

Alpha Alpha State of The Delta Kappa Gamma Society International  
Committee Reports for Convention 2015

**REPORT OF THE COMMUNICATION COMMITTEE**

**I. ROLE:**

- a. To facilitate communication between members on a state and local level
- b. To keep a file of international and state publications
- c. To provided information to chapters
- d. To take on projects at the request of the president

**II. BIENNIAL GOALS:**

- a. Continue to proofread The Keystonian
- b. Continue to keep information up to date on the State Website
- c. Create newsletter and website guidelines
- d. Continue to encourage other chapters to create a Chapter website
- e. Print copies of the state brochure
- f. Provide communication templates online for chapters to utilize
- g. Encourage continuing education pertaining to emerging technologies at the chapter and state levels

**III. ACCOMPLISHMENTS RELATED TO GOALS**

- a. Committee proofread The Keystonian
- b. Information has been updated, archived and expanded on the website
- c. The Alpha Alpha State Facebook page as of April 2015 has 159 members
- d. Recognition at state convention of newsletters and websites
- e. State and local newsletters have been collected and filed
- f. Shared communication/publicity guidelines at the Society Business workshop
- g. Created a Communication Corner Newsletter for Chapter Communication Chairs

**IV. FOCUS FOR 2014-2015**

- a. Proofread The Keystonian
- b. Expand and archive information on the website
- c. Revise the Newsletter and Website Recognition Guidelines
- d. Continue to encourage chapter newsletter and website creation

**V. RECOMMENDATIONS FOR ACTION**

- a. Continue archiving all materials stored by the Communications Committee onto an external hard drive instead of the current form of paper documents
- b. Continue to encourage Chapters and members to access resources found on the International and State websites.
- c. Continue to promote "Going Green" and promote media relationships between Chapters and their local news agencies.

## **VI. Alpha Alpha SAP Progress**

### **Focus 1: Membership**

#### **Objective 1. to increase membership growth**

**1.1.7.** Inform prospective members of publishing opportunities in The Bulletin, an academic journal published by DKG International-  
(In Progress - April 2015)

### **Focus 2. Communication**

#### **Objective 1: to increase awareness of the Society**

**2.1.1.** Encourage chapters and members to access resources found on the international and state websites. (In Progress- April 2015)

**2.1.2.** Encourage chapters to designate a web watcher to monitor state and international websites and keep chapter members updated - (In Progress- April 2015)

**2.1.3.** Promote media relationships between chapters and their local news agencies. Access sample news releases at <http://www.alphaalphapa.com/-dkg-forms.html>-  
(In Progress- April 2015)

**2.1.4.** Promote “going green” by encouraging members to receive The Keystonian in electronic format. Access information at <http://www.alphaalphapa.com/go-green--get-the-keystonian-by-email.html> or e-mail The Keystonian editor at [iberrylady@aol.com](mailto:iberrylady@aol.com)-  
(In Progress- April 2015)

#### **Objective 2: to increase networking within the Society**

**2.2.1.** Encourage communication among chapters through posting of chapter newsletters on the Alpha Alpha State website - (Accomplished- April 2015)

### **Focus 3: Leadership**

#### **Objective 1: to support chapters by providing effective leadership development**

**3.1.5.** Explore using technology (e.g. pdf files on usb drive) to replace hard copy resources - (Accomplished - April 2015)

## **COMMITTEE MEMBERS**

Linda Nickerson, Alpha Zeta, Chair - Kate Chronister, Omega Loretta Baran, Alpha Iota  
Norma Mateer, Beta Theta Joan McGreevey, Alpha Beta Kristine Reynolds, Beta Kappa  
Beth Becker, Omega

Bonnie Barnes, Alpha Sigma Keystonian Editor

Cynthia Devonshire, Alpha Zeta, State Webmaster