

## Communications/Marketing Committee Report

This year, the Communications/Marketing Committee's focus was to collaborate with the membership and expansion teams by providing support and developing resources they could utilize in achieving their goals.

Our committee continues to identify new methods to create an awareness of DKG and its purposes by developing resources which can be utilized via social media on the OSO website, *The Voice*, YouTube, and other means as appropriate.

- Throughout the year, the committee has produced a series of entertaining and inspirational short videos which provided support for our active educators as well as interest for our retired members. All committee members have contributed to this ongoing project which we plan to continue next year!
- We have assisted ADSOEF in updating their print work to create a more uniform "brand" style.
- A collaboration with the expansion committee resulted in new marketing materials needed to assist in forming new chapters, including OSO business cards.
- The format of *The Voice* was evaluated and has been adjusted to make it more appealing to the general membership, resulting in significant increases in readership.
- ADSOEF now has its own newsletter, separate from *The Voice*, which has increased its visibility to OSO members and other potential donors.
- The OSO website now includes a new "potential members" section which will be of assistance to those interested in becoming chapter members.
- The Expansion Committee and Communications Marketing Committee has created a google form linked to the OSO website which potential members complete and submit in order to get in contact with those who can guide them and answer any questions they have.
- The committee hosted two Zoom forums on fundraising and programming ideas. Both events were well attended. The committee will continue to host future forums on key topics as needed.

Respectfully submitted by:

Cindy Lawyer, Alpha Psi

Eileen McNally, Beta Delta

Cathy Tenney, Beta Kappa

Ann Todd, Zeta

Katie Gantz, Gamma Phi, Chair