



Texas State Organization Communication Plan 2023-2025

GOAL:

To make members excited about DKG and TSO membership, remove as much ambiguity and miscommunication as we can, and create a positive, constant feedback loop as we continue to learn, grow and **SOAR** together.

Audience	Strategy	Key Message	Channel(s)	Date/time	Owner
TSO Members	Energize and engage the members	Relevant and timely TSO and DKG information and resources	TSO Website	Submit content 1 week prior to posting to TSO President	Debbi Ball, Webmaster
TSO Members	To excite members about...	Society Business News & Information Resources Events	Lone Star News	Submit content: Aug. 15, Oct. 15, Jan. 15 and April 1.	Pam Burge, Editor/Photographer On-line: October 1 and November 15 Published & mailed: mid-March and late May
TSO Members	Energize and engage the members	News Information Celebrations	Facebook Page	As appropriate	Bonnie Moore, TSO president and social media committee

TSO State Leadership Team	Keep leadership informed	Member celebrations and concerns	“The Tetherline” email	As needed	Judy Mezick, Corresponding Secretary
Executive Committee	TSO Planning and business	TSO Business and Information	In Person Meetings	Retreat – Aug. 11-13, 2023 Exec. Mtg, Oct. 6-8, 2023 Exec. Mtg. Sept. 28-29, 2024	Bonnie Moore, TSO President
Mentors	Meet to discuss ACs, chapters and overall status of TSO	Area Coordinators Chapters TSO Concerns and Needs Upcoming Events	Zoom meeting at 7 pm	Dec. 5, 2023 April 2, 2024 Dec. 12, 2024 April 15, 2025	Bonnie Moore, TSO President
Area Coordinators & Mentors	Meet to discuss visiting chapters and overall status of TSO and membership	Chapter Visits Concerns Membership Upcoming Events	Zoom Meeting at 7 pm	Oct. 16, 2023 Feb. 5, 2024 Oct. 7, 2024 Feb. 18, 2025	Bonnie Moore, TSO President
Area Coordinators	To send information for AC newsletters	Committee Information Upcoming Events and Deadlines	Email from TSO President	1 st of every month	Bonnie Moore, TSO President, and Committee Chairs

Area Coordinators	Touch base to offer assistance	I am here for you	Phone call or other method	3-4 times per year	Executive Committee Mentor
Committee Chairs	Information for members about their committee	Information Upcoming events	Email information to TSO Pres.	Sent to TSO Pres. By 20 th of each month	Committee Chairs (notify of information – yes or no each month)
Committee Chairs	Create consistent and transparent communication about committee workings.	This is what we're hearing, this is what's working, and this is what we're doing about it.	Email from TSO President	Twice a year	Bonnie Moore, TSO President
Committee Chairs	Meet to discuss committee workings and overall status of TSO and committee efforts	Committee Progress Upcoming Events	Zoom Meeting at 7 pm	Oct. 23, 2023 Oct. 8, 2024	Bonnie Moore, TSO President
Chapter Presidents	Meet to keep communication open between chapter and state levels	Ideas Suggestions Concerns Questions	Zoom Meeting at 7 pm	November 2024 August 2024 February 2025 (dates TBD)	Bonnie Moore, TSO President
Chapter Presidents	Receive Area Coordinator Newsletter	TSO Information and help	AC Newsletter	Sent by 10 th of each month	Area Coordinators – sent to chapter presidents, mentor and TSO President

Chapter Presidents	Meet with Area Coordinator to discuss chapter needs, ideas, etc.	Chapter Ideas Celebrations Concerns Membership	As agreed upon	As set by the AC and chapter presidents	Area Coordinator
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Professional Expectations:

- Communicate your preferred contact method with those you work with.
- Respond to email and/or text messages within 48 hours.
- Use an out of office message if you cannot respond within 48 hours.
- If a response is required and you cannot respond within 24 hours, please say “Got it” and the sender will know you will respond as soon as possible.
- If the communication doesn’t require a response, please do not respond.
- Use the Subject Line to communicate the topic you are speaking about.
- If you have questions or need a response, please ask so it is clear you want an answer.

5 “C”s of Communication:

1. Clear
2. Correct
3. Concise
4. Complete
5. Compassionate

Effective July 10, 2023