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 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. Online newsletters may be more cost-effective than hard copy newsletters.
  - 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 during planning?

- **Publication schedule**
  - Distribution methods
    - Mail, online, web
  - Recipients
    - All chapter members
    - Only student members
    - Administrators and faculty

- **Publication schedule**
  - Printing
  - Mailing
  - Typesetting

- **Financial assistance**
  - Fundraising
  - 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
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 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 (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
  - Chapter 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

- **Relevant 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 (e.g., 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
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
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
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!
Other 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.
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.
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.
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 may 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.
  ◦ Chapters may use an approved chapter logo with permission.
  ◦ The online Chapter Logo Request Form is on the CSI website: go to csi-net.org > Chapters > Development > [Chapter Logos](#)
For further information and support…

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

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