



# *The Communique*

The TSO Communications and Publicity  
Committee Newsletter

Texas State Organization  
The Delta Kappa Gamma Society International

## Chapter Newsletters are Impressive!

As of now, 196 chapter newsletters have been received and reviewed. Here are common attributes noted with each:

- *The new biennium theme, "YOU are the key," and logo have been incorporated*
- *Positive messages from Chapter Presidents*
- *Clean formats that are easy to read*
- *Information about upcoming meetings and projects*
- *Great pictures that tell the Chapter's story*

Many chapters are well on their way to 5 Star Recognition. Don't forget that the only requirement for this recognition is submitting five newsletters to Dr. Stacey Arnold, TSO Communications and Publicity Committee Chair no later than May 1, 2020. It's just that easy!

### Need Newsletter Help?

Your TSO Communications and Publicity area representatives are here for you. Contact us with your newsletter questions. We can also help you get started with a newsletter if your chapter currently does not publish one. A newsletter template is available on the TSO Communications Committee webpage at <https://www.dkgtexas.org/communications-and-publicity-committee.html>. Our contact information is available on the next page.

## TSO Convention News on the Website

The 91<sup>st</sup> Texas State Convention will be held in McAllen, June 17-19, 2020. The Convention Committee is busy planning a memorable time for all who attend. We want to see you there! The Committee has published two Convention newsletters, and both are available on the TSO website at <https://www.dkgtexas.org/>. Please make sure you are sharing the information with your members through your newsletters and chapter communications. Updates on registration and hotel reservation information will be coming soon!





## IMPORTANT RESOURCES

Refer to these resources for your communication needs:

TSO Website – <https://dkgtexas.org>

TSO Communications & Publicity Committee  
Webpage -

<https://www.dkgtexas.org/communications-and-publicity-committee.html>

TSO Resources Webpage -

<https://www.dkgtexas.org/resources.html>

DKG International Website – <https://dkg.org>

### Does Your Chapter Have a Brochure?

Many chapters are utilizing the Recruitment Plan and thinking about potential members to invite to membership this year. A useful tool to inform potential members and the community about your chapter and the Society is a chapter brochure.

- Place them in the teacher's lounge or teacher mailboxes at your campus
- Leave them with treats for teachers supplied by your chapter
- Share them with community organizations your chapter may be supporting as a service project

The possibilities are endless! A template for a chapter brochure can be found at

<https://www.dkgtexas.org/communications-and-publicity-committee.html>

### Volume and Issue Numbers

*How do I figure out the correct volume and issue number for my newsletter?* Here's how:

The volume number indicates the number of years your chapter has published a newsletter -typically one more than the volume number used last year. The issue number always starts over at "1" each year.

### Suggestions for Chapter Newsletters

The purpose of a chapter newsletter is to inform members. The following information is provided as suggestions, not requirements for chapter newsletters.

#### Style and Formatting

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

Consider including the following elements in newsletters to increase communication with members:

#### Chapter information

- Essential details about the next chapter meeting
- President's Message
- Project calendar
- Meeting minutes or Summary of last meeting
- Reminders
- Various committee reports
- Pictures (with captions)
- Treasurer's report (if not in the meeting minutes)
- Chapter officers
- Advice from Area Coordinator
- Member birthdays
- Spotlight member(s), Brag Box or Member Honors
- State Conventions and Projects
- Publication News and sources: *Lone Star News*, *Strengthening the Buzz*, *The Communiqué*, *DKG News*, *DKG Bulletin*
- ASTEF News
- Web-Watcher
- Techno-Tips
- Misc. Information – Recipes, Poetry, Book Reviews, Quotations/Inspirational Thoughts, Clip Art