

## **2013 Summer Board Meeting Minutes**

**Hyatt Regency Coconut Point – Bonita, FL**

**Friday, July 12, 2013**

Minutes: Mardie Sorensen

Attendees: Dr. Kent L. Gardner, Mardie Sorensen, Dr. David Grady, Reatha Cox, Dr. Howard M. Farrell, Dr. Larry Lunsford, Margaret A. Morgan, Matt Littman, Barbara J. Tootle, Dr. Ed Whipple, Kent Pawlak, Brandon Cutler, Darald Stubbs, and Cheri Wechsler

### **New Student Board Member & Board Updates**

- Matt Littman, new student board member.
  - From the Ohio State University.
  - Brother of Sigma Phi Epsilon.
  - Served as Chapter President, IFC Officer, and Order of Omega President.
  - Will advise the Order of Omega Chapter this year.
  - Biology Major
- Dr. David Grady presented Matt with an official Order of Omega t-shirt and board pin. Margaret Ann, outgoing student board representative, presented Matt with a t-shirt from Ole Miss.
- Welcome Brandon, new RCD
  - Working at Purdue
- Dr. Larry Lunsford started as Vice President of Student Affairs in May after serving as interim – congratulations.

### **Staffing Updates: Mardie Sorensen**

- Jessica Gardner has moved on to assume new challenges. Mike Taddessee started in the office on June 17. Mike worked with Career Services and as an advisor with Greek Life at UTA.
- Dr. Kent Gardner will be continuing as Executive Director Emeritus

### **Regional Conferences**

- Dates included in binder. FLC (Fraternal Leadership Conference) is the new name for what was AFLV West and Central.
- Please let Mardie Sorensen know if you will be attending any of the regional conference.
- Dr. Kent L. Gardner expressed that there seems to be less support at FLC-west for the Honorary Initiation.

- Synergos is the management group for AFA and AFLV. FEA did not go with this management group. Mark is the Executive Director and CEO for AFA, AFLV, and Synergos.
- Dr. Kent L. Gardner described the AFLV Fraternal Values Society. Started at Ohio University as an organization of Greek members to address Greek-wide concerns. There is a \$500 annual fee for chapters and individual member fees. The AFLV society is up to 40 chapters.
- Kent G. said they have some great materials. The society was rolled out three years ago. Darald Stubbs gave some background about the concept being developed out of the first ALFV gathering. Many were turned off by AFLV taking their ideas shared at the gathering. He feels the society will fizzle out. The staffing turnover at AFLV seems high – already on their third member. Kent recommended that we keep an eye on this. Barbara Tootle acknowledged that we have stayed above the fray, and the importance of our continuing visibility at the conferences and with the case studies.

### **AFA 2012**

- Case Studies – popularity has grown to support the need for two tracks – for the past several years the format has been a “challenge track” for first-year and the “competition track” for second year grads. We have seen that it is becoming difficult to fill the challenge track but are turning students away for the competition track. After numerous discussions and a conference call with Mardie Sorensen, Reatha Cox, and AFA folks, Mardie is proposing to reformat and offer two tracks that are situational and open to all grad students this year! One being philosophical and the second now crisis management. Proposing \$1,200 for each of the two tracks, with a first, second, and third place.
- Dr. Ed Whipple moved, Barb Tootle seconded a motion to approve an additional \$1,200 for the AFA Case Study Competition. Matt Littman asked for clarification of how the tracks would be determined.
- Regional Conference Case Study Competition
  - For the first time, Case Study Competitions Were held at all five regional conferences. The interest is so high at FLC – Central there is a need to add another track (45 teams signed up for the 24 spots) to meet interest.
  - Barb moved, Howard seconded the motion to approve the addition of \$500 for the additional track (4<sup>th</sup> track) at FLC – Central.
- AFA Recognition Reception
  - Over two hundred people RSVP’d – highest ever. The reception costs were a little higher as a result at just over \$6,000.
- Kent’s Retirement Reception
  - Mardie mentioned that a “hometown” reception was also held in Arlington for Kent.
  - Howard and David represented the board.
- AFA 2013
  - To be held at the Orlando Hilton. A board meeting will take place as well.
  - We will host the typical recognition reception, case studies, and possibly do an honorary initiation.

### **2014 Summer Board Meeting**

- July 10-14, 2014
- Mardie Sorensen is working on a multiple location deal with Hyatt, Marriott, and Sheraton.
- If you have ideas for properties, please let Mardie know.

### **Scholarship**

- The million dollar mark this year went well.
- Margaret Ann went to Millsaps College to present Austin Deskewies with the million dollar scholarship medallion. The campus also received a \$1000 scholarship in his name. They are using the scholarship to complete a project for an outdoor seating area.
- The applications were up by about one hundred. The million dollar mark, the ability for chapters meeting 3% to have an additional applicant and the decrease in financial aid may all contribute.
- RCDs have been pumping it up, tweeting and deadline reminders have all helped.

### **Fellowships**

- No one met the criteria for the master's fellowship this year. The intention was to encourage professionals to get their masters degree. Dr. Ed Whipple recommended that we keep the award as is for a full-time professional working toward a graduate degree.
- Kent requested that board member review the list of past scholarship and fellowship recipients and let him or Mardie know if you know any of them.
- Will look at criteria and funding amounts tomorrow and make recommendations at that time.

### **Outstanding Chapter Awards**

- 13<sup>th</sup> year, we have given out cumulative total of \$48,000 to chapters.
- Nine chapters applied.
- Each time, about 50% of first time applicants
- The awards are presented at the regional conference banquet which is also good exposure for Order of Omega and the award. Allows students and the chapters see that we are giving back to campuses and Fraternity and Sorority communities.
- 52 chapters have applied over the last thirteen years.

### **AFA**

- AFA approved our proposal to name an award in honor of Dr. Kent Gardner. The award will recognize a campus President/Chancellor, Provost, or chief Student Affairs officer. When a new award is named, the first recipient is the person for whom the award is named - Dr. Gardner will receive this award at the AFA conference in December 2013.
- The award will provide \$2500 annual to offset travel costs and provide an honorarium to the recipient.

- Dr. David Grady proposed two options to proceed with funding the award (to support the recipient attendance at AFA).
- Endow the award at about \$85,000 or fund it at about \$2,500
- Farrell recommended that we consider the endowment route to show our commitment and provides an element of prestige to the award.
- AFA will handle the selection of the recipient.
- Dr. Gardner questioned the risk we may face with the precarious situation of the AFA Foundation.
- Darald Stubbs asked if it is possible for us to endow the award in house, in our portfolio. It wouldn't need to be voted upon each year.
- Moved to earmark \$85,000 to endow the award. Ed Whipple moved. Dr. Larry Lunsford seconded. The motion was passed unanimously.
- The Anson and Shaffer Awards seek donors for the award. We do not want to follow that model.
- Comments were made about the importance of this Board assisting in identifying future candidates for the award.

#### **Technology Report: Kent Pawlak**

- Gin System
  - GIN is no longer going to provide hosting. We own our own domains. We are contracting our hosting through Network Solutions. We will continue with the Google store. Network Solutions has a market and some forms that we will probably move to paid for a digital security certificate and three years to secure domain name.
  - There has been a delay with GIN systems moving the website.
- Website activity is higher, but the way the website is being used seems to be the same - the scholarships and fellowship apps are the most visited area.
- Kent Pawlak is wondering if we should start to use the cloud service for back-up. Pawlak will put together a cost benefit analysis of the cloud versus a replacement server. The offsite back-up is with Pawlak in Scottsdale.
- Mardie Sorensen asked about security on the cloud.
- Barb Tootle acknowledged Pawlak for being on top of all of this.
- Three year rotation for computer replacement.

#### **Programming Grants: Mardie Sorensen**

- Second year offering programming grant and we saw an increase in applications.
- Thirteen requests this year ranging from \$4,500 - \$350 in funding. Total of \$19,000 was requested and \$8,045 was approved.
- Dr. Gardner anticipates this grant funding will grow, particularly with smaller companies – for some it is seed money.
- Further discussion will take place tomorrow regarding criteria related to the programming grants.

### **New and Reactivated Chapters: Mardie Sorensen**

- New Chapters
  - 8 chapters charter this year which is up from the previous year.
  - We now have five chapters at HBCU (minority) campuses. Dr. Gardner attributes this to an advisor being initiated at a regional conference and having done an initiation at an NPHC conference. We're initiating more and more members of NPHC groups.
- Littman asked about the reasoning that chapters go inactive and reactivate.

### **RCD Report: Cheri, Darald, & Brandon**

- See attached report.
- Discussions regarding having the RCDs discuss potential training opportunities. Wechsler proposed some recognition for creative programs. Dr. Gardner suggested that RCDs submit these programs for recognition to the Executive Director. ED will then send a letter commending the chapter to the schools Greek Advisor & VP and highlight on the website.

### **Chapter Concerns: All**

- No real concerns have come up this year.

**Saturday, July 13<sup>th</sup>, 2013**

### **HQ Report: Mardie Sorensen & Dr. Kent G.**

- Student Board Member and Programming Grants marketing postcards were developed and distributed at each of the regional conferences and sent to chapters.
- Have talked about putting together some short videos on membership and the Student Board Member position (Margaret Ann's project).
- If you have ideas for marketing materials send them to Mardie.
- The area summer AFA drive-in conference was held at UT Arlington and Omega hosted a Welcome Reception and honorary initiation.
- Other headquarter visits have included a number of Board members including Margaret Ann.
- Membership
  - Membership has increased, but it is unclear what the previous time periods were used to denote annual membership. We know it was around June 30 so that will be the official cut off date to ensure future date consistency.
  - Gardner mentioned that there have been two strategies that he believes may have had an impact: addressing chapters who are being very exclusive and encourage them in taking three percent and work with chapters to be more inclusive and increase the percentage of chapters on their campuses that they extend membership.

- Merchandise
  - Stoles and cords have really taken off. Kent G. estimates that about 75% of chapters order cords. Some chapters are using stoles for graduation.
  - Mardie had been working with Buddy Cote on some bejeweled pins. After seeing the samples on the size pin, HQ staff determined that the cost prohibitive for the end product.
  - Several styles of t-shirts and sweatshirts are offered and sell well. Seth Ressler is looking at working with Land's End to make Omega merchandise available through them with a percentage coming back to Omega to be used for grants and scholarships.
- Social Media
  - We have 110 on Facebook, 817 on Twitter, and 37 on Linked in.
  - Active on twitter with updates and deadlines.
- Finance
  - Total assets continue to grow (see attached report). Fiscal year is end of August. The Business Plus Extra account does not yet reflect the cost of the SBM, fall order of pins and cords will also take a large amount from the current balance.
  - Farrell brought up discussion about the size of the savings.
  - Annual budget
    - Income is \$500,000, expenses about \$400,000
  - Barb Tootle noted that the positive amount given away in scholarships, etc. and also noted that we are conservatively positioned.
  - \$89,455 given out in scholarships, fellowships, case study competitions, outstanding chapter awards, AFA scholarships, and archives.
  - Our goal is to keep a one year liquid assets for operational purposes.
  - Now that HQ has been open seven years, there is some maintenance that needs to be taken care of that will impact the budget? Barb suggested that HQ develops a maintenance schedule. Gardner will discuss with contractor. Kent Pawlak suggested we use some of the tools that we have with quick books and suggested that we have a budgeted item for maintenance.
  - Recommendation to put a financial plan together for maintenance and routine repairs.
  - Farrell stated that organizations are judged by what percentage of money raised goes out for the stated purpose.
  - Dr. David Grady stated that is has long been a goal of Order of Omega to create a Foundation at some point.
  - Retirement Plan
    - Simple plan through America's Fund Employee can match. All employees must participate but don't have to match.
    - Very economical. Set up where \$8,000 is the expense per year.
- Investment
  - Staying conservative with the CDs.

### **COHEASAP: Ed Whipple**

- See Ed Whipple’s report
- Drew Hunter and Janet Cox have left. New chain will start in September.
- The only cost incurred is to send a representative – approximated cost is \$1,000. Two meetings per year, plus a conference call.
- BACCHUS representative is typically the convenor.
- Farrell asked if there are any statements coming out of the group. We have the statements on the website.
- Dr. Whipple will write an article about Order of Omega’s role with COHEASAP and about the organization. The organization’s purpose is to look at legislation.
- Sorensen urged Whipple to encourage the development of statements related to current issues facing campuses; guns on campuses, etc.
- Barb brought up that Order of Omega chapters have great conduct on their campuses and could embrace new policies related to substance abuse prevention on their campuses.

### **Omega Board Appointments**

- Re-appointments
  - None this year. Appointment is on rotation with 3 board members at a time.

### **Outgoing Board Member Recognition: David**

- The Board thanked Margaret Anne for her service this year. Margaret Ann was given a mantel clock in appreciation of her service.

### **Student Board Member Project: Margaret Ann**

- Margaret Anne created a video about the student board member position that we can link to the application. The video wouldn’t upload correctly so walked board through the presentation and will send video to headquarters.

### **Other Business: All**

- Matt discussed he feels the form and processes aren’t student oriented and cumbersome. Technology is not keeping up with how students handle business. Discussion took place on what other organizations are doing to streamline processes. HQ will review all forms and methods of submission and make necessary revisions to ensure form and processes are user friendly.
- Kent G. charged Kent P. with designing several options to streamline processes via the website.

## Work Groups

### Fellowship Program

- Group 1 Recommendations:
  - Rename it Brennan/Chapman Master Fellowship.
  - Part or full time employment.
  - Recommend \$750.
  - Increase doctoral to \$1,250.
- Group 2 Recommendations:
  - Add institutions for degrees and employment.
  - Change award category to Professional Activity.
  - Change misc to: *Describe experience and circumstances that qualify you for this financial assistance.*
  - Add an essay.
  - Masters
    - Add an essay.
    - Change the terminology to Student Affairs when referring to the degree program.
    - Change to where the applicant must be currently employed at a college or university with an Order of Omega chapter.
  - Increase amounts for fellowships.
    - Graduate Assistant \$750
    - Masters \$1000
    - Doctoral \$1500
- Final Recommendations:
  - Create a masters fellowship that incorporates both the graduate assistantship and graduate level together.
  - The committee shall determine which recipients will be named Brennan Fellowship and Chapman Fellowship.
  - After much discussion about the amounts of the awards, Dr. Grady proposed the following: Brennan and Chapman Fellowships are funded at \$1000 and Doctoral be funded at \$2,000.
  - Farrell moved and Brandon seconded to approve the masters fellowship at \$1,000 and doctoral at \$2,000. Motion passed unanimously.

### Outstanding Chapter Award Program

- Group 2 proposed changes:
  - Change percentage of chapters represented to:
    - Number of chapters represented in Order of Omega chapter.
    - Number of Greek chapters on campus.
  - Change A to read: change word sponsored to initiated.



- Change B to read: “Did your chapter co-sponsor or partner with any on or off campus organizations? If yes, please describe the event and the breakdown of responsibilities.”
- Change C to add “describe” after “and.”
- Change E to read: “What is the role of Order of Omega within you Fraternity & Sorority community and on your campus?”
- Change G to read: “What makes Order of Omega unique?”
- Add H: “How does your chapter approach membership recruitment and how does your chapter ensure diversity of membership & chapter representation?”

#### Order of Omega Programming Grant Program

- Group 1 proposed changes:
  - May look at developing some type of funding standards.
  - Add a question about “What are the benefits (learning outcomes) of the program.”
  - Eliminate #3
  - Add - preference will be given to programs that are new and are co-sponsored with another organization.
  - On the Grant Evaluation, add a question to ask if learning outcomes were met and how or why not.

#### Student Board Member

- Group 1 proposed changes:
  - Change Greek advisor signature to Order of Omega advisor.
  - Add: Please verify that the undergraduate is in good standing with the university and the Order of Omega chapter.
  - Add Quals: Must be a member of an organization in good standing with his or her organization, Fraternity & Sorority community and institution.

Mardie Sorensen thanked everyone for taking the time to provide feedback on these programs and processes. Please take time to review documents on the website and let her know if you ever see any typos or grammatical errors or inconsistencies.

Mardie has asked everyone to respond to her by the end of August with proposed categories for rubrics for each application. Samples are included in your binder.

Dr. Whipple mentioned what Phi Delta Theta fellowship committee does in scoring their applications. The software they use allows for weighting, scoring, and sorting of the sections.

#### Financial request from Stubbs

- Stubbs presented a proposal for funding a new program initiative in conjunction with SEPA aimed at women’s leadership development (see attached)
- Farrell proposed Whipple seconded a motion to support the Emerging Leaders initiative in the amount of \$2,500. Motion passed unanimously.