



SENG Liaison Manual

Updated 2021

SENG Liaisons are particularly vital to the SENG mission and are asked to carry a unique and active role in the ongoing development and enhancement of this program and in the promotion of the SENG Vision and Mission.

This manual includes the information and guidelines you will need to support your task, which can be summarized in three objectives:

- ✓ To be a visible and respected spokesperson of SENG
- ✓ To promote SENG's mission and services
- ✓ To model effective partnerships between SENG, SMPG facilitators, the state gifted associations and any other professional individuals or groups interested in the unique social and emotional needs of the gifted.

There is creative expansion permitted on how these tasks are carried out within the parameters of the SENG Board. This manual is the first step to understanding these. The second step is attending the National Conference- both as a presenter and as a Liaison- to share your expertise and build the Liaison network through workshops particularly designed for Liaisons as well as casual connections to foster relationships and share resources.

This manual will provide a framework for the SENG Liaison Program within the United States. This is an addendum to the comprehensive SENG manual. The SENG Liaison Program requires a commitment to communication, collaboration, and cooperation in order to ensure its quality and success. Included in this manual are the resources you will need for your role. Additionally, The *Toolkit* will provide each Liaison with the needed material to make a substantive contribution to the SENG organization. These have been reviewed and approved by the SENG Executive Board.

All materials are the ownership of SENG and only with permission may be reproduced. Forms enclosed in this manual for purposes of reporting and advocacy efforts are excluded from this.

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Requirements for positions:

- Demonstrated understanding of giftedness and, in particular, the social and emotional needs of gifted individuals of all ages and diversities.
- Self-directed with strong verbal and written communication skills
- Excellent planning and organization skills,
- Able to work effectively in groups
- Effective problem-solver

Time Investment for liaisons

Be prepared to commit approximately 1-2 hours a month to the program. Some weeks the investment may be greater and others less. Generally, the time investment is greatest in “start-up” as you will need to research your local region and develop a plan.

SENG State Liaison Role Defined

The goal of State Liaisons promote SENG’s vision, mission, and services in their states. They model effective partnerships between SENG, state gifted associations, and other professional groups interested in the emotional needs of the gifted. Liaisons are a personal contact point for SENG in each state, they help with marketing and promotion of SENG programs, and participate in planning SENG’s annual, mini-conferences, and other events. Our goal is to have multiple representatives in each state supporting our missions and supporting their gifted communities.

State Liaison Duties

- Network with communities within the state (Sharing information about SENG and encourage SENG membership)
- Research key state players and local associations - Create/share a contact list (State Gifted Coordinator, other gifted organizations, school psychologists, pediatricians, school districts, etc.) with the goal of Build relationships.
- Attend local/state conferences and events to represent SENG
- Assist in extending SENG initiatives within the state. SMPG groups and training, SENG Mini-Conferences, etc.
- Attend state liaison meetings for your region (at least quarterly)

SENG Regional Liaison Role Defined

A Regional Liaison for the Liaison Program serves as the liaison for a geographically defined group of US liaisons. The Regional Liaison offers support, resources and a direct line between SENG State Liaisons and the SENG Board. Information from these regions is culminated and shared with the Board Member who is overseeing the Liaison Program, who in turn, shares that information with the Board. Liaison meet regularly to continue to build the program and offer support.

Regional Liaison Duties

- Coordinate communication between state liaisons and SENG
- Recruit and support state liaisons with duties
- Facilitate regional meetings of state liaisons within your region (at least quarterly)
- Attend our Regional Liaison Meetings (at least quarterly)

Liaison Role in SENG Events and Programs

Annual Conference

We highly encourage Liaisons to attend the National Conference each year. (Costs need to be incurred by the Liaisons.) We encourage you to be - both as a presenter and as a Liaison- to share your expertise and build the Liaison network through workshops particularly designed for Liaisons as well as casual connections to foster relationships and share resources. A discount for liaisons may be offered.

Mini-conferences

It is expected that Liaisons will work with SENG to plan, coordinate, and support state and regional mini-conferences when they are held in their state. We encourage you to be - both as a presenter and as a Liaison- to share your expertise and continue to build the Liaison network through your state and region.

SENGinars

It is expected that Liaisons will work with SENG to promote SENGinars when possible. We also encourage you to be a presenter to share your expertise.

SMPG Trainings

It is expected that Liaisons will work with SENG to support the SMPG trainings in their state and regions. These training sessions are a very important part of our mission as they support our families. They are also a great way to network and build up our outreach. It is encouraged that you collaborate with your state SMPG trainers to:

- Report on newly trained facilitators
- Support connections
- Support in posting about groups
- Build and share an extensive email list statewide list to report about events
- Each state had a page where they had listing of mn groups/smpg-
- CHECKING IN WITH smpg FACILITATORS- smpg regularly

Tool Kit

The SENG toolkit provides a set of marketing standards to help you succeed in your role as Liaison. Care has been given to provide you with turn-key solutions for project publicity and promotion. Some of the tools featured in your tool kit may be familiar to you, while others may not. If you have a question about a tool or how to employ it effectively, please don't hesitate to call or email your Regional Liaison coordinator .

Physical Contain:

Banner

Table cloth

Information flyers

SENG swag

James Webb book

Name tag

A way to collect email addresses to build contact list participants will be entered into a drawing for a free gift.

Digital Contain:

Background

Powerpoint or Google Slides with SENG information

A way to collect email addresses to build contact list participants will be entered into a drawing for a free gift.

What Should I be doing? Yearly Checklist

- Contact other gifted or ed groups and add to the email list
- Forward senginars to interstate partners
 - School districts, Charters, State ed groups ect.
- Plan on attending annual conference
- Plan on hosting a regional conference
- Check in and support SMPG groups
- Attend quarterly Regional Meetings
- Reach out to Regional Leasion to see if they need help with anything
- If you have questions or concerns contact your Regional Liaison and they will reach out to the Board member, Liaison Committee Chair

Publicity Guidelines and Planning

PR is all about relationships and being a SENG liaison may at times require that you engage with the media and/or write press releases to help advertise SENG events or presentations/conferences where SENG will have a presence. If an editor knows he can rely on you to provide consistent accurate information, he or she is more likely to select your story over others given the chance. Regular communications are key as are a variety of tactical choices and story angles. Media is notoriously understaffed and the easier you make it for them, the more appreciative they are. The following are suggestions for occasions when you reach out to the media in order to help further SENG's positive relationship in your community:

1. Introduce your project to media with an email press release. Embed the release in the email and include a Word or Google version of the document as an attachment. Make things easy for the assignment editor or reporter. In many instances you will find that they use your release verbatim. Don't make them hunt for it.
2. Follow up your email with a telephone call. Make sure you are focused and inquire directly about the communication – did they receive it? Do they require additional information? Do they plan on featuring the piece? Three points are critical – clarity, brevity, and accuracy. Remember -- the angle sells the piece more than charming telephone technique. Use a script to ensure that you don't miss anything.
3. Volunteers: have them help you identify opportunities and develop a database of media outlets. Handle the media yourself. Multiple points of contact confuse the media and interfere with the transactional nature of PR.
4. Media contact you regarding a SENG program and or special event, please let us know by emailing the name of the organization and the relevant contact information. We may already be working with the organization on another project, and we don't want to cause unnecessary confusion.
5. Campaigns. Tailor your choices to best match your recipients' needs– consider a general media release, calendar release and photo release for print; a calendar release and PSA for radio, and calendar release, photo release and news conference for television. Standard releases are attached.
6. Use multiple angles. Given that campaigns are featured over time, angles play an essential role in keeping the story alive. Consider presenting at least three different angles for each campaign you manage. Introduce them over time and follow up each of them with a telephone call or email.

Media Content Ideas

Here are some ideas that you might use in a story about SENG that you send to the media:

SENG Mission

Diversity

SENGinars

SMPGs

Continuing Education Programs

Special Event

Conference

Calendar

Educators Release

Pediatric Release

Board of Directors Bios

Speaker's Bio

7. Booking Activities. If you schedule a time to meet with a representative of the media, here are a couple of helpful hints:

- ✓ Avoid booking interviews too close together, on travel days, or late in the evening.
- ✓ Escort speakers to and from interviews and arrive on time for the meeting
- ✓ Provide the speaker with background material on the interview: who they are speaking to and what angle was pitched.
- ✓ Ask for interview questions ahead of time. It allows the speaker time to prepare and provides you an opportunity to present another angle or provide background to the media.
- ✓ Copy the speaker on your activity confirmation report
- ✓ Consider deadlines and crew availability when scheduling press activity

8. Follow Up is the last stage in PR and one of the most critical. Confirm all interviews to make sure they know you are going to show up. Coordinate your appointments/plans with the SENG national office to avoid any potential conflicts. Ensure that all of your support materials are ready for the day of event including press releases and media kits. Check and double check contact numbers of venue and staff working the event if you are speaking with the media about an event. Confirm all the contact information for media. Expect that the event may not be covered and be thankful when things turn out as planned.

9. Questions? Contact the SENG office at office@sengifted.org

FORMS

The following pages contain reproducible forms to be used in reporting activities, guidelines for press releases or speaking with media and contact sheets.

State Liaison Application - <https://forms.gle/YR7fDYjbtWRJxSkk6>

Regional Liaison Application - <https://forms.gle/jWHccHV6TMBP5Ngo8>

SENG's Motto and Logo

SENG's motto is "*Supporting the Emotional Needs of the Gifted: Changing Lives, Changing Futures.*" Every effort should be made to promote our position in the promotional activities we embrace. Likewise, our logo, as it appears in this document, promotes our organization, its outreach and activities.

What's in a Name?

Branding is the process of establishing and managing images, perceptions and associations that the consumer applies to a product. These are managed through the application of the brand elements and through consistent delivery of the organization's mission and position. Brands that are built over time have a more loyal customer base. As a service organization, it is essential that SENNG develop itself as a brand and market its product advantages accordingly.

Name and Usage Protocols

SENG's name and logo usage policy is designed to protect the value of the SENNG brand and to discourage misrepresentations of relationships between SENNG, its membership, affiliates and other parties.

This policy governs all public representations of SENNG (Supporting the Emotional Needs of Gifted), its name and/or logo regardless of the format or communication medium. Such representations include, but are not limited to, websites, brochures, promotional materials, publications (print or digital) and other related materials.

With this policy, SENNG grants its membership, affiliates, liaisons and other volunteers as assigned, or other parties in good standing with the organization, a limited license to use the SENNG (Supporting the Emotional Needs of Gifted) name and/or logo under specific conditions outlined within this policy.

Members and affiliates are strongly encouraged to notify SENNG of any perceived misuse of the SENNG name or logo.

General Use Guidelines

- ✓ SENNG (Supporting the Emotional Needs of Gifted) name and/or logo is available for use by companies and organizations that are in good standing with the association.
- ✓ The name and/or logo may be used with written permission for promotion of collaborative efforts at the sole discretion of SENNG.

- ✓ Use of SENG (Supporting the Emotional Needs of Gifted) name and/or logo is for communication purposes only and does not constitute a quality mark or form of endorsement of a company, organization, program, product or activity.
- ✓ The name and/or logo user agrees to hold harmless and indemnify SENG for any claims, liability, damages, attorneys' fees, or other loss arising out of the use of the SENG name and/or logo.

Restrictions and Limitations

- ✓ The SENG (Supporting the Emotional Needs of Gifted) logo may not be altered or added to in any manner with the exception of scaled resizing of the entire logo.
- ✓ The SENG (Supporting the Emotional Needs of Gifted) name and/or logo may not be used to mischaracterize the relationship between SENG and the user including, but not limited to, any use that might be reasonably construed as an endorsement, approval, sponsorship or certification by SENG of the user, the user's business or organization, or the user's products, programs, activities or services.
- ✓ Questions regarding appropriate usage of, or modification to, SENG (Supporting the Emotional Needs of Gifted) name and/or logo should be directed to the Executive Director at office@sengifted.org
- ✓ Any use of SENG's name and/or logo for purposes other than acknowledging membership or participation in SENG activities is prohibited.
- ✓ A company or organization that is not a member or a partner of the organization may not claim SENG affiliation through the use of the SENG logo.
- ✓ Companies or individuals no longer associated with SENG are prohibited from using the SENG name and/or logo

Promoting SENG

- ✓ Companies and associations affiliated with SENG should reference their affiliation in websites, brochures, promotional materials, publications (print or digital) and other related materials.
- ✓ Companies and associations affiliated with SENG are encouraged to include a link to the SENG website (www.sengifted.org) in their email signatures, other digital communications and on their websites.

Design Requirements and Tips

- ✓ The SENG logo may be presented in color format or as a black and white image
- ✓ Only approved artwork may be used. The logo may not be altered in any manner except by scaled re-sizing. Logo artwork is available by request to office@sengifted.org
- ✓ Graphic devices (such as word art, shading, additional text, etc.) may not be added to or near the SENG logo when such devices could be interpreted as being part of SENG (Supporting the Emotional Needs of Gifted) logo.
- ✓ SENG (Supporting the Emotional Needs of Gifted) logo may not be used within or as part of any other symbol, mark or logo.
- ✓ Standard and accepted graphic design principles should be applied to logo usage in all situations:

Do not place the logo on a color background without sufficient contrast

Do not use a positive version of the logo on a dark background

Ensure that the placement and background creates good legibility

Ensure that the logo is of a minimum size to be easily identified

Never allow other graphic elements to clutter or enter SENG (Supporting the Emotional Needs of Gifted) logo space

Ownership and Compliance

- ✓ Use of the SENG (Supporting the Emotional Needs of Gifted) name and/or logo shall create no rights for users in regards to ownership of the name and/or logo. The name and/or logo shall remain at all times the sole and exclusive intellectual property of SENG.
- ✓ SENG reserves the right to review the use of its name and logo at any time. Users may be asked to submit to SENG samples of name and/or logo usage from which SENG may determine compliance with these terms and conditions.
- ✓ Any disregard of SENG's Name and Logo Usage Policy and Guidelines may result in revocation of the right to use the SENG name and/or logo and termination of any affiliation with the organization.
- ✓ SENG reserves the right to prohibit use of its name and/or logo without notice, if SENG determines, in its sole discretion, that a user's usage, whether willful or negligent, is not in accordance with the rules, terms and guidelines of this document or in any way could discredit SENG or tarnish its reputation, goodwill and brand.
- ✓ Each member, partner or authorized entity that uses the SENG (Supporting the Emotional Needs of Gifted) name and/or logo agrees that upon written notice from SENG, will make all reasonable efforts to immediately discontinue any usage of SENG's name and/or logo.



3. Graphic devices (such as borders, word art, shading, additional text, etc.) may not be added to or near the SENG logo when such devices could be interpreted as being part of the SENG logo.

4. The SENG logo may not be used within or as part of any other symbol, mark or logo.

5. Standard and accepted graphic design principles should be applied to logo usage in all situations:

- a. Do not place the logo on a color background without sufficient contrast
- b. Do not use a positive version of the logo on a dark background
- c. Ensure that the placement and background creates good legibility
- d. Ensure that the logo is of a minimum size to be easily identified
- e. Never allow other graphic elements to clutter or enter the logo space

Fonts: Arial (body copy)

 Arial Bold (body copy)

 Arial Italic (accent copy)

Point size: Arial Headline 24 point

 Arial Headline 13.5 point

Spacing: 1.0 and 1.5

Color Palette: The SENG color palette consists of 2 colors not including black and white. Each color has different codes or modes, depending on the

application process. For print applications use Pantone or RGB codes RGB colors (this is repetitive; I don't know if it is codes or colors) and online the HEX codes. (Also need to insert the info below ... I don't have it!)

Light Blue: RGB
 HEX
Dark Blue: RGB
 HEX

Preferred Layouts: Preferred layouts for letterhead, envelopes, business cards, press releases, flyers and PowerPoint presentations are required and are available through the SENG Corporate office.