



*Lecture by Sigrún Jóhannesdóttir, Delta Chapter Iceland
Comments from Discussion groups in Baden Baden*

- **Who are we?**
 - First we have to know “What is our image?” before we answer “How to attract young women? “How do young women see DKG?” and “What do they think of our Society?”
- **Where are we heading now?**
 - What are the priorities?
 - Need for vibrant dynamic discussions– necessary for our continuation and growth.
 - What kind of image do we need to attract young people? If we know that then we can make a strategic plan. Ask our own young women “What made you decide to become a member of DKG?”
- **How do we want to shape our future?**
 - Make plan for your chapter,
 - Set targets
 - Plan activities
 - Evaluation
 - Appealing programs
 - More fun – More diversity - More interesting
 - More aggressive expansion, not only internationally, but at our own chapter levels.
 - What was it that “fired” up women in the “Germination” phase of DKG??
- **What are the interests and needs of key women educators to day?**
 - How do we find that key for young women educators today??
 - We have new (+ young) states eg. Estonia.
 - How do we capture/ enhance their enthusiasm + motivation towards DKG?
 - What are they doing? Is there potential for replication of their success?
 - Have interesting programs, more discussion at conferences, workshops of interest
 - Be more visible through the media, use members and their networks
- **How can we grow and thrive within DKG Society International?**
 - Expand into all European Countries, more diversity
 - Improve the image of DKG to attract young women.
 - Involve new members and give them roles that have meaning to them, support them.
 - Special interest groups established. Have programs to suit each group at each conference.
 - Establish the presence of special interest groups on the web.
 - More autonomy in the regions to cover the different regional needs.
 - Marketing ideas
 - Communication to new young prospective members, methods?
 - Iceland members increased. Is it possible that Iceland can tell how they did it??