

Marketing and Communications Committee Annual Report

Sally Glasgow, Chi is the Alpha Nus Editor, Amanda Eller, Theta is the Webmaster, and Earla Durfee, Beta is the Tech Liaison for the Marketing and Communications Committee. June Derie, Kappa is an honorable committee member.

Over the past year, we focused on promoting DKG through various media channels, supporting chapter websites, and collecting data on our state organization's outreach effectiveness.

Since last summer, I have shared committee updates with our members and distributed the 2025 State Leadership Development Convention press release to all requested newspapers, including local outlets for Middleton and Star. This release highlighted our "Are You Next-Step Ready?" theme, our collaboration with Elevate Academy, and the election of co-presidents Leslie Ward and Holly Hutchinson.

Looking ahead, I would like to attend executive board meetings to ensure our efforts remain aligned with state leadership. I also plan to implement quarterly committee meetings via Zoom or Google Meet to maintain momentum. A primary goal for the upcoming biennium is to survey all chapters regarding their use of social media and websites, which will help us better support local marketing efforts.

Thank you for your leadership and for the opportunity to serve in this role.

Best regards,

Amy Watts
Chair, Marketing and Communications Committee
Eta Chapter