



Communiqué

The Delta Kappa Gamma Society International
TSO Communications and Publicity Committee Bulletin

March 2013
Vol. 2, No. 3

Inform the Membership • Strengthen the Buzz • Enhance DKG Visibility

Exploring Strategies to Improve DKG Communication

Communication: A Two-Way Street



It's well past the first of the year, but maybe the business of life has not allowed us busy educators time to think about the Societal changes 2013 will bring. The International biennium is almost a year old as the state level biennium is wending its way to June's transition. It is an important time to review a pertinent goal International President Beverly Helms stated in her acceptance speech last summer. Her aim is to increase communication at all levels of the Society. Dr. Helms stated that better communication is needed from level to level, that too many members are unaware of or un-interested in DKG activities beyond the local level, and that the Society experiences low visibility in the local community. These are all concerns tied to and influenced by communication committees, newsletter editors, and individual members. To realize the International theme for the current biennium, *Sharing Our Vision – Strengthening Our Society*, let us make a springtime resolution to intensify our efforts to forge stronger communication in the months to come and through the state transition this June.

Each DKG member is a leader. As such, we each can play a part and lead wherever we are, whatever our responsibilities. Those in charge of communications and publicity can exemplify and motivate attempts to inspire, exhort, or inform. Every member can look for opportunities to create a dialog within her chapter, her area, her state organization that can extend even to the international level. Where do we see ourselves as committees and individuals who might be involved- or not- in the exchange of ideas, experiences, concerns, problems, and solutions for DKG?

Good communication is focused and bidirectional. The problem is we are accustomed to a traditional hierarchy in which ideas, information and exhortations move mostly from top to bottom. Business experts say that an organization never achieves its potential or a synergy without all members being completely engaged. To remedy this, we need to see societal communication as a two-way street that includes a return route from the bottom to top for everything, including vision. When an organization's members truly communicate, they create dialogue and reach shared meaning as well as develop a sense of joint ownership in the Society's activities. This creates a sense of greater active participation for individuals and gives them a way to express their ideas and to vent their feelings. Improving communication creates better coordination between levels and between leaders and individuals, which in turn

Continued on page 3

FOCUS
on
Strengthen the Buzz

Societal
Communication

Other stories:

Countdown to Convention	2
DKG Delivery Failure	3
Online Resources	4
Half and Half Letter	5



You can't *not* communicate.

Everything you say and do
or
don't say and do sends a message to others.

JOHN WOODS

Keep PACE with the Countdown to Convention

As the state's 2011-2013 biennium draws to a close, the deadlines to earn convention honors for chapters and to nominate members for honors are approaching. The clock is ticking. The countdown is underway. Think P. A. C. E. ! Keep P. A. C. E. !

March Review the guidelines for the *Seal of Merit*, a bonus award for chapter newsletters, to be in contention for this new communications honor.
Submit nominations for the *Members in Print Award* and the *Newspaper Recognition Award*. The forms are available online at the TSO website. April 1 is the deadline.

April Include an article which meets the Seal of Merit criteria in the last newsletter to count for convention honors. Check that at least five chapter newsletters have been mailed to the state communications chairman and the communications committee representative in your area. May 1 is the deadline to have the minimum number of issues on file towards the Five Star Newsletter Award and consideration for the Seal of Merit. Designation as an honors newsletter also impacts points on the P.A.C.E.

May Postmarks after **May 1** will disqualify chapter newsletters for consideration as a Five Star Newsletter.
Look ahead to the summer months and plan ways to communicate with the membership during the hiatus.

June Travel to the **Alpha State Convention** and **attend the communications committee's infomercial session on Thursday morning, June 20, at 9:50 a.m.**
Prepare for the transition in state personnel. As the 2011-2013 state biennium ends, secure the necessary contact information for submitting chapter newsletters to the new 2013-2015 state personnel.

July Attend the **Southwest Regional Conference in Branson**.
Watch for email messages from the new state personnel.
Gear up to begin the next volume of chapter newsletters and form a chapter public relations plan. Think DKG visibility.
Create or update chapter brochures.

visibility

DKG

public relations

Society

BROCHURES

chapters

elevator speech

publicity

newsletters

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Subject: Notification of DKG Delivery Failure

Delta Kappa Gammas increasingly use email to send and receive messages and informative materials. Often senders experience frustration when a message is returned as undeliverable. Though the recipients may not be aware they are out of the information loop, they may later discover some consequence to having missed a message or a deadline. The International Communications and Publicity committee is currently requesting that members update their email addresses in the Society database. Send your contact info to mem@dkg.org. Mention your DKG member number, too. To improve TSO communication, be sure your email address is not one where incoming messages are blocked by a school firewall. Then see that your info remains current with all interested parties.

Two-Way Street continued from page 1

further boosts communication. So what are some methods our chapters can use to foster healthy two-way exchanges?

Communication and Publicity Committees- See this committee as part of the news team. Use this committee to nurture and encourage various types of communications. The communications committee is charged to strengthen the DKG buzz within and without the Society. How would that look in your chapter? Formulate a public relations plan and use this chapter group to activate it. Encourage contact between chapter committees and their state and international counterparts. Create effective impact to the chapter by delivering messages multiple times in multiple ways. Using multiple channels to communicate with various audiences will increase the odds that communications are received and understood. Include the chapter's corresponding secretary in communicating with the membership in innovative ways. Promote participation in the DKG's social media. Perhaps a program on blogging would benefit your chapter's members.

Newsletter Editors- Send the news, repeat the details, advertise the Society, and provide ongoing education about DKG. Consistently share information about the chapter's activities with members and with the community. Prompt people for feedback and reactions to programs and projects; then report trends in the membership's thinking. Elicit the Research Committee's cooperation in the effort. Involve members in writing articles for your chapter newsletter. We all come across information and ideas that we eagerly share with family and friends from the web, professional literature, and magazines. Do the same with your DKG sisters.

Individual Delta Kappa Gammas- Become ambassadors for DKG. The more members know about the Society, its practices and services, and its response to issues- the better the job individuals can do of promoting the Society in the community and to potential members. One-on-one contact with other members helps us mentor one another, whether we share with new sisters or veterans.

Organizational communication is strong when members tell leaders what they require so the leaders can provide it. We should work to create an environment in DKG where members are not reluctant to offer suggestions, opinions, and feedback. One way is to use *Half and Half Letters*. Elicit feedback from different members periodically by sending them a request for their ideas and opinions.

Involve the chapter webmaster and web watcher to work with email updates. Create a section on the website where members can sign up with their email addresses to receive current status reports or news items. Occasional email "bulletins" sent to the addresses might include a particular honor or success the chapter or a member has experienced, an urgent call for help with a specific task, or a reminder about an important upcoming event. Because a sign-up for this kind of mailing is voluntary, the chances that these messages will be read and attended to increase.

Tell DKG stories. Stories can motivate us to give, to act, to share. Capturing and sharing inspirational Societal memories and funny experiences, acts of generosity, and successful ideas engage members and the community in a visceral way. Ask members to write down and collect their stories so they can be used in newsletters, media pitches, recognition letters, and more.

Organizations whose leaders successfully engage members in conversations about their ideas and perspectives nurture a culture of inclusiveness that generates results. Strong and varied means of communication can be important strategies for combating apathy within the Society and poor awareness of DKG in the community.

Benefit from Online Resources

A **re-source** is a supply from which benefit is produced. When chapter workers need information about communications and publicity, do not overlook the wealth of resources available online designed to benefit communication projects, publications, forms and deadlines. Find suggestions and solutions on these pages of the state website. alphastatetexas.org

Navigation

- Home
- Contact/About Us
- Officers
- **Committees**
- Area Info
- Convention Photos
- State Headquarters
- Chapter Websites
- **Deadlines & Forms**
- Upcoming Events
- State Scholarships
- **Publications**
- **Resources**
- Presidents' Kit
- Photo Gallery
- ASTEF (Foundation)
- DKG Ed Foundation
- **International**

Select Communications

- *Templates for newsletters, chapter brochures, and elevator speeches.
- *Guidelines and criteria for award-winning publications
- *Communications award forms and instructions
- *To Whom Are Newsletters Sent?
- *DKG Style Sheet



Members in Print award and Media Recognition award forms posted with deadline and mailing instructions

Seek Communications Committee list

2011-2012 and 2012-2013 issues of the *Communiqué*, a bulletin for chapter communication committees and newsletter editors reside here Topics include newsletters, chapter brochures, elevator speeches, PR plans, reminders, awards and more.

Access to Governing Documents, Reference Materials including Society graphics, Music, Slide Shows and Videos

Follow links to the home page menu for Committees and on to Communications and Publicity. See the international committee's resource list.



You're Invited to our Infomercial

**FREE
ANSWERS!**
Same day delivery

TSO Communications (and Publicity) Committee
Presentation

Opening Day, Thursday, June 20
TSO Convention

9:50 -10:05 a.m.
Rio Grande A

Half and Half Letter: Apply 2-Way Communication

Let the two-way communication begin! The out-going TSO Communications Committee elicits responses from chapter presidents, communication committees, and newsletter editors via the *half and half letter* strategy suggested in this publication's lead story. Give us feedback to pass along to the incoming 2013-15 committee. Send your comments, suggestions, success stories, and opinions concerning DKG communications and publicity to your current area representative on the TSO Communications Committee or to the committee chair. We look forward to shifting a paradigm and to applying the principle of bidirectional dialogue among the levels of our Society.



Texas State Organization

"Our Half"

Dear TSO Communicators,

We are interested in your opinions and your suggestions about ways to increase the effectiveness of DKG communications with Texas members. Tell us your ideas and success stories.

Letting us know what you think helps us make the right decisions for our state and chapters. Thank you.

"Your Half."

Mail or email a return response to your area's representative to the state communications committee or to the communications committee chair.



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