

THE COMMUNIQUE



The TSO Communications and Publicity Committee Newsletter

SAVE THE DATE!! MAY 1

Dear Editors,

May 1 is quickly approaching and that means at least 5 newsletters must be postmarked by May 1 for chapter consideration for 5 Star Newsletter awards. Please make sure you are submitting **hard copies** to the following personnel– newsletters will not receive credit toward the 5 Star award if a hard copy is not sent.

TSO President Dr. Jo Murphy
2334 Summit Forest
Fredericksburg, TX 78624

Carol McMillan, Lone Star News
P.O. Box 443
San Augustine, TX 75972

Mandy Story, Communication Chair
908 E. Ikard
Henrietta, TX 76365

Don't forget to include your AC and this committee's area representative by emailing them your newsletters.

Thank you to the editors and members who submitted nominations for the Member in Print and Media Recognition. We are very fortunate to have local newspapers who promote our work and the written accomplishments of so many of our members is amazing. We look forward to giving them well-deserved recognition at the state convention!

Congratulations on a great year and thank you for your work in promoting TSO and DKG!

Mandy Story

TSO Communications and Publicity Committee Members

Please send a copy of your newsletter to **your area's representative** on the TSO Communications and Publicity Committee. This can be done via email.

Area 1- Kristen Cotton,
kriskross_kc@hotmail.com

Area 2 -Cora Tullar
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Area 3- Kim Birkebach
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Area 4- Sharon Newsom
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Area 6- Candy Carroll
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Area 13- Patricia Garner
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Area 14- Bobbie Duncan
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Area 15- Marilyn Anderson
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Area 16- Mandy Story
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Area 17- Jan Riley
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Area 18- Brenda Pearson
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We're on Facebook!

Look for the new official TSO Facebook page! This will be operated by the chairman of the Communications and Publicity committee from now on to maintain consistency. Check often for updates and deadline reminders. Search DKG Texas State Organization

BUILDING BRIDGES IN WACO

The excitement is contagious as the annual TSO convention draws closer! For the most complete information, please consult the Spring edition of The Lone Star News, as well as the [TSO convention website](#).

Some of the Daily Highlights

Thursday, June 14

9:00 Registration/Unifying project/Visual Arts/ASTEFL Project Boards
 12:00 Vendors area opens
 12:00-5:00 LDCL training for incoming chapter presidents
 1:00 Breakout sessions
 7:00 Opening Session

Friday, June 15

8:00 Registration
 9:00 Unifying Project
 9:00 Business session and ASTEF annual meeting
 12:00 Vendors open
 1:00 ASTEF EVENT- Building ASTEF Strong
 1:00 Breakout sessions
 2:15 Beginning of 15 Minute Info Blasts sessions
 7:00 Denim & Diamonds Banquet

Saturday, June 16

9:00 Celebration of Life and Remembrance
 10:30 Celebration Brunch and Awards



RUBRIC FOR CHAPTER NEWSLETTERS

For all newsletters:

Send hard copies to

- Dr. Jo Murphy, TSO President
- Carol McMillan, Lone Star News Editor
- Mandy Story, Communications and Publicity chair

Electronic or hard copies must be sent to the following:

- Area Coordinator (your area)
- Communication and Publicity Committee Member (your area)

Required Heading Elements:

- Newsletter Title
- Society Branding
- State Branding
- Chapter Name
- Chapter Number
- Area
- Geographic Location
- Date
- Volume and Issue
- Mission Statement
- Editors' Name/Email
- 2 or more pages in length

RUBRIC FOR CHAPTER NEWSLETTERS (cont.)

For 5 Star Newsletter recognition:

- Required Heading Elements listed above PLUS:
- Must submit at least 5 newsletters by May 1
- Essential details about the next chapter meeting
- Consistently publishing 2 or more pages
- Format the newsletter in a professional manner
- Promote the following programs and initiatives:
 - o State theme, projects, conventions
 - o International theme, projects, conventions
 - ◇ Chapter and area activities
 - ◇ Use of photos

Chapter information such as the following may be included, but are not required. Use what you need to fit your chapters' needs:

Next Meeting Date, Meeting Details, Program Details

President's Message

Project Calendar

Secretary's Minutes/Summary of last meeting

Reminders

Various Committee Reports

Pictures (with captions)

Treasurer's Report (if not in the secretary's minutes)

Chapter Officers

Advice from AC

Birthdays, Sickness/Happiness

State/International Information

Use what you want from this category. What are your members interested in reading? What do you think they need to know?

Vision Statement: Leading women educators, impacting education worldwide

International Theme: Leading women educators, impacting education worldwide

News from the International President: Carolyn Pittman, AR, President

State Theme: Bridging Yesterday and Tomorrow

News from the TSO President: Dr. Jo Murphy

Publication News and sources: *Lone Star News*, *Strengthening the Buzz*, *The Communique*, *DKG News* *DKG Bulletin*

International Projects: continuation of Schools for Africa and SEE

State Projects: changes each year

ASTEFL News

Web-Watcher

Techno-Tips

Misc. Information- Recipes Poetry Book Reviews Quotations/Inspirational Thoughts Clip Art DKG Graphics: (TSO website, Resources, Society Graphics)

Style and Formatting Information

- If at all possible, keep the same format for each newsletter.
- Use font that is easy to read
- Newsletters should be a quick read
- Consult the DKG Style Sheet located on the state website

INTERNATIONAL INFORMATION

(from www.dkg.org)

Have you downloaded the brand new DKG app? If not, do it today and let your members know, too! This free app is divided into two parts:

Part 1: 365- This part will give members basic information, news, updates, etc. that they would normally go to the website to find, but in a format more accessible than the website on their portable devices. It will be relevant and up to date year round, and only available to members.

Part 2: Conventions- This part will serve as a reference tool to members for DKG conventions and, ultimately, for conferences. It will include maps, schedules, speakers, discussion boards, etc. to help members feel more connected and informed on events.

How to Download

The app is free to download and password protected. Once you have accessed the app, you will be prompted to login. **Please use the email that the DKG has on file for you**, then push the 'Email Password' button. You'll receive an email walking you through how to establish the password of your choosing. Once completed, login to the app with your email address and new password and explore! Navigate using the Menu button (3 horizontal lines) in the upper left corner.

The new app will be invaluable during the International Convention in Austin. If you are not receiving the Texas edition convention newsettes, contact your area coordinator or any state personnel and they can forward them on. Marilyn Nease is doing a fabulous job promoting the events planned and getting members excited, especially us as TSO members. Here is a [link](#) to the most recent edition.

There's still a lot of work to be done prior to convention, and DKG and TSO need everyone's help! Perhaps you have some members who could make greeting cards to place in welcome bags? Each chapter in Texas has been asked to make 15-25 note cards to write friendly greetings to each attendee when she arrives. With members from all parts of the world coming, what better way to introduce the Texas hospitality for which we're famous?

Maybe you would like to be a Texas ambassador to a first-time attendee? You will be assigned a new attendee prior to convention to reach out to and give them tips and advice on what to expect, what to wear, etc. You will then have the opportunity to meet face to face on the first day of convention.

As we plan to celebrate DKG in its birthplace, encourage your chapters to promote and attend the events by seeking out articles and information to pass along in your newsletters.

