

# PENNSYLVANIA STATE ORGANIZATION

*The Delta Kappa Gamma Society International*



## The Spark

Strengthening communications

Providing support

Acknowledging chapters

Reaching out

Keeping accurate records

Communications Committee Newsletter

Winter 2016



INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS  
**DELTA KAPPA GAMMA™**

### Why not a website?

Are you a chapter who has questioned the purpose of a chapter website? Here are some things to consider:

- \* Communication through a website is second only to using email to inform members of programs and chapter information.
- \* A website is more than a social area; its main focus is on business (meetings, special events, and the latest news).
- \* Looking for new members? A website can be a great recruitment and marketing tool.
- \* Websites can be built for FREE (on Weebly – [www.weebly.com](http://www.weebly.com)) and you can find six “How-to” videos on the Communications & Publicity page of [dkg.org](http://dkg.org).
- \* DKG has now made the biennium review even easier – a simple checklist and form (Form 72 *Society Website Compliance Assurance*) that can be submitted any time during the biennium for first-time websites.

What are you waiting for? Check out the videos, sign up on Weebly, and give it a go!

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#### [Feature Software: Prezi](#)

Tired of PowerPoint presentations and want to go beyond boxed-in slides, transitions, and themes? Why not try Prezi, presentation software that uses motion, zoom, and spatial relationships to bring your ideas to life. You simply pick a template (that you can customize and make your own), add your content (Prezi supports all popular file types), and present from anywhere. Want to see some Prezis in action? Go to YouTube and search “Simple Steps to a Great Prezi” and “Official Prezi Tutorials (80 videos)” to get started.

# What is Available to Me?

Whether you are a member, newsletter editor, or chapter webmaster, there is a plethora of resources at [dkg.org](http://dkg.org) just waiting to be accessed.

## Resources for Members:

- \* Brochures containing member benefits, foundations, and funds.
- \* Chapter Resources to strengthen chapters and support members (ceremonies, orientation and re-orientation, new members kit, recruitment plans, chapter leader guidelines)
- \* Logos (the only graphics that can be used by members)
- \* Music (the DKG Song lyrics and sheet music)
- \* Online versions of all DKG Publications (*Bulletin - Journal, Bulletin - Collegial Exchange, DKG News, and the President's Page*)
- \* Society Documents (*Constitution and International Standing Rules, Go to Guide, and the Strategic Plan 2012-2015*)

## Additional Resources for Editors and/or Webmasters:

- \* Updated Society graphics (new white rose collection)
- \* "Use of Society Graphics" document explaining branded graphics usage.

## **YOU TUBE CHANNEL**

DKG now has a channel on YouTube with 47 videos, including the International Convention 2016 leadership keynote by Mike Fugliuolo.

Other videos include:

- \* convention general sessions and speakers
- \* a tour of DKG International headquarters
- \* DKG members sharing their stories
- \* How-to technology videos
- \* DKG Fine Arts Gallery