



Chi Sigma Iota

Member, Association of College Honor Societies

Counseling Academic & Professional Honor Society International

Creating a Chapter Newsletter

Cathy Woodyard, Editor, *CSI Exemplar*
Kim Desmond, *CSI Intern, 2004-05*



What are the benefits of having a chapter newsletter?

Source of communication

- To, among, and with members and potential members
- Connection between counseling department, students, alumni, and community

Medium to recognize member achievements

- In scholarship, leadership, research, & professionalism

An opportunity for sharing

- Professionals share expertise and experiences
- Students submit articles for first publication



What must a chapter have to begin a newsletter?

*** * * Committed Members * * ***

- **Members must be willing to commit their time for an extended period in order to assure continuity.**
- **The editor should be asked to commit to two years, with assistant editors asked to serve either one or two years.**
- **Regular feature writers should be asked to commit to one year.**



Anything else a chapter needs?

- **Budget**

- Many factors influence the cost of the chapter newsletter.
- These should be discussed and resolved before starting the publication process to assure that the chapter can afford a newsletter.



What factors should be considered in the planning process?

- **Publication schedule**
- **Distribution methods**
 - **Mail, on-line, web**
- **Recipients**
 - **All chapter members**
 - **Only student members**
 - **Administrators and faculty**
- **Costs**
 - **Printing**
 - **Mailing**
 - **Typesetting**
- **Financial assistance**
 - **Fund raising**
 - **Advertising**
 - **Donations**
 - **department/ college**



Who is needed on the newsletter staff? An Editor!

- The Editor's primary job is to oversee the contents and publication of the newsletter.
- The Editor sees that articles are submitted and that the newsletter reflects the purposes and goals of the chapter and the newsletter itself.
- The editor works with assistant editors to set and maintain guidelines, seeks out articles and ideas, and coordinates the efforts of the newsletter staff.
- If there is no proofreading editor, the editor may also be involved in the actual editing of submitted articles for grammar, punctuation, and writing style.



What other staff might be helpful?

- **Proofreading Assistant Editor**
 - **Layout Assistant Editor**
 - **Printing & Distribution Assistant Editor**
 - **Regular Feature Writers**
 - **Photographer**
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What do the Assistant Editors do?

- **Proofreading Assistant Editor**

- Is responsible for reading submitted articles for grammatical, punctuation, and style errors.
- Someone with a strong background in English works well in this position.

- **Layout Assistant Editor**

- Lays out the submissions when approved by the editor.
- Responsible for the design of the newsletter.
- Someone who has experience in programs such as Microsoft Publisher or PageMaker would be valuable in this position.



More editor functions.

■ Printing & Distribution Assistant Editor

- Responsible for getting the newsletter printed and distributed—in whatever means the chapter has decided to use (e.g., mail, handed out in class, the web, etc.)

■ Regular Feature Writers

- Members who will commit to write regular features in the newsletter are necessary.
- For example, a member might commit to being responsible for a book review for each edition or a feature highlighting a potential internship site.
- Alumni should not be overlooked for this position.



What are common features in chapter newsletters?

- **Officer Columns**
 - **President's column**
 - **Faculty advisor's column**
- **Highlights and Spotlights**
 - **Faculty member highlight**
 - **Alumni spotlight**
- **Announcements & Calendar of Events**
 - **For Your Information (scholarship announcements, departmental deadlines, changes in the program, etc.)**



What are other features included in chapter newsletters?

- **Counseling program information**
 - **Internship descriptions**
 - **Counseling track columns (school counseling, community, and student affairs)**
 - **What's happening in the Clinic?**
 - **Departmental deadlines**
- **Advocacy corner**
- **Book and movie reviews**



And don't forget these!

- **Reports of Chapter Activities**
 - Committee reports
 - Recent activities
 - Pictures of recent CSI activities
- **Professionally Speaking**
 - Articles written by practicing professionals
- **Recognition of Members**
 - Listing of new members
 - Highlights of recent achievements



Some other features you may want to occasionally include...

- **Narratives written by students**
 - Such as academic or internship experiences, first time attendance at professional conference, presenting at a professional conference, etc.
- **Abstracts**
 - papers written for academic classes
 - presentations at conventions or workshops
- **Cartoons**
- **Quotations or Poems**
- **List of CSI Graduates**



And some other ideas...

- **Updates on legislative decisions related to counseling profession**
- **Welcome to incoming students**
- **Upcoming workshops or presentations**
- **List of alumni who offer supervision**
- **Reprinted articles from the *Exemplar***
- **Addresses of helpful web pages**



What about a theme for the newsletter?

- **Some chapters choose to have a yearly theme to their newsletters.**
- **The chapter president may have a specific goal or focus for the year**
 - **Membership, multiculturalism, advocacy, professional identity, professionalism, etc.)**
- **If there is a yearly theme, this needs to be evident in the chapter newsletters with articles addressing this theme.**



How often should a chapter publish its newsletter?

- **Some chapters publish one newsletter each semester; others publish more often (say every other month).**
 - **This decision should be made based on the ability of the editors to work together to create a publication and on the finances of the chapter.**
- **Some chapters publish regular editions in the fall and spring.**



More frequent but shorter?

- **Some chapters publish frequent newsletters—but keep them to two pages or less.**
 - **This allows for continual communication with members but...**
 - **does not overwork the editorial staff.**
 - **This could be an “e-news” product.**



Archival issues

- **Some chapters publish a summer edition which features stories and pictures from the year's CSI activities.**
- **These issues serve as a yearbook or scrapbook for the chapter.**



What should the publication schedule be?

- **A schedule needs to be created for the continuity of the newsletter.**
- **The schedule provides direction for the newsletter staff.**
- **It gives members an idea of when they can expect to receive their newsletter.**



Sample schedule for newsletter preparation: Obtaining articles

■ January 1

- Write letters requesting submissions for spring edition; include deadline for response and deadline for submission
 - *Deadline for all submissions will be March 1*
 - *Allow yourself extra time here—people WILL be late—even though you have reminded them*

■ January 21

- Response deadline for those who were requested to submit an article; they will indicate whether they are willing to commit to write the article and to meet the deadline
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Reminders and Deadlines

■ February 15

- Resend reminder note to those submitting with deadline restated

■ March 15

- Newsletter proofed, edited, and ready to go to layout assistant editor
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Sample schedule for newsletter preparation: Preparing the news

- **April 1**

- **Layout complete and ready to be printed**

- **April 10**

- **Printing completed**

- **April 15**

- **Sorting, labels, and distribution completed—or downloaded to web**
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The Schedule at a Glance

- **January 1**
 - Write letters requesting submissions for spring edition; include deadlines (response, submission)
- **January 21**
 - Response deadline for those who were requested to submit an article; they will indicate whether they are willing
- **February 15**
 - Resend reminder note to those submitting with deadline restated
- **March 15**
 - Newsletter proofed, edited, and ready to go to layout assistant editor
- **April 1**
 - Layout complete and ready to be printed
- **April 10**
 - Printing completed
- **April 15**
 - Sorting, labels, and distribution completed—or downloaded to web



How do you get members to write for the newsletter?

- **CSI Members are usually very busy, so help them take the task seriously.**
 - **Approach them in a professional manner.**
 - **Ask for a single contribution or commitment:**
 - **Single book review**
 - **Internship site review**
 - **One faculty spotlight, etc.**





Write a letter of invitation and confirmation from the editor

- **Request the submission in writing**
 - Even if the request for publication has been made verbally, a letter should be sent to formalize the invitation and confirm what was discussed.
- **Provide specific information and guidelines**
 - number of words, topic, deadline, graphics, pictures, etc.
- **Let writers know this is important!**



Others ways to encourage members to submit articles?

- **Members may be more willing if they are asked to write about a topic in which they have a strong interest.**
- **Students may be willing to write an article based on research required for classes.**
 - **Featuring abstracts of dissertations and theses is a way to recognize and honor CSI graduates.**



And don't forget the faculty! Ask them to....

- **Submit articles on their own research.**
- **Encourage students to submit articles for the newsletter.**
- **If they receive outstanding work from a student, persuade the student to submit the work for publication.**
- **Identify who might be good on the newsletter staff, for they see students' writing and can recognize talent and skill.**



Some final tips to encourage involvement of students

- **When students attend workshops or conferences:**
 - ask them to write a short article describing what was learned or experienced.
 - Ask them to write about the experience of attending a conference and how to get the most out of their time and money.



Some tips for encouraging alumni involvement

- **Invite alumni to write about their experiences in the field.**
- **Remember that...**
 - **They are no longer turning in papers or writing dissertations.**
 - **They may enjoy this opportunity to network with new professionals and to showcase their expertise.**



Recognize Member Contributions

- **Members are more likely to become regular contributors if they are recognized for their efforts.**
 - **This can be done through expressing thanks at meetings or awards ceremonies or by writing a personal letter of thanks.**
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Newsletters as public relations tools

- **Send your newsletter to members and non-members:**
 - **Internship site supervisors**
 - **CED faculty members and your college's deal**
 - **Other CSI chapters**
 - **The *Exemplar* editor**
- **Brainstorm on who else might support your chapter.**



Consider letting members advertise in your newsletter

- **Perhaps begin by providing one page where advertisers can exhibit their business cards.**
 - **Guidelines need to be established for what types of ads will be published.**
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Showcase your members through your newsletter

- **Feature the activities and accomplishments of your members.**
 - **Members will be more likely to read the newsletter after they have seen their name featured.**
 - **Print the names of the newsletter staff and offer thanks publicly through the newsletter for their efforts.**
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Graphics are important!

- **Photographs and clipart make the newsletter more pleasing to the eye.**
 - **Solid pages of reading tend to be overlooked.**
- **Be creative!**
 - **“Professional” does not mean “dull.”**
 - **Be creative in finding articles, in ways to feature these articles, and in publishing a newsletter which truly captures the spirit of your chapter.**





Creating Your Masthead

- **Mastheads are critical**
 - Establishes identity of your newsletter
 - Establishes identity of your chapter
 - Establishes immediate link to CSI, International
 - It is the first thing the reader sees.
- **Mastheads include**
 - Publisher
 - Editorial Staff
 - Dates, volume numbers





Creating your unique “look”

- **Every chapter is unique...**
 - **Yet every chapter is part of CSI and all chapter products (e.g., newsletters, web pages) should immediately identify the chapter as a part of CSI.**
- **CSI’s appearance is professional and legally regulated by our Bylaws and trademarks.**



Using the CSI Trademarks

- **CSI's colors are blue and white.**
- **CSI is the sole official acronym of Chi Sigma Iota, International.**
- **The CSI Logo is trademarked**
 - **CSI Chapters may use the logo with permission.**
 - **The permissions form is on our web page, csi-net.org.**



For further information and support...

- **Please contact us if you have questions, suggestions, or just want to share your creative ideas!**

**Chi Sigma Iota
P.O. Box 35448
Greensboro, NC 27425-5448**

tjsweeney@csi-net.org