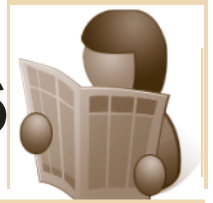


Readership Express

Publication of The International Communications Committee



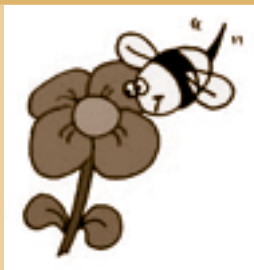
Vol. 1 No. 1 The Delta Kappa Gamma Society International ~ For Key Women Educators Summer 2009

Society Publications Inform Members

Every member of the Society receives the International publications, the Delta Kappa Gamma NEWS and The Delta Kappa Gamma Bulletin. By calling their attention to information contained in these publications, editors can reinforce members' awareness of International activities and concerns.

State organization newsletters and websites also are excellent vehicles to find information to include in the newsletter. The audience of the state newsletter includes both new and long-time members so it is important to focus information that may be of interest to all aspects of the membership.

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Activate Your Vision

Editors Key to Communication

Editors of state newsletters are an important part of the leadership team of their state and International. They are essential keys to imparting International and state news to chapter members throughout their state. They are also cheerleaders. Through enthusiasm for exciting events occurring in the state, editors can generate positive feelings in chapters and motivate participation in state projects or activities.

The state editor is very involved in the flow of information among levels of the Society and in this role can help members understand the workings of the Society beyond the chapter level. When members see the opportunities for networking, leadership development, scholarship opportunities, and the significant projects of the Society, the member begins to gain pride in membership.

By highlighting interesting service projects, spotlighting awards to members, having regular columns with informational material and keeping members aware of coming events; readership will increase and members will look forward to subsequent issues.

Editors might consider dedicating one page to International news. Many possible stories can be found on the International website.

The International Communications Committee appreciates the publicizing of the "Create the Buzz" campaign that urges chapter members to use efforts to make the Society more visible in their communities. The campaign gives members ideas on ways each person can increase visibility. New ideas can be found each month on the International website.

It is also important for editors of state newsletters to foster networking with other state leaders. State personnel can write stories on the work of their committees. Consider using appropriate graphics for committees so that members look for regular articles on subjects. Graphics increase visual appeal of the newsletter. Spot color is another way of adding eye appeal without the huge cost of full color. Find ways to add interest without keeping each page so gray with printed articles. This publication is an attempt to give editors some ideas of ways of adding interest to a printed newsletter.

Other newsletters can also be a source of ideas for creating interest. Editors can gain story ideas, membership news, information on outstanding service projects and significant programs through reading chapter newsletters and sharing with others in the state.



2008-2010

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The International Communications Committee stresses the International scope of the Society, supports and reviews the International, state organization and chapter websites, encourages professional content in Society publications at all levels and strives to "Create a Buzz" by increasing the visibility of members, chapters and the Society. Members of the committee are pictured above. Seated (l-r) are Dr. Donna-Faye Madhosingh; Dr. Carolyn Rants, International President; Dr. Beverly Helms, Communications Committee Chairman. Standing are (l-r) Joanne Davis, Lora Nell Spence and Jill Foltz, Program/Membership Services Administrator. Not pictured is Riitta-Liisa Arpiainen.

Prepare Sample Press Release

State editors can assist chapters with increasing local publicity for projects, programs, and events of the chapter by printing a sample press release that chapters can use when submitting stories to local newspapers. Give chapters tips on submitting stories such as:

Note that "contact" information should be given. Write the story by putting most important information first and fluff last. (Invert the pyramid.) Include a photo if possible. Identify people in the photo. Know that little things matter. (font, size, spelling, brevity, etc.)

Newspapers are interested in stories that involve citizens, show the organization's outreach in the community or show human interest.



**Set a goal
to increase the
readership of your
newsletter during
2009-2010!**

Communicate Benefits Of Society Membership

Editors can communicate the benefits of membership by reminding chapters of the many benefits members enjoy. The international portion of Delta Kappa Gamma dues—U.S. \$40—provides members access to numerous benefits:

- ◆ Communication with approximately 110,000 Key Women Educators in 16 countries
- ◆ Scholarships of U.S.\$6,000 each (In 2007-2008, 30 scholarships were given.)

- ◆ Four issues of *The Delta Kappa Gamma Bulletin* and six issues of the *Delta Kappa Gamma News* (Winter and Summer *Bulletins* and July/August *News* delivered online).

- ◆ Leadership training for state organization presidents, treasurers, editors, webmasters, Program and Membership Committee chairmen

- ◆ Golden Gift Fund Leadership/Management Seminars and Special Stipends of U.S. \$800 each.

- ◆ Eunah Temple Holden Leadership workshops

- ◆ Seminars in Purposeful Living, sponsored by The Delta Kappa Gamma Educational Foundation

- ◆ Assistance from the Emergency Fund in times of disaster

- ◆ Speakers from other countries, funded by the International Speakers Fund

- ◆ Guidebooks for presidents, treasurers and committee chairmen

- ◆ Opportunities to assist women educators in non-Society countries to study in Canada and the U.S. through contributions to the World Fellowship Fund

- ◆ Project grants funded by The Delta Kappa Gamma Educational Foundation

- ◆ Awards for professional development funded by the Lucile Cornet Bequest.

Are your members aware of these benefits?



“Create a Buzz” Campaign Aims To Help Increase Visibility In Communities

The International Communications Committee has been promoting the “Create a Buzz” campaign with monthly suggestions on how to increase the visibility of the Society in communities and how to help members promote the Society. Each month “Create a Buzz” tips can be found on the International website.

Among the tips offered have been to leave Society publications for others to read in teachers’ lounges, physician and hospital waiting areas and other places where citizens might pick up the publication to read. Members have been encouraged to write elevator speeches describing the Society for those who do not know of it. Chapters should submit press releases to local media about chapter projects and activities.

Convention Dates

2010 International Convention
July 20-24, 2010
The Davenport Hotel and Tower,
Spokane Convention Center

2011 Regional Conference
Southwest Regional-June 29-July 2
Hyatt Regency Tech Center
Denver, Colorado

Southeast Regional- July 13-16
Marriott Downtown
Louisville, Kentucky

Northeast Regional-July 20-23
Hershey Lodge
Hershey, Pennsylvania

Northwest Regional-July 27-30
Fantasy Land Hotel
Edmonton, Alberta, Canada

Europe Regional-TBD
Germany

Within the local chapters, members are encouraged to always identify affiliation with Delta Kappa Gamma when recognized for an honor or when published. To keep local members up-to-date a “webwatcher” is suggested. This person checks the website each week for new items on the state and international websites. Being informed keeps the “buzz” going.



Publicize, Publicize, Publicize
The more you publicize, the more others have an opportunity to hear and see! The more they hear and see Delta Kappa Gamma, the more visible we become.



What to Communicate

- Knowledge of the history, traditions and achievements of the Society
- Awareness of the programs and projects of the Society at each level
- Recognition of honors and achievements by members
- Information on special events and opportunities
- Knowledge of advancements, innovations and successful programs in education
- Awareness of Delta Kappa Gamma as an international organization and activities of member countries
- Information about all activities and programs of the state organization and its members

Articles Create Interest, Ideas

The state newsletter is the best tool for communicating with members within the state. This is your audience. What is relevant to them? What is important to them? What information can you include that will be helpful to them? All editors need to think about this from time to time. Are there features or columns that might address some of the needs of members? What can editors offer readers that will motivate them and energize them to **Activate Your Vision** as International President Dr. Carolyn Rants urges.

Including articles about chapters who are implementing mentoring programs that are assisting new teachers as they begin their careers may give another chapter an idea of what can be done. Featuring a special service project where chapters have joined with other community organizations to accomplish a larger impact on the community may foster more collaborative efforts. Reporting how many members received checks from the Emergency Fund following recent hurricanes and flooding disasters may help a member see just how caring this organization is about others. Most members do not belong to any other group that supports members in time of need the way Delta Kappa Gamma does. We need to tell this story.

Many states are now offering technology columns or columns about website development. This information is being well-received as many members want to learn more about these topics. Find eye-catching graphics to help members identify the column in each publication. If the technology expert is willing, attach an email address so

that members who have questions can have them answered.

Consider informational articles about some aspects of the Society that some members may not understand. One example might be a story on The Educational Foundation, an arm of the Society that provides grants, seminars, and professional development. Donations to the foundation are tax deductible. There are several other possibilities that can be found on the International website www.deltakappagamma.net

This is another item that should be promoted in the newsletter—the state and international websites. Many states are posting their newsletters on the website. Color can be used freely if this is done. Certainly this makes reading the newsletter much more interesting.

These are just a few possibilities. There are many other possibilities that hopefully will be shared among editors as the “Create the Buzz” campaign grows!



Go to International
website weekly for new
story ideas!
www.deltakappagamma.net

International Offers Tools To Help Members Update

There are many resources available through Delta Kappa Gamma International that are valuable resources for members as they learn more and more about the electronic age.

One resource is a CD entitled "Leadership Tools On the Net" that is available for \$20 from headquarters. The CD is a course on the many resources that leaders might use in working with leadership tasks. It includes a power point that discusses the strengths of various resources.

What are the latest means of communication?



Another leadership tool for members is the Leaders' Learning Suite which consists of ten on-line courses for \$49.95. The purchase price gives the buyer one year of access to the courses. Five courses

are required and five others may be chosen from a list of more than 80 topics to meet individual needs.

These resources are designed to meet the needs of members as they

wrestle with effective communicating with groups in efficient and timely ways.

Encourage Elevator Speeches

The state newsletter is often the prototype for chapter newsletters. Local chapters gain ideas from the state publication. Consider sharing ideas that help in the goal of "Creating a Buzz" which ultimately increases the visibility of The Delta Kappa Gamma Society International.

One such suggestion might be to suggest that each member create her own "Elevator Speech" to use when out in the community and someone asks, "What is Delta Kappa Gamma?" The idea of such a presentation is to have a short, planned description about the Society. It should grab attention and be concise.

One chapter challenged all members (Mu Iota-Texas) to write an elevator speech and submit it to

the president. She would judge the best one and give a prize at the next meeting. This exercise makes each person examine exactly what this organization is and what it does.

An example might be, "We are a professional organization of key women educators. We have more than 100,000 members in 16 countries. We provide scholarships, leadership training, mentoring and global networking opportunities for women." Other examples can be found on the International website, www.deltakappagamma.net



Help Members Keep Up-To-Date

Develop Regular News Contributors

Some of the best friends a newsletter editor can have are state personnel who are willing to contribute regularly for the newsletter.

Consider who candidates for regular articles might be... executive secretary-treasurer, state president, state committee chairman (perhaps each one at least once during the biennium), experts in technology, webmaster....the list grows as the possibilities are explored.

In this time of concern with finance, a regular article on the finances of the state might be a possibility. Most members do not understand the different funds of the organization. This might be helpful. The more the membership understands about the daily operation, the expenses of the state and exactly how dues money is spent, the more willing they are to support the financial needs of the organization.

When any member has an article published, a by line is appropriate. Putting the member's name in bold, her title and possibly chapter might also be a consideration. This is a small thank you for writing information that the newsletter can deliver to the membership.

Ideas for Successful Chapters Compiled

The Delta Kappa Gamma News, January/February 2009 included an article by Jensi P. Souders, Ed.D., International First Vice-President and Helen Popovich, Ph.D., International Member-at-Large that reported the results of a Successful Chapter Practices Survey in which more than 1200 chapters took part.

The survey reported that while there were no “cookie cutter” chapters that fit what it takes to have a vibrant, enthusiastic and growing chapter, there were practices that were repeated and again by successful chapters.

Membership

- ◆ Specific strategies in place for gaining/retaining members, engaging members in chapter activities, and developing/nurturing chapter leadership

- ◆ Formal, traditional installation/initiation ceremonies important

- ◆ Society mission, purposes, history emphasized

- ◆ Benefits and services that members cannot get elsewhere offered and emphasized continually

Meetings and Programs

- ◆ Four to six meetings a year,

excluding “field trips” and Executive Board/committee meetings

- ◆ Relatively informal meeting structure, yet efficient and quick-moving

- ◆ More refreshment-only meetings than meal meetings

- ◆ Average length of 1 ½ hours, including refreshment, fellowship, business and program

- ◆ Members’ social needs met, but not to exclusion of professional/personal enrichment

- ◆ High-quality, interesting programs that often highlight community initiatives

- ◆ Open meetings and activities, non-member participation encouraged

- ◆ Members’ talents and expertise widely called upon

Projects

- ◆ Members actively engaged through volunteering of time, not just money

- ◆ Multiple projects a year, both on-going and one-time in scope

- ◆ Collaborative Connections emphasized as method of outreach to younger educators

- ◆ Wide variety of projects benefit women, children and literacy

Communication

- ◆ More likely to have chapter website as means of communication

- ◆ Maintain frequent contact with all members in a variety of ways

- ◆ Publicize the Society through projects and activities that receive newspaper coverage as well as school/community recognition

The complete survey response compilation was sent to all chapter presidents with the November/December 2008 *President’s Page*. Chapters are encouraged to choose one area where the chapter can

improve and begin focusing member enthusiasm there. Energy in one area often creates enthusiasm that spreads into other areas.

An idea for a future newsletter issue might be a column containing ideas from chapters about how they implemented some of the suggestions from the survey. Solicit idea contributions in one issue and publish in the next. This promotes readership, and chapters love to have their idea included in the state publication. This can also help chapters “steal” ideas of success, which is the ultimate goal.



Shoe-In Challenge

Recognition at the 2010 International Convention in Spokane, Washington, July 2010 will be given to all chapters who accomplish one, two or all three of the parts of the SHOE-IN Challenge.

The three parts are

- ◆ Maintain the number of members in their chapters from January 2009 through May 2010

- ◆ Increase the overall number of members in their chapters in the same time frame as above

- ◆ Add a member from an educational environment not currently represented in their chapters

Recognition at the 2010 International Convention in Spokane, Washington, July 2010, will be given to all state organizations who install at least one new chapter or reinstate a dissolved chapter.



...promotes
professional and
personal growth
of women educators
and excellence
in education.

Techniques Improve Picture Quality

The survey of editors showed that the most used graphics program for editing state newsletters was Photoshop. Mastering all the tools of the Photoshop program is a task of significant proportion, but there are a few hints that can improve photos and some tips that can make operating in Photoshop easier.

Most newsletters are printed in grayscale. If costs permit, the use of a single spot color can add much interest to the

pages. This one color can often be used as a duotone to create a blend of the spot color and black. The shoes on the opposite

pages and the camera to the right are examples of duotones. If the state newsletter is posted in color on the web, these same tips can be used to improve pictures. Editors should remind those who send in pictures for the newsletter that the resolution should be high, preferably 300 dpi if it is to be printed for publication.

One of the best ways to improve pictures is by cropping. By cropping correctly, the eye is directed to what is important in the picture. Pull the eye in to see what is important in the picture. In sizing the picture for the newsletter, keep the size large enough to identify faces in the pictures.

One of the quickest ways to improve a picture is to open it in Photoshop. Go to *Image*, then *Adjustments*, then *Levels*. In the lower right corner of the panel, there are three pen points. First, is a black pen point. Go to the blackest point in the picture and click on it. An adjustment in the pictures will occur. Next, go to the white pen point and click on the whitest point in the picture. Again, an adjustment will occur. In the center is an



These two photos illustrate the before and after of using the three pen points to improve the image and cropping the image to focus on important aspects. The photo on the left is printed without editing. The three pen points are used on the photo on the right. The adjustments improve the contrast and sharpness of the photo and the cropping pulls the eye into important features.

adjustment bar that moves to the right and then the left. This adjusts the midtones in the picture. Find the setting that looks best. Press okay on the panel. The picture can then be saved with the changes that have been made.

Another tip that is handy, particularly when working with graphics, is to remove the white background in a graphic so that it has a transparent background that can be placed in another photo. This can be accomplished following these steps. First open the graphic in Photoshop. On the keyboard, hold down CTRL +A to select the entire image. Next, hold down CTRL+C. Then go to File>New. This will make a copy of the image but with a background that is transparent. The image will also stay the same size. Click OK after. Hold down CTRL+V to then paste the image. For assistance with image clipping paths, choose *Help > Export Transparent Image*. Your image is now ready to be imported with the transparent background. The image to the right is placed on a Pantone 131 box, but the background of the graphic is transparent.

There are many other tips that can be found by Googling specific needs. If a specific problem exists, try searching in Google for a solution. Many times answers can be

found there. There are many tips that are posted on the internet by going to sites such as Photoshop911.com or attending community education classes that focus on teaching Photoshop. These are offered by many school districts and communities. When Photoshop is used to improve photos and add graphics to newsletters, it is a valuable tool. Good photographs and graphics add interest to the paper and lessen gray space.



This business card design was taken from the International website. It was enlarged and grayscale. Originally there was a white back ground on the graphic. It was removed using the technique described in the article. As an example of the difference, look at the graphic of the Society name on the opposite page. The white background has not been removed on the opposite page. Variety of use increases eye interest.

Communication, Collaboration Tools Listed

Many different electronic communications tools and data bases are being used by members. As state and chapter webmasters and editors work to increase the visibility of Delta Kappa Gamma as well as improve electronic communication skills, it is important to share knowledge of some of the tools being used.

Here are some you may want to investigate:

Email: the least expensive online communication tool. Free accounts through a wide variety of sources including but not limited to Yahoo mail, gmail (Google) and Hotmail. Do a search on "free email." Your Internet service provider also includes an email account at no additional cost. Read some reviews: http://email.about.com/od/freemailreviews/tp/free_email.htm

Instant messaging: Go to <http://www.aboutmessaging.com> for a wide array of options.

Skype: Online free telephone service. You'll need a microphone and headset. A webcam allows you to see to whom you are talking. They need a webcam too.

Go to <http://www.skype.com>

Oovoo: Free high quality video chat and video conferencing. Talk live, face to face with up to 6 people at once.

Go to <http://www.oovoo.com>

GoToMeeting.com: When you go to the website there is a 2 minute setup feature and a 30-day trial. Try a committee meeting during the trial period to see if it is worth your while. Up to 15 participants. Shared desktop. Can share documents and applications. Includes shared keyboard and mouse control, voice conferencing, recording and meeting playback, Instant messaging and email, chatting and drawing tools.

Blogs: <https://www.blogger.com/> Create a blog at this site. Invite those you want. Many can refer to the same site at the same time. Discuss and share what you like. Free. No subscription for most services.

Groups: A leader will establish the groups and identify the participants. Check out

<http://groups.google.com> Also check out Yahoo! Groups. This creates a "private" email chat room allowing the participants to view each other's comments and opinions.

Wikis: PB Wiki's are free to educators. Higher end versions are available. 4 basic types: Free, \$100/year; \$250/year or Platinum at \$1,000 a year. More information at: <http://pbwiki.com>

AdobeConnect: Fee based: about \$40 per month. Easy to use screen sharing, whiteboard, chat, video and audio conferencing; up to 15 participants. Go to <http://www.adobe.com/products/acrobatconnectpro>

LISTSERV: an automatic mailing list server developed in 1986. When email is addressed to a LISTSERV mailing list, it is automatically broadcast to everyone on the list. The result is similar to a newsgroup or forum, except that the messages are transmitted as email and are therefore available only to individuals on the list. Catalists, the official catalog of listserv lists allows you to browse any of the 16,833 public LISTSERV lists on the Internet, search for mailing lists of interest, and get information about host sites. Run by L-Soft, makers of LISTSERV software. Check out www.webopedia.com

Forums: online discussion areas where you can post and read messages from other users with

similar interests, usually in an organized thread layout. Graphic Design Forum allows you to network with your peers and find proven graphic design hints, tips and tricks.

Webopedia: The number one online encyclopedia dedicated to computer technology. Everything you ever wanted to know and more is available.

SSL - Secure Sockets Layer, a protocol for transmitting private documents via the Internet. URL's (websites) that require a SSL connection start with https: instead of just http: Check it next time before you give your credit card information.

SNS: Social Networking Sites - are designed to build upon interactions to create communities of people online. Two popular sites are **LinkedIn** and **Facebook**. Both are designed to connect people online but represent different types of connections with very different options and features.

Readership Express



is a publication of the International Communications Committee in the hope that the material within will be

useful to editors and webmasters throughout the Society. We are committed to continuing the "Create a Buzz" campaign and urge all communicators in the Society to continue to "Create a Buzz." Do not hesitate to contact the committee if we can be of assistance.