder of the sidewalk in the Memorial Garden, continuing into the courtyard at National Headquarters. All donations will help fund renovations at Headquarters for the 100th Anniversary!  
**bricksrus.com/donorsite/nkki**

**NATIONAL KAPPA KAPPA  
CENTENNIAL  
1921-2021**

## STRATEGIC PLAN 2020-2025



### **Strategic Goal 1 (MEMBERSHIP): To increase, retain and reinstate a diversified organization**

**Objective 1:** Expand membership opportunities to all professional educational personnel by 10% per year per state

**Objective 2:** Retain current members through incentive award(s) with five years or more (10, 15, 20, 25, etc.) of membership

**Objective 3:** Retain reinstated former members and current members at a rate of 95% annually

### **Strategic Goal 2 (PERSONAL & PROFESSIONAL GROWTH): To explore a variety of resources to offer appealing programs for personal and professional growth**

**Objective 1:** Develop a list of programs for personal and professional growth through National Kappa Kappa Iota

**Objective 2:** Solicit a list of topics of interest from members and compile a list of popular topics from which to offer meeting programs as evidenced from a local chapter survey

### **Strategic Goal 3 (PUBLICITY/PROMOTION): To promote awareness of Kappa Kappa Iota and showcase activities through all possible avenues of publicity**

**Objective 1:** Increase the level of publicity on the national website, social media, and local media outlets such as YouTube videos, commercials, and local newspaper articles

### **Strategic Goal 4 (REVENUE EXPANSION): To investigate opportunities to generate increased funding resources and donations for revenue expansion and sustainability**

**Objective 1:** Identify at least two grant opportunities for non-profit organizations and apply for these by National Kappa Kappa Iota

**Objective 2:** Provide online: dues payment, fund-raising monies, donations and endowments to generate additional revenues by \$25K

### **Strategic Goal 5 (SERVICE): To encourage and expand service opportunities**

**Objective 1:** Have at least one philanthropic activity each year by local chapter

**Objective 2:** Document better and share service activities by all chapters and states

**Objective 3:** Promote the awareness of a variety of service opportunities available to members at all levels and increase participation in these service events using social media, local news outlets, and websites

**Objective 4:** Encourage scholarship qualified applicants to pursue local, state, and national scholarships prior to deadlines each year

These goals and objectives will be reviewed annually at the local, state, and national level to determine how we are meeting each goal. A form was created that will be in the 2020-2021 State Presidents' Packet. The purpose of this form will be to remind each State President to provide details about how they are meeting the Strategic Plan Goals for their year-end reporting to National