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Numbers Do Talk! In the 2012-2014 biennium, 1,383 chapters responded to the Communications & Publicity Committee Report. Biennium reports for 2014-2016 were submitted by 2,133 chapters, for an increase of 54%. Streamlining of reports, less paperwork, and ease in submission are potential factors in this increase.

Chapters and state organizations are also encouraged to use the *Guidelines for State Organization and Chapter Communications Committee Chairs.* According to report data, 38% of chapters utilized this resource, which is filled with sections that address the many ways and avenues for communication and marketing. Use of this document would address the needs of 45% of respondents who wanted more tips for marketing the chapter/Society, as well as the 50% who wanted handouts for members available for communication and marketing. This spring, each chapter received a print copy of the updated *Guidelines for State Organization and Chapter Communications Committee Chairs*, and this publication can be accessed and downloaded by any member via the DKG website. Check out the current ideas and use them to fill the needs as expressed in the report.

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.

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.
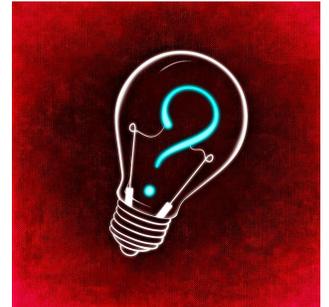
As an example of planning for the future, all levels of the Society have been examining the use of technology. For the first time ever, state organization annual reports were submitted via use of online Google forms. In response to a question regarding satisfaction with such online reporting, results 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. [Continued to left]