

## MARKETING AND COMMUNICATIONS

<b>Goal 1: To encourage all chapter members to actively participate in all levels of the society.</b>				
<i>Actions</i>	<i>Timeline</i>	<i>Persons Responsible</i>	<i>Status</i>	<i>Review</i>
1. Keep members informed of current activities at all levels of the Society	Currently and continuing	All state officers and chairmen	In progress	Summer 2015
2. Encourage participation at all levels through stimulating programs and projects	Currently and continuing	Officers and Chairmen	In progress	Summer 2015
3. Provide pertinent leadership opportunities and training	On-going with emphasis at workshops	Officers and Chairmen, especially Leadership Com.	In progress/on-going	Summer 2015
<b>Goal 2: To recognize and honor members for their contributions to Omicron State and the Society.</b>				
<i>Actions</i>	<i>Timeline</i>	<i>Persons Responsible</i>	<i>Status</i>	<i>Review</i>
1. Present Omicron State Achievement Award/s annually	At state convention, published in "Sahuarro" & on state website	Achievement Award Chairman	On-going	February/March annually
2. Recognize chapter/community involvement through "Spotlight" awards annually	At state convention, published in "Sahuarro" & on state website	Educational Excellence Committee	On-going	Summer 2015
3. Recognize member's contributions to outreach projects: "Collaborative Connections" and "Support Early-career Educators"	At state convention, published in "Sahuarro" * on state website	Educational Excellence Committee	On-going	Summer 2015
<b>Goal 3: To publicize the benefits and contributions of DKG members to education and to expand communications and public relations.</b>				

<i><b>Actions</b></i>	<i><b>Timeline</b></i>	<i><b>Persons Responsible</b></i>	<i><b>Status</b></i>	<i><b>Review</b></i>
1. Encourage chapters to send accounts of newsworthy events to public media and to publicize them through the Omicron website, chapter websites, and the "Sahuaro"	Currently and continuing	Communications Committee	On-going	End of biennium
2. Present the "Media" award to a deserving person from an AZ newspaper, magazine, radio or television program	At state convention annually	Communications Committee	On-going	End of biennium
3. Communicate and plan activities with State Legislators: Legislative Day, and "Friend of Education" award,	When legislature is in session, annually At state convention annually	Legislative Chairman	Now planning for 2014-2015 events	Summer 2015
4. Publish scholarships, grants and honors received and given	At the time they occur	Chapters, web master, "Sahuaro" editor, St. Pres.	On-going	End of biennium
5. Establish a "list serve" for mass communications to members and at times the media	Before the end of the 2013-2015 biennium	Communications and Publicity Committee	To be completed	End of biennium
<b>Goal 4: To keep membership informed of state, chapter, member activities, achievements and responsibilities through the state website, publications and other communications.</b>				
<i><b>Actions</b></i>	<i><b>Timeline</b></i>	<i><b>Persons Responsible</b></i>	<i><b>Status</b></i>	<i><b>Review</b></i>
1. Up-date website monthly to include current state publications	Currently and each month all year	Web master	In progress	Continuous

2. Keep forms, reports and applications up-dated on website and in publications prior to deadlines	Currently and each month as they come due	Officers, chairmen, webmaster, editors	On-going	Continuous
3. Send monthly President's Newsletter to the Executive Board and State Chairmen via mail or e-mail	By first week in each month	State President	On-going	Summer 2015
4. Send a minimum of 3 issues of "The Arizona Sahuaro" to all state members and others via mail or e-mail	Winter, Spring and Fall annually	Communications and Publicity committee, "Sahuaro" editor	On-going	Summer 2015
5. Officers and chairmen communicate with each other and members frequently to advise, mentor, inform, and build fellowship	Currently and on-going	Officers and chairmen	On-going	Summer 2015