

THE COMMUNIQUE



The TSO Communications and Publicity Committee Newsletter

Changes and reminders

Thank you for sending in your newsletters! It's been so much fun and very exciting to read what each chapter in Texas is doing. A special thanks to the chapters who were affected by Hurricane Harvey. Several still managed to get newsletters submitted despite the devastation. That is truly going over and above.

There have been some important changes made recently by the TSO Executive Committee, and as a result, some changes have been made to our newsletter rubric and evaluations. In an effort to streamline and make things easier for chapters, the Seal of Merit for newsletters has been eliminated. The 5 Star Newsletter recognition is still in place, but it hopefully lessens the requirements and time placed on newsletter editors.

To reflect the change and make things easier for you, there is a revised rubric on the Communications and Publicity page of the TSO website that combines the requirements for every newsletter as well as the requirements for the 5 Star recognition onto one page. I truly hope this is a good change and will make the newsletter creation process a little easier.

To view the rubric, turn to pages 4-5 or go to <http://>

www.dkgtexas.org/uploads/4/2/8/3/42835841/communications_revised_rubric_for_newsletters_3.pdf

As you are putting your newsletter together, here are some friendly reminders:

- “The heart of the Society” logo is from the previous biennium, so please replace it with the “Bridging yesterday and tomorrow” logo.
- Please make sure you are sending a copy of your newsletter to the committee member for your area. This can be a hard copy or electronic copy

HARD COPIES

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Mandy Story, TSO Communications/Publicity Chairman
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E-COPIES

You may send electronic copies to your Area Coordinator and the area representative on the Communications and Publicity committee.

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,
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*denotes change in committee member.





MEDIA AWARDS APPLICATION AVAILABLE

One of the most valuable friendships our chapters can make is with the local media. The media is a crucial tool in getting the word out in our communities as to the mission, purpose, vision, and contributions DKG makes daily.

Although the use of print newspapers is down in recent years, most media organizations have

a social media presence and digital issues of their publications. Journalists, like most of us, typically hear more complaints than appreciation, so a great way to correct that AND get positive publicity for your chapter is to apply on behalf of your local media for the TSO Media Awards.

These awards are presented at

the annual state convention and provide an opportunity to recognize those media outlets who excel in coverage of educational issues and/or graciously include our chapter activities.

To apply, complete the Media Awards application at the link below by April 1.

[TSO Media Award Application](#)

Everyone likes to be appreciated, and this a great way to acknowledge your community's exceptional journalists who have a heart for educational issues and educating the public.

GREAT IDEAS TO IMPROVE COMMUNICATION

One of the best things about our jobs on this committee is the opportunity to read chapter newsletters from all over the state and glean great ideas on a wide range of topics..

Here are some great ideas that have been shared in your newsletters to bring attention to your activities and increase the friendship and fun times between members!

◇ Kappa chapter has a

monthly cake auction. One member brings a cake for the members to bid on, with money raised going to scholarships and chapter projects. The winning bidder is then asked to bring a cake to auction at the next meeting .

◇ Several chapters have active book clubs that meet regularly. This is in addition to chapter meetings, so it brings members to-

gether in a different setting . As a librarian, this definitely gets my stamp of approval!

◇ One chapter sends magnets to their members that lists the meeting dates for the year, a creative and inexpensive way to remind members of those important dates.

◇ For my student groups, I use Remind.com to send

out text reminders , and this is something that can easily be adapted for chapters. The service is free, and members text an assigned number to be placed on the text reminder list. This is a great way to send out quick reminders to your members without getting held hostage in a group text message!

CHAPTER BROCHURES



On the Communications and Publicity page of the TSO website, one of the helpful links provided is a template to create a chapter brochure for distribution. It is a clear, concise method to advertise to potential members that can be personalized with your chapter information.

Simply download the template to your computer and make the necessary changes. This would be a helpful tool to use to place in teachers' lounges or mailboxes, pass out at a community event, or to give a potential member as a starting point for information.

My chapter does a teacher material giveaway every year, and we've made brochures to place on tables and at the door for visitors attending our function. A goody bag and brochure would be a nice pick-me-up for teachers as well.

RUBRIC FOR CHAPTER NEWSLETTERS

The Texas State Organization, in the interest of ensuring that quality journalism and communication strength is more important than quantity of published material, has decided to remove the Seal of Merit designation previously attached to Chapter Newsletters. The 5 Star Newsletter Distinction will be the standard of excellence for chapters to reach for as they deliver clear and concise pertinent information to chapter members.

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

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

(Continued on next page)

Newsletter rubric continued

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 Communiqué, 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

PACE AWARD SUSPENDED FOR 2017-2018

The Executive Committee of the Texas State Organization (TSO) of the Delta Kappa Gamma Society International has chosen to suspend the President’s Award for Chapter Excellence (PACE) application and award for the 2017-2018 year. An electronic survey will be distributed to chapter presidents no later than January, 15, 2018. The results of the survey will be announced at the Waco Convention. Contributions to TSO and ASTEF funds will continue to be recognized at Convention

FAST FACTS– DKG ACRONYMS

(taken from the TSO website)

Do you or your members need a cheat sheet for all the acronyms in DKG? Here’s a handy list!

AC Area Coordinator

ASTEFL Alpha State Texas Educational Foundation

CPE Continuing Professional Education

CTAUN Committee on Teaching about the United Nations

DKG The Delta Kappa Gamma Society International

EEC Educational Excellence Committee

GG International Golden Gift Leadership/Management Seminar

ISF International Speakers Fund

ISR International Standing Rules

LDCP Leadership Development of Chapter Presidents

LOSP Leadership Orientation for State Personnel

LSN Lone Star News

NGO Non-Governmental Organization

PACE President’s Award for Chapter Excellence

PSP Past State President

RONR Robert’s Rules of Order, Newly Revised (10th Edition, 2000)

TSO Texas State Organization