REPORTING on Reports

Data collected from Annual Reports submitted by chapters and state organizations provide valuable information. These data are analyzed by members of international committees and administrators at Society headquarters, and can be equally important at the chapter and state organization levels. The information can be analyzed two ways:

1. As a reflection of what has worked well and what hasn’t. Analysis often lets a chapter and state organization know where a particular focus has been during the biennium. Answers to a question could apply to a goal from a strategic action plan. If time and effort have gone into a plan, then checking for effectiveness of that plan is a step in the process.

2. The data should then be used to guide decisions for what is needed in the immediate future. If analysis showed a deficit in an area or use of Society resources, then a plan should be written to address that area in the next biennium.

As an example of planning for the future, all levels of the Society have been examining the use of technology. For the first time ever, state organization annual reports were submitted via use of online Google forms. In response to a question regarding satisfaction with such online reporting, results from 70 state organization submissions indicated 37 were Very Satisfied; 23 were Satisfied but with a few concerns; 5 were Not sure; 2 were Unsatisfied; and 3 were Other. These data therefore indicated an overall acceptance of this use of technology. The few concerns reflect issues that occurred with the use of Google Forms.

Various resources have been developed and placed on the Communications & Publicity Committee web page. Questions on the report were posed as to usage of these resources by chapters, which ranged from a low usage of 7% to a high usage of 39%. Members of the C&P committee will examine these data to guide future development of resources or continued usage of resources already included.

Of interest were results for the use of instructional videos:

- Number of chapters using Weebly videos - 7%
- Number of chapters wanting instructional videos - 17%

At first glance, these data suggest low use or desire to use this resource, yet it is important to note the ‘newness’ of these instructional videos. Because of the Society’s desire to move forward with more technology usage (SAP 4.A.3.b - Investigation and promotion of new technologies as developed), the data can be seen as the foundation to assist chapters as they implement more and more technology.

Also worth noting was the use of the electronic newsletter “Get Connected!,” written bimonthly by members of the C&P committee. Chapters reported that 39% used this informative resource during the 2014-2016 biennium. During the prior biennium, chapters reported a 12% use of the C&P committee newsletter. Interpretation of these data suggests increasing usage of this resource that is delivered electronically.

Thank you to all the chapter and state organization personnel who took the time to address these important questions. The answers will be put to good use by Society personnel and committees.

Help share information! How does your chapter market DKG internally within your chapter? What are you communicating and in what manner? Help the Communications & Publicity Committee by sharing ways your chapter spreads the word to its own members. Have a chapter representative fill out this survey.

[Continued from right-hand column]