

Rubric for Evaluating Chapter Newsletters

2019-2020

Refer to *Guidelines for State Organization and Chapter Communications and Publicity Committee Chairs* booklet from International

Required Categories of Information:

I. Items preferably to be placed within the Masthead:

- | | |
|--|-------------------------|
| 1. ___ Newsletter Name | 5. ___ Date |
| 2. ___ The Delta Kappa Gamma Society International | 6. ___ Chapter Location |
| 3. ___ NC DKG North Carolina State Organization | 7. ___ Name of Chapter |
| 4. ___ Volume and Number | 8. ___ Region Number |

II. Items to be placed within newsletter text:

9. ___ A president's column
10. ___ President's full name, preferably at the end of her column
11. ___ Contact information for president, preferably at the end of her column
12. ___ Contact information for editor (or clarify if president is editor)
13. ___ One chapter item *
14. ___ One chapter item *
15. ___ One chapter item *
** examples: description of project or committee work, member news, meeting information (more than date or URL)*
16. ___ Calendar of events for chapter, state, and international events
must include all three levels
17. ___ One article of information about state (not just date or URL) *
18. ___ One article of information about state (not just date or URL) *
**examples: theme, project, information about an event, legislative update, regional news, Eta State President's column, use [Eta Data](#)*
19. ___ One article of information about International (not just dates or URL)
examples: theme, project, information about an event, use [Eta Data](#)

III. Item regarding newsletter format

20. ___ Uses elements of good design (see *Guidelines* handbook, p. 14)
examples: consistency of format and design, good flow, easy readability (font, white spaces, etc.)

One bonus point: ___ Includes a technology tip for members

Also Required: four issues of at least two pages of updated content, submitted between March 1, 2019 and March 1, 2020 . Those chapters meeting these requirements and averaging at least 16 out of 20 from the rubric on their top four submitted newsletters will be presented with a Newsletter Excellence Award at the 2020 State Convention.

Reminder: Beware of copyright infringement—if you don't have written permission, leave it out.