

THE COMMUNIQUE

THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL

Communication...What is it? How does your chapter use it?

According to Webster, the definition of communication is: a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviors.

From an unknown author: "The basic building block of good communication is the feeling that every human being is unique and of value."

As educators, many of us have spent a career communicating with students, faculty, parents and countless others in our communities. This communication takes on many forms such as written, verbal and even non-verbal cues. Our newsletters are an effective means of communication. Consider the message, content and design as your chapter's unique form of communication about what's happening and accentuate the many positive and exciting things that are being done by its members.

Graphics in your newsletters:

The TSO website is a great resource to locate graphics for your chapter newsletters. This biennium our state president, Marilyn Gregory, has selected the HEART as her icon to go with her theme: The Heart of the Society is its Members. If you are finding icons from the past: lighthouses, bells, a woman with arms wide open, and/or kaleidoscopes then it may be time to update your graphics. Marilyn's icon can be found under resources then Society Graphics on the website.

Please don't forget to send hard copies of your chapter newsletters to TSO President Marilyn Gregory, The Lone Star News Editor Carol McMillan, the Chair of the Communications and Publicity Committee Kim Birkelbach, your Area Coordinator and your Area Communications and Publicity Committee member. Electronic copies should not be sent. We appreciate all your hard work and time publishing your chapter's newsletters!

Changes in the Seal of Merit Award

Postmark/Deadline: May 1, 2017

Changes include a minimum of six articles of your choice from the below topics. We ask that these articles range in length from 200-250 words. These articles will be counted starting with any newsletters from this current biennium (2015- 2017).

- The Society (any aspect of DKG)
- Your Chapter
- Professional issues
- Women's issues
- Human interest stories

*Please see rubric on website for more details.

Members in Print Award

Postmark/Email Deadline: April 1, 2016

The application can be located on the TSO website.

Requirements:

1. Publish in a professional journal.
 2. Publish a book.
 3. Write a chapter in a collection of articles published in book form.
 4. Complete a video to be used in education. Publish a series of articles (3 or more), which deal with education.
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Media Award

Postmark/Email Deadline: April 1, 2016

The application can be located on the TSO website.

Requirements:

Certificates will be presented to newspapers in two categories:

- Excellence in overall coverage of educational news
- Excellence in coverage of local chapter news

Divisions are as follows:

- Metropolitan dailies serving populations of 250,000 or more
- City dailies serving populations up to 250,000
- Weekly newspapers (no population)



Be sure to check out the Texas State Organization web site: dkgtexas.org

87th Texas State Convention

Embassy Suites and Frisco Convention Center

Frisco, Texas

June 23-25

*The Frisco convention publicist, Marylin Nease, will be sending out convention newsletters, information on events and registration. Ask your Presidents, AC's, and the State Website for detailed information too!

2016 International Convention

Gaylord Opryland Resort and Convention Center

Nashville, Tennessee

July 6-9, 2016

Publicity: Creating Awareness

Our chapter newsletters are a great way to communicate with chapter members, other members, communities and the areas around in which we live. Creating the awareness of what DKG is and our mission.

The Alpha Mu Chapter in Area 5, is working towards an amazing ongoing project that involves and supports chapter members and other groups of individuals who want to join in accomplishing their projects goals. The project they are working on is developing a literacy project in a community elementary school. Although they are continuing to work on the projects goals and details, they are striving to bring literacy in to support the school and new teachers. The chapter is working on collaborating with the girl scout troop and librarian (Maggie Aguilar-Crandall) at Longoria Elementary. They are preparing to create a portable lending library.

The Zeta Chapter in Area 8 is starting a service project with assisting teachers in Van ISD. Teachers in this ISD lost many teacher supplies and tools. It takes many years to collect these supplies and tools due to cost and budget. The Zeta members are reaching out to all teachers and their needs to assist in their success in learning.

Kim Birkelbach

Communication and Publicity Committee Chair

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