



Communiqué

The Delta Kappa Gamma Society International
TSO Communications Committee Bulletin

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Inform the Membership · Create a Buzz · Enhance DKG Visibility

Exploring Sources to Impact Professional and Personal Growth

Mining for Valuable Materials

Miriam-Webster defines the verb *mine* in this way: to seek valuable material in... Chapter newsletter editors can mine in many places for valuable material to use as content in their editions. Put on your miner's hat and dig in.



Traditionally editors are encouraged to utilize information from the *DKG News* and the *Lone Star News* for content in their editions. Every member of the Society receives the International publications. Members' recall of international activities and concerns is improved when salient points are repeated in their chapter newsletters. Likewise, every Texas member receives

a hard copy of alternate editions of the *Lone Star News*. In the months that the LSN is posted online only, it is important for chapter newsletters to include articles and deadlines that will reach members who do not use computers. This point brings us to a second major source of communications nuggets, the Society websites.

The International website and the Alpha State website can also be accessed for significant information to use as content for local newsletters. Mining becomes an adventure when editors utilize the links on the international site to visit websites maintained by other states and their chapters.. At times articles about membership strategies, projects, and other common Society subjects may be found that spark ideas for a story in a Texas chapter newsletter. Other nuggets to glean might be different DKG clipart or unusual, catchy verbiage.

Digging through issues of the TSO Communications bulletin, the *Communiqué* and other TSO committees' publications can result in finding pay dirt. Check out Technology's *Tips and Treats* and pamphlets on the committee pages. The chapter's web-watcher may head up the mining effort here.

How often do we read something interesting in a professional educator's organization publication or in a women's magazine or online about research results, health issues, a social phenomenon that is of such interest we find ourselves sharing with close friends? Do we also think to use that information as content for a newsletter article? XXX chapter prints a *News You Can Use* segment in its newsletter. From lengthening the shelf life of berries to strategies for teaching digital natives.

Mine the membership as well. Utilize their expertise and special interests. Ask the educator who has thoroughly researched elder care for her mother or the new member who enjoys studying local history to act as guest reporters. There are golden opportunities all around to find content that will enrich the content of each issue.

FOCUS

on

**Inform the
Membership**

NEWSLETTERS

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Communication

is
the
substance
of
leadership
and
achievement

Diane Moose Communicates with TSO Chapters

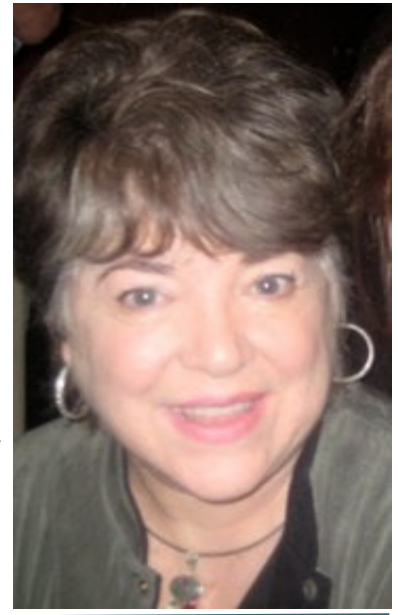
Editor's note- Most DKG members in Texas will recognize her name -Diane Moose. They see it often if they use the Alpha State website. Diane is the state's webmaster and now the newly appointed international chairman for communications and publicity. She is a member of Zeta Omega, Area 3, where she also edits the chapter newsletter. Diane's committee has begun their work, and she brings greetings from the international group to chapter workers who are responsible for communications.

The 2012-2014 Communications and Publicity Committee met recently at the Society headquarters in Austin. During an intensive season of work, we set committee goals, revised the Standards for Society Website Certification, and laid out plans for a bi-monthly newsletter, *Strengthening the Buzz*. We also made plans for the upcoming regional conferences.

Society president, Dr. Beverly Helms, has charged us with strengthening the lines of communication among all levels of the Society and among the various groups within the Society. Toward that end, you as a chapter communications chair can be of assistance to the Society. We would very much like for you to help us in two of our projects. One thing you can do is encourage all chapter members to contact International to give them their current email addresses. (Or, you could collect that information and send it to International.) We need to have a good database so that we can, on occasion, send out email communications to members.

The other project for which we solicit your help is in creating a list of useful websites and apps for teachers. Would you please help us by asking your members what websites or apps they have found useful in their classrooms and how they use them? You can pass the information you gather to me at dianemoose@yahoo.com.

We are committed to communication.



Texan, Diane Moose, is the new Chairman of the International Communications and Publicity Committee for 2012-2014. She succeeds TSO President Joanne Davis as the head of the Society's committee team.

Integrate Programming Data and Communications

They say that many chapter members skip reading Society news publications. It may be true of other chapters, but surely not *our* chapter! They say newsletter editors should think about their readers and what information would be helpful to them. *Our* chapter newsletter already offers a variety of articles, stories, and opinions. What else is there to interest our membership and assure they read our news? Here's an idea- report succinct but important facts learned during a presentation; or when appropriate, conduct polling activities or questionnaires as part of programs; and then publish the tabulated results in the next newsletter.

Last year, several chapters' newsletters printed tables of facts which had been presented by speakers at meetings. Examples were a list of drought resistant plants suitable to an area suggested by their agricultural agent or the set of statistics compiled by a regional safe place on the various types of abuse cases they had seen in a year presented to drive home the value of the facility. Another chapter planned a program based on goal setting and members' Bucket Lists. One part of the program was a group activity in which attendees recorded their ideas for a chapter Bucket List. The tabulated results were printed in the next edition of the chapter's newsletter.

Integrating programs and newsletter can have positive results. Planning activities that give members an opportunity to give input on a topic adds to the personal impact a program may have on attendees. Later it gives them a sense of ownership of the results printed in a future newsletter. Further, publishing facts and stats from a chapter program expands the impact of the presentation to members who were absent. Using the newsletter to showcase useful information can serve to pique our lifelong learners' interest in attending future meetings.

Easy Reinstatement- Not for Members Only

Do you know of someone who, for one reason or another, is no longer a member of Delta Kappa Gamma? Perhaps she is an old friend who terminated her membership when she moved away and did not inquire about chapter locations in her new area. Could it be possible that the chapters around her new home failed to welcome her, and she perceived them as cliquish? Perhaps a former colleague decided to leave the Society because the demands of her job or family were preventing her from attending meetings. Maybe you know of a former member who is unaware of the reinstatement process because she missed out on that piece of mentoring /reorientation information presented in her chapter newsletter. Or maybe you are aware of former members who were “dropped” from membership due to non- payment of Society dues. Another common reason members give for having left DKG sounds like this: “I resigned because my interests changed when I retired. There was nothing for me in the Society at my stage in life.” There are also, unfortunately, issues that surface on each level of the Society that create dissatisfaction and result in the loss of valuable members.

Any of these former members may be interested in reestablishing their membership in Delta Kappa Gamma. The Society is certainly interested in their being restored to its fellowship and its vision. “Lost” members need motivated Delta Kappa Gamma friends to remind them that they were- and still could be- important to the chapter. They have unique qualities and experiences that strengthen the Society. Moreover, these former members need help to realize that the Society has made strides to modernize, diversify, and satisfy the needs of a mutli-generational membership.

The idea of reinstatement may not pertain strictly to DKG membership. Does your chapter, for one reason or another, no longer publish a newsletter? Perhaps your chapter does claim to have a newsletter, but the editions are sporadic. Perhaps this is a time in the chapter’s life when no members are drawn to the editor’s job. Are there few techno-savvy members in the group who believe they have no time to give to work on a newsletter? And are they unaware of the resources and help available to them from the TSO communications committee and the state website? Whatever the case, chapters that once regularly produced news issues but now do not should determine to restore their newsletter as a valued component of their communication. It can inform and mentor the membership and increase DKG visibility with such external entities as prospective members, former members ready for reinstatement, or the community the chapter serves.

Dropped newsletters can be reinstated with ease. Editors can begin with the ideas for templates found in the list of resources on the communications page of the Alpha State website. Novice editors can access ideas for content and format in past issues of the *Communiqué*. If those who can type lack confidence with a computer, like them take heart. A chapter’s newsletter can be in a one-column format much like a regular letter, and it is required to be only two pages long. Think of editing each issue as writing a newsy two-page letter to good friends. The friendliest resource for those willing to reestablished their chapter newsletter will be the TSO communications team. Each area has a representative to the committee who will help editors find the answers they need. Locate the list of names on the state website.

Likely the most common reason no one volunteers to edit a chapter newspaper is the “I don’t have the time.” rationale. An editor’s task can be as frustrating or enjoyable as her willingness to learn makes it. Those who are of the opinion that it would take too much time to publish five newsletters in the interval from July to May each DKG year may be spurred on by a quote from John Cotton Dana: *Who dares to teach must never cease to learn.* First, see what elements are required by the state guidelines. Those pieces will almost fill the first page. Decide on a handful of repeating pieces that the chapter membership believes is important such as a finance update, a members’ birthdays reminder, a repeating “Save the Date” box that supports attendance at the summer conventions and conferences, and the like. Then share the responsibility of typing the text. Ask each committee chairman to write an article about how her committee functions in the chapter and use one report per issue. Many chapters add minutes from the last chapter meeting as page two of the newsletter. There are numerous options. “Lost” newsletters need motivated Delta Kappa Gamma leaders to revitalize them and then remind the chapters’ readers that a newsletter is important for unifying the membership. *Explore the possibilities.* Reinstatement is straightforward for dropped members and for abandoned newsletters.



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Five Tips for Five Star Status



Earning the state's Five Star award for an outstanding newsletter is not complicated. All it takes is awareness and diligence. You can do it! Join the 200+ chapters who received this convention honor in 2012.

- ★ Use the TSO document, *Guidelines for an Outstanding Newsletter (2012-2013)*, as a format guide for organizing the header and front page portions of the newsletter. Set up a header template which includes the required elements and reuse it with each edition. Remember what journalists recommend to do to look good in print.
- ★ Refer to the international publication, *Guidelines for State Organization and Chapter Communication Committee Chairs*, and copies of the *Communiqué* for ideas about content. Share responsibility for seeking out professional and personal growth stories with the chapter communications committee. If the newsletter editor is the communications committee, make it known to the membership that everyone should be on the lookout for material that may benefit educators' professional growth or women's personal growth. An example is information on *Raise Your Hand Texas*, an organization that sends educators from this state to leadership institutes at Harvard each summer. Be sure to elicit help from committee chairs, member-reporters, the chapter treasurer and recording secretary, and the web watcher to write newsletter articles on a regular or a rotating basis.
- ★ Designate the person who will dependably submit current newsletter copies to the five required state personnel. The state president, the editor of the *Lone Star News*, and the chairman of the state communications committee each use hard copies of chapter newsletters in their jobs. Some ACs and area members of the communications committee, who help evaluate issues, accept electronic copies. Keep those distinctions clear. If a chapter member has earned an honor and the news could be shared with the rest of the state, it should be submitted in a timely fashion to the *Lone Star News* via the chapter newsletter. Newspapers simply archive yesterday's news.
- ★ Be mindful of the Five Star Newsletter deadline. May 1 is the cutoff date to meet requirements to be named as a Five Star newsletter. A minimum of five newsletters must be on file by that time. Some chapters publish two-page newsletters monthly while others choose a bi-monthly plan that ends with an April-May edition postmarked no later than May 1. Bi-monthly editions are typically 4-6 pages in length.
- ★ Watch for feedback from the TSO communications committee. We are working to be more in touch. Consistency is a key factor in earning the Five Star award. Plan ahead, set up accurately once, and if this happens, it is likely a Five Star certificate will arrive before June.

A prerequisite for the new Seal of Merit award is to first clearly qualify for the Five Star Newsletter honor. Set your sights on communicating to the membership and branding your publications with a updated, professional styles modeled by publications at the state and international levels. Then let your vision guide your way.

Communications Resources



Communications chairmen and chapter newsletter editors need not feel like the Lone Ranger as they carry on their responsibilities for DKG., especially if it was not possible to attend the fall area workshops to learn about the resources available to them. The state communications committee is composed of one representative per area to help with questions. Voice your concerns and share your successes. Contact between all levels of the Society is a priority

The TSO website is a gold mine of resources. Make it your cache. Look for ideas and answers from these postings: the *DKG Style Sheet*, rules for Society capitalization and punctuation; current and past issues of the *Communiqué* with information covering various facets of publications and PR; *Guidelines to an Outstanding Newsletter*- the standards; *Seal of Merit* guidelines and requirements; templates for newsletter format and chapter brochures, and the PowerPoint slideshow, *Broadcast the Buzz- Beam the Possibilities*, used at the fall workshops, plus more.

DKG on NBC in NYC

What's going on here? Society members are engaging in public relations on the streets of New York City. They took a high profile stance before a nationally Televised morning program and even branded the Society with our logo. What a PR move!

Chapters that host community-wide fund raisers or wish to publicize an event open to non-members might consider seeking time on local radio and television community service programs. Communications chairmen can help with public relations contacts. If we don't tell our communities about DKG, who will?



Brand the Society

Society Statements and Themes

Society Mission Statement

The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.

Society Vision Statement

Leading women educators impacting education worldwide

International Theme 2012-2014

Sharing Our Vision - Strengthening Our Society

Texas State Organization Theme 2011-2013

Explore the Possibilities: Let Our Vision Light the Way



Coming Events

84th Texas State Convention

Renaissance Hotel
Austin, Texas
June 20-22, 2013

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Southwest Regional Conference

Hilton Branson
Branson, Missouri
July 17- 20, 2013

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International Convention

Indianapolis, Indiana
2014



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