



Communications Excellence Award Form

The Communications Excellence Award is an award designed to recognize chapters for superior accomplishments in greatly enhancing chapter communications.

It consists of **four components**. All requirements must be met by March 1, 2020.

Please check compliance with each component.

Component 1. *Must meet the following requirements for producing excellent chapter newsletters:*

- a.** Four newsletters with at least two pages of updated content per issue submitted to the Communications & Marketing Committee between March 1, 2019 and March 1, 2020.
- b.** Each issue must be free of copyright infringement (have not used passages from literary works and/or pictorial/graphic works without written permission from the copyright holder)
- c.** The masthead of each issue contains **all of the following eight elements:**
 - (1) Name of the newsletter (may use the chapter's name or be unique)
 - (2) Our international name: *The Delta Kappa Gamma Society International* (do not omit "The")
 - (3) Our state name: *NC DKG North Carolina State Organization*
 - (4) Your chapter name
 - (5) Your chapter location (county or city)
 - (6) Your region number
 - (7) Volume and number (volume indicates how many years the newsletter has been published and changes on **July 1** each year; number indicates how many newsletters have been issued during the year)
 - (8) Date (generally of the format: month year)
- d.** Each issue contains a column written by the chapter president
- e.** Each issue contains articles/features about current chapter work (**minimum of three**) that share Society information or news of key women educators. (Description of project or committee work, member news, upcoming meeting information, upcoming or past meeting programs, highlights of past meetings.)
- f.** Each issue contains articles about current state (**minimum of two**) and International Society business (**minimum of one**). (Just to say we support Schools for Africa is not enough—you should tell what you've done to support it or how you supported it, e.g. "We had a guest speaker to talk about her visit to Africa to help us understand what schools are like and how our donations are used." "We took up a donation and mailed it to support Schools for Africa project.") It can include information on themes, projects, leaders, and articles on upcoming events (not just dates or URLs). You may copy and paste from the monthly *Eta Data*—no credit needed for using these articles.
- g.** Each issue contains a calendar of events that includes chapter, state, and international events. **All three levels must be included.** (Include meetings, seminars, conferences, conventions, due dates, and deadlines.)
- h.** Each issue contains good overall appearance and readability using elements of good design. Should have consistency of formatting and design, easy to read font, use of white space, easy to follow flow, and correct grammar—**have someone to proofread it for you. Links should be checked in the final version of a newsletter to make sure that they work.**

Component 2. Must meet the following requirements for producing an excellent website:

- a.) Website must be linked to the DKG website.
- b.) Website must be free of copyright infringement (have not used passages, images, audio and/or video recordings without written permission from the copyright holder)
- c.) Website must be updated at least quarterly.
- d.) Website must display the current Society Website Compliance Assurance Seal at the bottom of the home page. You should only display the current seal even if you have been compliant for years.

Component 3. Must have a chapter brochure or pamphlet that is used to advertise your chapter and could be used to recruit new members.

- a. Brochure must be posted on chapter websites or emailed to the C&M chair and you must share how your chapter uses it to promote DKG and your chapter.

Component 4. Must check at least one additional social media requirement chosen from the following:

- a. Have an active chapter Facebook page with frequent posts, or use Twitter or Instagram to communicate with your members (you must let the C&M chair know which one you use and how effective it is)
- b. Have an electronic phone/text messaging system to notify members of meetings, activities, etc. (you must let the C&M chair know how effective it is; an email blast does not count for this item)
- c. Verify that at least 75% of your members have created a Member Profile by signing in on the DKG website at dkg.org (let the C&M chair know)
- d. Submit three or more media articles to local and/or internal media outlets such as newspapers or school newsletters or school websites. Please include dates submitted or published. You **DO NOT** need to send copies of the submitted articles to the C&M chair.)

Article topic	Date submitted/published
#1	
#2	
#3	

Please complete the following:

Name of chapter:	
Name of chapter president:	
Name of chapter editor:	
Name of webmaster	
Date of submission:	

This form and any additional requirements must be turned in to NC DKG Communications & Marketing chair by March 1, 2020 at:

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