**Texas State Organization Communication Plan 2023-2025** *A hot air balloon with a banner

Description automatically generated with medium confidence*

**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.

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| **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 | 1st 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 20th 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 10th 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 |

**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