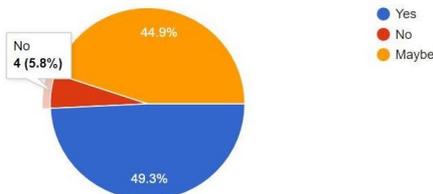# Get Connected!

Editor/Webmaster Survey

In September 2017, the Communications and Publicity Committee sent out a survey to approximately 150 current state organization webmasters and editors. This was done to see if members in these roles would support a new type of training.

Survey question: Would you like to see state organization editor and webmaster training offered in a format other than a half-day pre-conference workshop during regionals? conferences?

Sixty-nine members responded, and their answers supported the idea of offering training in new ways. An overwhelming 94% said *yes* or *maybe* to considering a new training format, while only 6% said *no*. For this reason, the C&P Committee wrote a proposal to discontinue regional training and pursue new ways to support editors and webmasters in their roles.

Ideas for Future Training

From the survey mentioned above, members noted the top two ways they would like to receive training: (1) have training videos (47%); (2) use a shared folder with resources (46%). Currently, an electronic, hyperlinked manual is discussed at the half-day regional training sessions. This manual can easily be placed in a folder with a link sent to all state organization editors and webmasters. A networking breakout session—recommended by 40%—will be piloted in Austin this summer and can be the basis of face-to-face training at future events.

Simplifying for Future Flexibility

Several proposals related to the Communications and Publicity (C&P) Committee are among those to be considered at the International Convention in July. Most notable among the changes would be a renaming of the committee to *Communications and Marketing* and a simplifying of duties. Exchanging the word *publicity* for *marketing* expands the purposes of communications about DKG and enhances the Society's exposure, going beyond publicizing what we are doing to creating multiple impressions for a wider audience.

The other proposals related to C&P are part of the "Simplify Story"—simplifying the duties assigned to the committee and simplifying structures to fulfill a leadership role. Most proposals related to C&P eliminate verbiage or duties repeated elsewhere or tasks done by another entity, such as the reviewing of publications. All proposals aim to give members more flexibility, such as the one to add options for webinars, training videos, tutorials, or convention sessions for state organization newsletter editors and webmasters instead of imposing on those leaders the costs of travel, registration, and hotel at a regional conference. By simplifying that language, we are opening the door for more involvement by editors and webmasters who cannot attend regional conferences and are providing the materials in a variety of styles.

Learn more about the goals to simplify the governing documents and committee work by watching the videos Simplify Story and the Regional/Conference Training Story or reading the feature article in the *Collegial Exchange*, Volume 84-4. A review of the Communications and Publicity proposals was expertly provided in the March/April issue of *Get Connected!* Our committee will be in Austin, ready to take part in the discussions and voting. We hope to see you there!

Tech Tip: New *Tools Page* an Exciting Addition to DKG International's Website

A new feature on the DKG International Website includes resources grouped under a heading called "Tools." On this page, resources are sorted by topics, and icons to linked pages help you find what you need faster. This is a great example of simplicity and finding information visually and quickly. Would your state organization benefit from such a streamlined feature?