

Chapter Presidents: Please print a copy and give to corresponding chapter chairman.



Greetings from the Communications Committee Chairman, **Karolyn Caldwell**

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Optimum times to make contact are mornings before 11:00 A.M. or evenings between 8:00-10:00 P.M. Emails or cell phone messages are the best ways to reach me.

I am excited to have this opportunity to serve as the Communications Committee Chairman. This committee's primary duty is to support Texas chapters as they endeavor to provide information to their members and to seize opportunities to publicize the Society and its program of work in local venues. The Communications Committee is responsible for facilitating communication between the chapter and state levels of the Society, for offering suggestions to increase the visibility of DKG in communities across the state, and for supporting chapters' efforts to produce quality newsletters to fulfill their members' need to know. This committee annually recognizes those chapter newsletters which have achieved Honor Status. It also presents Members in Print Awards and Newspaper Recognition Awards annually.

The state Strategic Action Plan for the Communications Committee sets many goals and activities for our team. They involve encouraging member's participation in all levels of Delta Kappa Gamma, marketing the Society internally and externally, and improving members' use of electronic information. In 2011-2013, we will seek to stimulate increased grass roots communication between chapters and the state level of the organization to better serve local needs and to keep all members oriented, well informed, and interested. We will provide encouragement and assistance to chapters so they may publicize the Society's purposes and its program of work in more press releases throughout Texas. Finally, we will continue to network with chapters to share successful communication strategies such as professional electronic newsletters and save-the-date reminders, chapter pamphlets, and elevator speeches that positively impact chapter health and societal growth.

The DKG publication, *Guidelines for State Organization and Chapter Communication Chairmen*, is an excellent handbook to use as you carry out your duties in your chapter. It can be ordered online from International Headquarters. The Communications Committee page on the Alpha State website offers various recommendations and forms to assist chapters in maintaining an effective flow of information. Further, there is a Communications Committee member for each area who will be a resource to you.

If you as chairman of the chapter communications committee or the editor of the newsletter have a question or need help, please contact me or the committee member from your area for advice or answers anytime during the year. Our names are posted on the state website, and your contact will be glad to hear from you. We welcome your suggestions for ideas the state committee might implement. Please submit them to me. We will explore the possibilities and light the way together.