**EXPLANATION OF NEWSLETTER EVALUATION FORM**

 I**. Format**

 A. Aesthetic (1) This refers to appearance and appeal of newsletter. It should have “pizzazz” but not too many pictures and graphics which could be distracting. Is it balanced, without too many font changes? When you squint and look at it, do you readily notice the most important news items/s?

 B. Journalistic Style (2) Newsletter should be free of typographical and grammatical errors. Does its message flow easily with limited amounts of “padding” within it? Is it succinct and to the point without including unnecessary punctuation? Sentences should be interesting and informative without appearing wordy.

 C. Masthead (3) Newsletter should include the words—The Delta Kappa Gamma Society International and Alpha Epsilon State in masthead. It is imperative to state the chapter name. The date and issue number must be present, and you may want to include a volume number. It is important to use the correct issue number! For example, issue #1 starts with the president’s first newsletter at the beginning of the biennium and continues until her term has ended

II**. Content**

1. Mission Statement (2) Mission Statement should be present for complete credit, and it is optional whether you decide to include the purposes of the Society.
2. Reorientation (1)This is your opportunity to educate members about Delta Kappa Gamma. This can be achieved by including a trivia question in each issue, highlighting one of the Founders, discussing the qualifications of membership, explaining how to apply for scholarships, mini-grants, travel grants, etc.
3. Announcement of Meetings (Who, What, Where, When, How) (3) If this information is not complete, one point may be taken off for each question not covered. NOTE: How refers to “how much” or the cost of the meeting.
4. Dates and Deadlines (2)This area should include dates and deadlines of chapter events. Some mention should be made of upcoming state, regional or international events in each issue. As a deadline you may choose to state “See December *Newsette* for registration information,” or simply mention a date when registration should be paid.
5. Chapter Projects (1) Projects should be mentioned in every newsletter. You may describe something you did in a previous meeting or that you are planning to do in the future. Partial credit may be given if newsletter just requests suggestions for projects.
6. Highlights (of previous meetings) (1This may not only pertain to chapter meetings, but also state, regional, and international events. Your highlights should include enough information so that a member unable to attend an event could get a clear idea of what occurred at the meeting.
7. News of Members (3) News of members could include awards, honors, achievements, job/address changes, retirement plans, health issues, births, deaths, etc.
8. Editor’s Name, Address, Phone #, and Email (1)These should be present on each newsletter.