



## CTOG Input

Overseeing communications and marketing for DKG is a big job. It is a good thing it does not fall to just one person! CTOG helps spread the communications and technology work and share the responsibility of keeping information current, accurate, and easily accessible.

Executive Director Nita Scott added that it is not only Headquarters' job. "A big takeaway for members that I would encourage is to emphasize that members have a voice in this organization and their leaders want to hear them," she said. "We welcome feedback and always take it seriously – and when it pertains to communication and technology, CTOG always considers carefully the feedback received."

You can use the "[Contact Us](#)" link on the website if you have comments.

## Does Your Chapter or State Have a CTOG?

The DKG website is our Society's most consistent and obvious technical method of communications and marketing, and CTOG continually ensures it is up-to-date.

Your chapter and state websites are one of your biggest marketing tools also. It is your face to the public. It is constantly there.

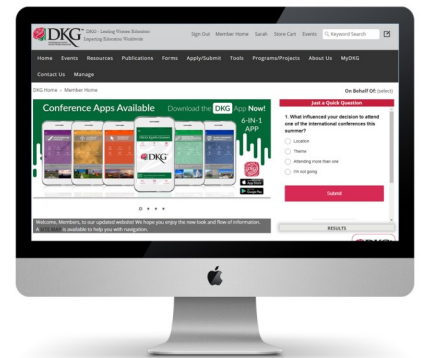
Are you updating your website regularly? Who determines what goes on it? Do you have a Communications and Technology Oversight Group helping determine what your face to the public looks like?



## CTOG—What It Is

Communications and marketing DKG are everyone's business, and the most effective strategies result from including key stakeholders' input to ensure relevance. Maintaining relevance, ensuring accuracy, and managing diverse information sources are not easy tasks. Thus, the Communications & Technology Oversight Group (CTOG) emerged from the need to oversee the many aspects of communications with members and the use of technology in providing that communication with the desire to include diverse and multiple perspectives.

CTOG includes the International President, the Executive Director, the Business Director, the Technology Director and the Membership Director as well as the Technology Assistant/Webmaster, Graphics Design Specialist, and Technology Relations Specialist. Using the joint knowledge of a multi-disciplinary group to discuss new ideas and suggestions allows broader perspectives of what and how to communicate. To enlarge the perspectives, CTOG also can invite ad hoc key persons, like the Educational Foundation Specialist, for extra knowledge when needed.



Examples of the tasks of CTOG are to focus on the website and app updates, to highlight, in a timely manner, the upcoming events in the Society, like conventions and the thematic conferences, and to develop specific aspects of the website, such as the "who we are" and "how to become a member" pages. Another important task is to consider questions and feedback from members, as the Society is a dynamic network. The group also discusses copyright and marketing issues, which is important due to the differences among the member countries.

## Benefits of CTOG Work for Members

When the "big picture" people, such as the president, the directors, and executive director, bring to the table an understanding of the important issues in DKG and work with the technicians who shape the communication through design and implementation, members benefit with a stronger presence to market DKG. Members can find the latest news, such as the Administrative Board actions or conference schedules, on the website or app. Items on the rotator are discussed and changed to keep the most current notices front and center on the homepage. CTOG helps keep the Society Facebook page fresh and considers changes to promote the blogs. Discussions on how to help members find answers to questions easier led to the addition of the invaluable chat feature on the website. The variety of information, such as benefits of membership and leadership opportunities, on the non-member side of the website provides members strong marketing materials for recruiting prospective members.

