

Editorial Board Report

Prepared by Jennifer Rhodes, Chair
Submitted for the 2022 Annual Convention

Board members:

Sharon Brown, Blue and Gold Triangle editor
Justine Dickson, VP Collegiates and LinkS editor
LuShawns Lawson, VP Alumni and Alumni News editor
Nancy Horst, reviewer
Christina Inteso, reviewer
Debbie Madsen, reviewer
Adati Tarfa, reviewer
Erin Rogala, HQ staff
Jennifer Rhodes, Chair and reviewer

The directions for the Editorial Board, for the 2020-2022 biennium, were as follows:

1. *Attend and summarize information obtained from the Fraternity Communications Association meeting. Recommend and incorporate changes into all Fraternity communications.*

In 2021, the Fraternity Communications Association Annual (FCA) Meeting was held virtually, April 28-30. Editorial Board members Sharon Brown, LuShawna Lawson, Jennifer Rhodes, and Erin Rogala attended meeting sessions as their personal and work lives allowed, and shared their learnings with the rest of the Board. Jennifer Rhodes submitted a written summary of the meeting to the Grand Council and the Editorial Board. It is hoped that this document was useful to the Grand Council, when discussing plans for communicating with the membership.

2. *Gather content, proofread, format, and distribute publications in compliance with content guidelines and by established distribution dates.*

The reviewers of this Board collaborated with the editors of the major publications, in order to create quality and relevant publications for our membership and interested outside parties. During the first year of the biennium, the board members produced only one issue each of the LinkS and Alumni News. The Blue and Gold Triangle (BGT) was delayed from a fall 2020 printing due to unforeseen circumstances, and was distributed as a winter/spring issue in early 2021. During the second year of the biennium, 2 issues of the Alumni News and one issue of the BGT were produced.

3. *Develop a collection of high-quality photos to be used in fraternity publications.*

A lack of high quality photos continues to be an obstacle in providing the visuals for our publications. This Board requested that the Grand Council actively discuss this issue, and consider using an ad hoc committee to explore options to remedy this ongoing situation.

4. *Provide input into the fraternity re-branding process.*

No work was sent to the Editorial Board during the 2020-2022 biennium.

5. *Oversee development of recruiting materials for collegiate and alumni initiates.*

No work was sent to the Editorial Board during the 2020-2022 biennium.

6. *Monitor and review the LKS Wikipedia entry for accuracy and editorial content.*

Debbie Madsen monitored and reported to the Board when necessary.

Membership Survey

During the month of February 2021, a membership survey was conducted, to gauge satisfaction regarding the Blue and Gold Triangle, LinKS, Alumni News, and the LKS web site. The board discussed the results over a Zoom conference call. While survey participation was low, the Editorial Board identified areas of opportunity pertinent to each of these communication venues. The Editorial Board will use the results of the publications survey, as well as the information gained from the FCA annual meeting sessions, as guidance to enhance member communication and engagement.

Summary

Communication is of utmost importance to fraternal organizations, including Lambda Kappa Sigma. This Board invites the Grand Council to actively discuss the results of the member survey, to continue to have LKS represented at national meetings such as the FCA, and to seek out this Board to discuss any issues and ideas that arise.