

The Delta Kappa Gamma Society International~For Key Women Educators

Tip of the Month - November 2009

Is Your WEBSITE Creating A BUZZ ?

Recognition for press releases

To receive recognition at the 2010 International Convention, a **chapter** must have published at least three (3) articles from July 1, 2008 to January 31, 2010. Publication can be in any media outlet or other non-ΔΚΓ print or electronic publication.

Consider presenting a certificate or plaque to your editors, radio personalities, etc. for their support of education. That should make the press!

Chapter communications chairs, put this information in your biennial report form, due to your state by February 1, 2010.

To receive recognition, a **state** must have 50% of its chapters submitting press releases. Forms for state communications committee chairs will request this information. They are due March 1.

Be sure your chapter views **“From the Sparkle of the Past to the Brilliance of the Future.”** The CD is available at headquarters.

DKGnetwork.org
is coming.
Premieres in January!

Committee Continues Buzz



Buzzing was the norm at the International Communications Committee meeting in Austin. Left to right, Riitta Liisa Arpiainen, Dr. Carolyn Rants, Dr. Donna Faye Madhosingh, Dr. Beverly Helms, Joanne Davis, Linda Eller and Lora Nell Spence in their “bee” costumes.

The **Texas State** organization website is the **November** website of the month. Visit it at <http://www.alphastatetexas.org>

At least seventy percent (70%) of our websites do not have this seal. You must submit the recertification (renewal) application. It is on the Society website. *Consideration* is being given to changing to a 2 year renewal and unlinking sites that fail to renew by March of the first year of each biennium.



Higher standards for Websites

Chapter and state websites are **marketing** as well as **communication** tools. The sites that are linked to International need a “family” look. *Design elements* should be consistent even though content may vary greatly. Currently, diversity abounds. Criteria for linking is minimal and does not address design elements.

The International Communications Committee is requesting changes in the criteria for “future” linking to the Society website. Feedback will be given to currently approved sites so that the quality of their “look” or design will become more consistent.

Changes under consideration for future approval/ linking of sites *may include* choosing from among several templates, using a white background, having a home page with no scrolling, using a searchable engine, posting the geographical name on the header, and using fonts that are searchable.

The committee may also recommend that sites renew for two years with the option of paying yearly or for the biennium.

Don't have a website? Basic steps for starting a website are available. Contact Dr. Beverly Helms at helms_b@firn.edu