**Communications & Marketing Committee Report, Fall 2020**

Submitted by: Angie Wright-Nash, FL – Kappa Chapter, C & M Committee Chair

The Florida Communications & Marketing committee is dedicated to supporting the needs of individual chapters. We encourage chapters to designate a member as a “Communications & Marketing” point-person, to be the liaison with the committee representative for their respective district. Now, more than ever, it is important for each chapter to have someone upon whom they can rely to be their “point-person” for all things related to technology. We’ve been faced with some new challenges since the last time we met; we’ve lost some loved ones, including some of our DKG sisters. We’ve had to learn new skills, and new ways of continuing to meet the needs of our members, our chapters, and those who look to us to lead. The goal of the Communications & Marketing committee *remains* to promote effective communication throughout the state of Florida, and to both encourage and support chapters as they implement new processes and technologies to meet the demands of a 21st-century organization.

The committee encourages chapters to participate in the Communications & Marketing Award that is presented each biennium to those chapters who demonstrate effective communication practices – the application and criteria for the award can be found on the Florida state website or requested via e-mail. Applications are due no later than March 15, 2021, and winners will be recognized at the Florida state convention in April 2021. We have seen many changes this year, and it is our hope that all DKG chapters continue the conversation about sustainability, outreach, and growth – and it is our goal to support the action plans of those chapters, on their way to reach their communications and marketing goals for the coming year.