

**2012 Summer Board Meeting Minutes
Westin Lake Las Vegas, Henderson NV**

Friday, July 20, 2012

Meeting was called to order by Dr. David Grady at 8:00am.

Minutes: Jessica Gardner

Attendees: Dr. Kent L. Gardner, Mardie Sorensen, Dr. David Grady, Reatha Cox, Dr. Howard Farrell, Barbara Tootle, Dee Wood, Dr. Larry Lunsford, Darald Stubbs, Kent Pawlak, Margaret Morgan, Jessica Gardner, and Josh Velazquez

Board Updates & New Student Board Member:

- Dr. Larry Lunsford was just appointed as the Interim VP for Student Affairs at Florida International University.
- Anne T. Forcier and Dr. Ed Whipple, members of the board, could not attend this meeting due to conflicting schedules.
- Margaret Morgan, the new student board member, is a Delta Gamma from University of Mississippi. She is studying Broadcast Journalism, and is in line to graduate in May, 2013. She currently has a summer internship with WGNO News in the New Orleans area. Margaret has been going on assignments with reporters, conducting interviews, shooting stories, editing video, writing scripts, and assisting the producers in show production.

2012-2013 Conference Dates & Locations: Dr. Kent Gardner

- Reviewed regional conference dates and locations
 - o AFLV-Central: Feb. 7-10, 2013; Indianapolis, IN
 - o NGLA: Feb. 21-24, 2013; Hartford, CT
 - o SEIFC: Feb. 21-24, 2013; Atlanta, GA
 - o SEPA: March 21-23, 2013; Atlanta, GA
 - o AFLV-West: April 11-14, 2013; Costa Mesa, CA
- Add another aspect to the honorary initiation – use it as a model initiation for undergraduates and advisors to come and observe.

AFA: 2011& 2012: Mardie Sorensen

- 2011: Best reception ever with 170+ attendees. We had lots of repeat students/personnel in attendance. The cost for the event was a little higher than last year. All regional chapter directors were there and they had a great

response from advisors they spoke to. We will continue to donate items for the silent auction.

- 2012: The conference will be held in Indianapolis, IN on Nov. 28 – Dec. 2, 2012. Order of Omega would like to continue sponsoring both the Case Study Competition and the Case Study Challenge. Last year we sponsored monetary awards for the 1st, 2nd, and 3rd place winners from the Competition. The winners from the Challenge were given gifts instead of award money. If need be, we can begin a monetary award for the Challenge winners as well.
- Contact Mark Koepsell for the name of the Case Study coordinator and if a monetary award is needed to keep it in Order of Omega's name.

2013 Summer Board Meeting: Dr. Kent Gardner

- Is scheduled for July 11 – 14, 2013
- The location of the meeting is still being discussed.
- Kent asked Board for feedback and to send him information on good properties and deals.

2011 Scholarship & Fellowship Report: Reatha Cox

- 135 scholarship recipients totaling \$63,250 in awards
- There were a total of 152 scholarship applicants from 78 chapters
- 13 fellowship recipients totaling \$8,500 in awards
- There were a total of 25 fellowship applicants
- There has already been lots of interest in applying for this year's scholarship program!

Scholarship/Fellowship Million Dollar Mark: Dr. Kent Gardner

- Since 1985 Order of Omega has awarded \$991,000 in scholarship and fellowship money to students.
- After our fellowship awards are given this fall, we will have reached \$1 Million in awards.
- A discussion took place on ideas for promoting and recognizing the \$1 Million dollar mark for our organization.
- The Board decided to recognize the top scholarship recipient (which will receive the \$1,000 Founders Scholarship) as the recipient of the one millionth dollar award.
- Board will continue to brainstorm ideas for this accomplishment and get back to HQ with additional comments and suggestions.

2011 Outstanding Chapter Awards: Mardie Sorensen

- This was our 2nd highest applicant pool thus far.
- Typically we award four, \$1000 awards, but there was a tie and we awarded a total of five, \$1,000 awards.
- We were lucky to have an award winner in each of our regions, and as usual they were recognized at the regional conferences.
- Darald suggested we make note on the application that chapters can, and should reapply after winning or submitting an application the previous year.

Drive-In Conference Review: Jessica Gardner

- 2011 Conference at BGSU: 28 students from 7 chapters, and 6 Omega representatives
- It was not the outcome we had hoped for, and expenses exceeded income quite a bit. It was very hard to schedule during the fall semester due to the already packed athletic and student activities schedules the universities had.
- The overall best program was the model initiation. It was decided that we would continue to provide our members with model initiations at each regional conference in conjunction with the honorary initiations that already take place.
- Other leadership training and chapter development can be put on video and added to the website.
- The spring conference at SEPC was cancelled due to low registration numbers.
- The Board and Executive Officers agreed to discontinue the program and use the chapter development funds allocated to the drive-in for programming grants.

Programming Grant Program: 2011- 2012 & 2012 – 2013: Jessica Gardner

- We had a fantastic response from our chapters for this program. \$5,000 was allocated to fund the program for 2011-2012, and HQ went over budget by \$604.00.
- We have already had inquiries concerning the grant program for the upcoming year.
- It was determined that chapters can reapply for the grants, and also apply for the Chapter Award Program listing the programs that were awarded grant money.
- Board discussed increasing budget for the 2012-2013 year.
- Barbara Tootle moved to increase dollar amount by \$2,500. Second by Reatha Cox – Motion Passed
- Announce increased funding through means of Twitter, Facebook and monthly newsletter.

Regional Chapter Director Reports: Jason Frampton & Mardie Sorensen

- Good communication between RCD's and active chapters
- Chapter presidents have been reaching out the RCD's more than advisors
- Undergraduate chapter leaders are excited about the programming grant program
- Continued to see strong programming from chapters.
- 4 new chapters and 14 reactivated chapters during the 2011-2012 academic year
- Chapter Concerns:
 - o Strong advisor turnover/lack of advisor
 - o Chapters don't think they are doing enough to apply for chapter awards
 - o Member involvement continues to be an issue
 - o A Chapters role within the Greek community
 - o Junior/Senior study abroad programs, and how that affects membership selection, initiation, and involvement
- RCD Issues:
 - o Better promotion of website resources
 - o Possible webinars for chapter advisors and leaders
 - o Possible conference calls between RCD and chapter leadership
 - o Award for an outstanding program or initiative – stand alone and outside of the Outstanding Chapter Award
 - o Recognize an outstanding advisor
 - o All RCD's in support of attending summer Board Meeting if possible
- Mardie Sorensen proposed RCD's attend meeting in lieu of biannual stipend. Howard Farrell moves to include RCD's at annual meeting. Second by David Grady – Motion Passed.
- There is a vacancy for the Northeast Regional Chapter Director position since Veronica Hunter switched to a new position at Lehigh and will no longer be working with Greek Life. Mardie will recruit new Northeast RCD for the upcoming academic year.

Chapter Concerns: Stanford/Santa Clara: Dr. Kent Gardner

- A student enrolled in Santa Clara University belongs to a city-wide NPHC organization that is recognized at Stanford. The Stanford Chapter wants to know if that/those students are eligible for membership in their Chapter. Per our Constitution, the student has to be enrolled at the University where being initiated. So even if Stanford recognizes the student for activity purposes, they are not eligible for membership in the Chapter.

Chapter Concerns: University of British Columbia: Dr. Kent Gardner

- An NPC advisor notified HQ that there were reports of hazing during initiation at the UBC Chapter. Executive Director, Dr. Kent Gardner followed up on the concern by contacting both chapter advisors and the current president. The chapter submitted a summary of initiation activities to HQ, as well as a statement of the evening's events. HQ didn't find anything hazing related, but will keep tabs on the chapter's events. HQ also sent former Regional Chapter Director, David Hotz, to meet with the Chapter leadership and answer any questions or concerns they may have. The meeting went well, and the chapter seems to be in good shape.

Outgoing Student Board Member: Josh Velazquez

- Josh presented "Creating & Continuing Leadership" as his student project.
- It was a great presentation and was decided that this would be beneficial for other chapters. Discussed creating a video presentation for the Chapter Resources section of our website. Josh will work with Jessica this fall to get that finalized and in production.

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Technology Report: Kent Pawlak

- No big changes on software or machines during the 2011-2012 academic year. HQ will be purchasing a new server and PC's this year as outlined in our rotation.
- Traffic to our website is about 3% higher than last year.
- Will purchase software for remote login by RCD's/Board, and will train users at the next summer meeting.

HQ Report: Jessica Gardner

- Marketing Intern: In response to last year's meeting, HQ was able to find a graduate student to help with some marketing solutions. Kent Long is a graduate student from UTA, and was a tremendous help with the drive-in conference, t-shirt design, new brochures, and new display signage. He also helped by officiating an honorary initiation at the NALFO conference in May at UT-Austin.
- Merchandise: We had a tremendous response to our new stoles, both the gold graduation stole and the officer stole. The majority of our merchandise sales (68%) are online through our website. The graduation cords still remain our biggest seller. Mardie has been looking into another option for membership pins and has gotten quotes from Buddy Cote at Herff Jones. She would like to add an Officer Pin – either boasting diamonds or rubies, to our merchandise selection.
- HQ Office Assistants: HQ has been operating with two part-time assistants this past year. This ensures that someone is available to come in five days a week, instead of three. That greatly enhanced HQ's productivity in both the fall and spring semesters.
- Membership: membership numbers are up from last year. As of 6/20/2012 there are a total of 9,846 registered members for the 2011-2012 academic year.

- Social Media: HQ has been working hard to increase Tweet's and Facebook posts. Starting in the fall, HQ will begin tweeting for each new group of members selected as well as founding date anniversaries. However, our biggest draw is still LinkedIn, with over 4,000 members in our group. Students and professionals use this site for chapter discussions and job postings.

Omega Investments: Dr. Kent Gardner

- Order of Omega has reached \$1,000,000 in overall assets. Kent has talked to a number of investment bankers about being more aggressive in our investments, and be more liquid in our assets.
- Howard Farrell indicated that on the boards he sits on the trend is to stay "safe" at this point in time. Especially with the way the economy is now.
- Kent Pawlak suggested we start small and see what happens.
- Dr. David Grady suggested that we look into bonds.
- It was decided that Dr. Gardner will wait on the rest of the proposals from investment advisors and will send a report to the Board with his findings to get a final decision.

Reappointment of Board Members:

Barbara Tootle, Dr. Larry Lunsford, Dr. Ed Whipple

- Howard Farrell motioned to reappoint, second by Mardie Sorensen – Motion Passed.

New Headquarters Structure: Dr. David Grady

- Dr. Grady announced that Dr. Kent Gardner would be stepping down from the full-time Executive Directors position on September 1, 2013. In the meantime, Dr. Gardner will maintain Executive Director Emeritus as Mardie Sorensen will be transitioning into the roll of Executive Director beginning September 1, 2012. They will both be full-time employees for one fiscal year, and then Dr. Gardner will serve in a part-time capacity until further notice.
- The Board agreed that this is the best option for continuity of the organization.
- They praised Dr. Gardner's efforts and commitment to Order of Omega, and would like to recognize his succession formally.
- Dr. David Grady will be in charge of the press release.
- With the changes that are taking place, HQ needs to look into offering health and retirement benefits for full-time employees. All were in favor of looking into this as an option for staff.

AFLV & NIC: Dr. Kent Gardner

- NIC/IFC is restoring their historical affiliation. Discussion ensued on how much is revenue driven, or driven by the AFLV Association Management Company vs philosophical. Barbara Tootle brought up the question of adding someone from these groups to our table. Dr. Gardner suggested we either increase the Board positions or invite guests to attend meetings from time to time.
- Dr. David Grady agreed that something is missing and questioned whether Omega should get a group together to talk about reinventing the Greek Summit or Think Tank.

Other Business:

- Dr. Ed Whipple's IATF Report
- AFA Reception could also include Dr. Gardner's years of service recognition.
- Odyssey Paper: Dr. Gardner and Mardie wanted to look into the paper as a means of advertising Order of Omega to the local Greek communities at the institutions where the paper is distributed. Margaret is not a fan of the paper at University of Mississippi. It sometimes fuels the fire and can be very stereotypical of Greeks. She did agree that the paper is well read by the target audience and would be a great way to reach OOO members.