



Beyond the Buzz... Your Oct. "Tip" of the Month

The Delta Kappa Gamma Society International~ For Key Women Educators

October 2009

New Ideas, Redesigns Coming Soon

by **Linda Eller**
DKG Communication
Services Administrator

So here's a heads up. At International Headquarters we are working toward re-designing the DKG Website. We have a new look and feel coming based on the new logo Dr. Rants launched this summer.

The new look has a rich and professional appeal. We will be making a few small changes as we get ready to make the new site live. Current plans are to launch the new site in January.

We also have exciting opportunities for social networking

**New Look For
DKG Website
Being Readied
For January**

with members in the planning stages. We plan to open a private environment much like Facebook, but it will be just for members. This portion of our updated site will be known as DKGnetwork. Chapters can have groups, states can have forums, blogging will be available along with an electronic bulletin board, file sharing, a place for photos and more.

It is an exciting time as we venture into the world of Web 2.0. So go forth and keep the buzz up about the new changes.

Are You Buzzing? Join Those Who Are



You've spent the last year creating a buzz. That is, you have worked at making your chapter more aware of what the Society is doing, worked on elevator speeches, left Society publications in schools and public offices and have a webwatcher keeping up with state and International websites. You have submitted numerous press releases to the local paper about chapter projects, members' activities in the Society, convention attendance...etc. You have worked at creating a buzz in your chapter and in your community. If you haven't done these things, it is not too late to join the effort. Create that buzz!

This is the year for doing even more to increase visibility.

◆ Make sure your chapter has published three articles in 2009 and three by May 2010 to qualify for the recognition at the 2010 International Convention in Spokane, WA.

◆ Examine your chapter project. Think of ways to publicize what you are doing that would be newsworthy. For example, could you take a picture of all the items collected for a specific purpose? Could you take a picture of presenting items or money to representatives of the group you are

helping? These are the kind of pictures newspapers like to print.

◆ Think about how you can increase the number of people who know who we are. Talk with others about projects. Invite visitors to interesting programs. Submit stories to local media about members' achievements, always remembering to list their membership in Delta Kappa Gamma.

Here is what one chapter did to increase visibility—Kappa Gamma (Texas) gave notepads with DKG logo to all 800 College Station ISD teachers on the first day of teachers' return. They also decorated brochure holders with rose stickers. Then they placed the new Society brochures explaining DKG and the benefits of membership in prominent places in the 12 College Station schools, 4 Navasota schools and in the TAMU Education Department.

We must all join in similar endeavors so that the image of DKG is much more prominent. Think about ways your chapter can go beyond the buzz. Share your ideas with the International Communications Committee so we can spread the word. Emails for each member of the committee are available on the International website.