



*The Delta Kappa Gamma Society International*  
**NYSO DKG Committee**

## Communications & Marketing



### NYSO DKG Communications & Marketing Committee

**Dr. Brita Donovan, Chair, *Beta Omega***

**Alison Brown, *Psi***

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**Marie Scoles, *Beta Delta***

**Kim Goldhirsch, *Alpha Zeta***

**Diane Zduniak, *Alpha Zeta***

**Mary-Martha Harvey, *Omega*, Consultant**

#### **About the Communications and Marketing Committee**

The *Communications and Marketing Committee* makes recommendations regarding communications and marketing for NYSO and helps to develop ways to promote communications within and beyond NY State. The Committee is responsible for assembling and preserving materials essential to the continuation of the history of NYSO and for encouraging the writing and updating of Chapter histories, primarily through biennial Chapter Presidents' reports.

## **Goals of the Communication and Marketing Committee**

1. Develop ways to promote participation in Chapter, Area and NY State events
2. Maintain a *Facebook* page for NY State and its Area Councils
3. Nurture web creation among Chapters and Area Councils and assist them in designing and certifying websites by DKG International
4. Develop criteria and/or guidelines on content posted on *Facebook*
5. Explore the use of other platforms, including *Google*, to improve communication
6. Explore the use of hybrid meetings to stay connected with members
7. Encourage the use of electronic programs for professional research, feedback and planning such as Wiki, Survey Monkey and blogs

**For further information, please contact Chair, Dr. Brita Donovan, at [bmdonovan@galwaycsd.org](mailto:bmdonovan@galwaycsd.org).**