



Improve Chapter Brand Identity

The heart of the Society is the chapter and its members. Your chapter must frequently assess member interests, needs and wants and align those to the mission, vision and purposes of the Society.

The next step is to involve members in planning and providing meetings and programs that consistently support the specific results of your assessment. Evaluate your members' satisfaction. Then, adjust and let your chapter's personality develop.

The enthusiasm of your members will be a magnet to potential members. Let's make the DKG brand meaningful, beginning at the chapter.



Tools to Improve Your Brand

Assessing:

- ◆ Google Forms
- ◆ Survey Monkey

Planning:

- ◆ Google Calendar
- ◆ SignUp Genius
- ◆ Trello

Interactive Meetings:

- ◆ Sli.do
- ◆ Padlet

Virtual Meetings:

- ◆ Zoom
- ◆ Go To Meeting

Members Make the DKG Brand

The Delta Kappa Gamma Society has all the elements of a good brand: a mission, a vision, a logo, purposes, a web presence and approximately 62,000 members in 17 countries. Good branding includes all these elements; however, the key to having a recognizable brand is the reputation of the Society in fulfilling the promises of the vision, mission and purposes. When that occurs, educators recognize DKG as the Society that will promote their professional and personal growth and excellence in education. We members have the charge of making our brand recognizable by key women educators worldwide. How do we do that? First of all, let's look at what it takes to make our brand strong.

A brand is a name, term, design, symbol, or any other feature that identifies one group's good or service as distinct from those of another, according to the American Marketing Association. That kind of brand involves finding an unaddressed interest, want or need in a potential member and filling it with distinctive and well-suited offerings. The magic ingredient in developing the DKG brand is *consistency*. When we look at our chapter activities, meetings and programs, are we consistently addressing the interests, wants and needs of our members? When a member attends a chapter meeting, will she know that she will be inspired? If a guest attends, will the programs and activities validate her reasons for coming? If we can answer these questions with a "Yes," then we are providing consistency with our mission, vision and purposes. We are strengthening our brand integrity.



A good brand solves a problem for a member or potential member. What are the problems faced by women educators worldwide? Is it a need for a community of like-minded professionals? Is it a need for an experienced group of colleagues to mentor women entering the profession? Is it the desire to make improvements in education for all students of the world? Is it the need to advance the position of all women educators? It is important for our Society to define the needs of our constituents at the chapter, state, and international levels.

Since the Society was founded in 1929, the world has changed and the needs, wants and interests of women educators have changed. In order to make the DKG brand strong, it is important to continually redefine our branding. We need to keep determining and fulfilling the needs of our members. Consistency means that every meeting, workshop, conference and convention must hit the mark for the attendee. Needs are continually changing. The Society must keep up.