



The Spark

Strengthening communications

Providing support

Acknowledging chapters

Reaching out

Keeping accurate records

Communications Committee Newsletter

Fall 2015

Do you Google?

There is more to Google than the search tool to find needed information. Whether you want to share files with members, create and have members take a survey, schedule events on a calendar, have a discussion about upcoming events, or send messages and/or photos between members, Google has it all.

Google Docs - a word-processing tool that allows sharing (Chapter newsletters, directories, bylaws, and much more)

Google Forms - wondering whether a chapter activity was worthwhile or need input about upcoming programs, use an online survey to get fast results

Google Calendar - schedule chapter meetings, invite members, and receive RSVPs through email or the calendar

Google Groups - do committee members need to have a discussion about or prepare for an upcoming chapter or state activity? Lead a discussion group on Google Groups!

Google Hangouts - need to keep in touch with members that haven't been to meetings due to illness or distance or want to share photos of chapter activities, Google Hangouts allows up to ten members to do just that.

PUBLICIZE, PUBLICIZE, PUBLICIZE

When it comes to getting your chapter recognized in your community, is it difficult to know what to publicize and what outlets are the best for promoting your chapter and DKG? Here are some suggestions for both.

What to Publicize:

- * Conference and convention attendance
(Regional, State, International)
- * Leadership training for officers and members
- * Honors awarded to members through DKG or community organizations
- * Member presentations at DKG conferences or professional workshops
- * Recognition of published writing or other works
- * Mentoring accomplishments by members

Possible Outlets:

- * Local newspapers (print and digital)
- * Radio and TV
- * Local and state educational groups
- * School district newsletters and other publications
- * The Delta Kappa Gamma Bulletin and Collegial Exchange
- * Social Media

Feature App: Remind

Although designed for classroom teachers to text message/email students anonymously about class-related info, chapters could use it to send reminders about upcoming meetings or programs.

New Biennium, New Changes

A change with the State biennium makes for a great time to update communications in your chapter.

- Check membership contact info
- Update directories (State and chapter)
- Forward State and Int'l information
- Encourage members to "Go Green" with the *Keystonian*