



2017 Summer Board Meeting Agenda
Founders' Inn – Virginia Beach, VA
MEETING MINUTES

Attendees: David Grady, Reatha Cox, Kent Gardner, Mardie Sorensen, Seth Ressler, Mike Taddesse, Kent Pawlak, Howard Farrell, Anne Forcier, Aujanae Watson (2017-2018 student board member), Todd Simmons (outgoing student board member), Larry Lunsford, Barbie Tootle, Ed Whipple, Darald Stubbs, Sam Waltemeyer, Cheri Wechsler.

Friday, July 14th – 8:00 AM to 12 PM

Welcome & Introduction: David

- David presented Aujanae Watson with graduation stole.
- Group introduced themselves as well as what they feel Order of Omega's biggest impact was during the past academic year.
- Todd Simmons (outgoing student board member) presented Aujanae Watson with a sweatshirt from his school.

Reports: ALL

- **CoHEASP** (Ed Whipple): no questions for Ed from group
- **Scholarship/Fellowship Report:** (*For full report please refer to the Reports document, pages 6-10*)
 - Reatha has drafted a more in-depth description of the people that the scholarships are named after as well as an updated FAQ section. HQ will be updating the website with this updated description.
 - Group discussed making the deadline for the scholarships and fellowships to fall on the same day in November.
- **Governance Committee:** (*For full report please refer to the Reports document, page 11*)
 - Reviewed policies and position statements.
 - Agreed to add position statement regarding marijuana usage/possession.
 - Revisions to Leadership Handbook to include sexual misconduct statement.
 - Grammatical revisions to the Ritual Handbook have been completed by HQ.
 - Create an honorary initiates reminder and make sure to include in Fall and Spring letter to chapters.
 - Maybe make a list of all initiated honorary members to put on website.
- **External Relations Committee:** (*For full report, please refer to the Reports document, pages 12-14*)
 - Anne and Barbie asked group to think about strategic partners as well as fundraising strategies. Discussion about crowd funding using **change.com**
 - We should do letters of congratulations to HQ and national organizations for anniversary years.
 - Sending certificates to chapters that are celebrating milestone anniversaries. We are currently sending certificates to chapters celebrating 25th and 50th year anniversaries.
 - We should do a press release that is also sent to the respective university public affairs office.
 - We should offer to conduct honorary initiations to national organizations' board of directors/leadership.

- **Internal Affairs Committee:** *(For full report, please refer to the Reports document, page 15)*
 - Executive Director Certification – timeline is needed for this.
 - Reviewing job descriptions for positions for strategy
 - Position evaluation process for staff.
 - Create a finance and treasurer representative on the executive committee. Howard Farrell will work on a job description for the Treasurer Position.
 - Executive Director Evaluation Committee has 5 different instruments to get feedback and evaluation process and the Executive committee can look at those samples.
 - Need to work on committee to create the priorities of resources as an investment policy.
 - Barbie - recommendation that the evaluation committee have an anonymous process for all to give feedback for a small committee to see them all.
 - Review and complete confidentiality and conflict of interest agreement. Ask others to review and sign and return to Mardie ASAP.

- **HEADQUARTERS REPORTS:** *(For full report, please refer to the reports document, pages 16-25)*
 - Case Study Competition-
 - Should we send a follow-up email to participants in the case study to reconnect with them about Order of Omega?
 - Create an info card for the participants to fill out in the hallway before participants
 - Barbie and Sam will create a simple thank you letter as a draft
 - Seth discussed the infograph he created. Group had a very positive reaction to the infograph and it is recommended that this becomes a staple report for future meetings. Seth will work on a version that we can make shareable with chapters. We will also make a version for display at the regional conferences.
 - Chapter/Member Development-
 - We increased our new chapters and reactivated chapters in 2016-2017.
 - Discuss the issues of member classification, gender and dues amount.
 - Why are men less inclined to be engaged and join Order of Omega?
 - In the future show a five-year span for data.
 - RCD reports- *(For full reports, please refer to the reports document, pages 26-29)*
 - Feedback that Stoles language needs to be clarified in the ritual and online store
 - Can we sell the cords or stoles at initiation?
 - Can we sell battery powered candles on omega store?
 - Western – Cheri will focus on getting Zeta Pi (University of Oklahoma) reactivated
 - History project (Kent Gardner)-
 - Kent went over a brief history condensed from the longer version he has been compiling since 2015
 - Kent looking for feedback on how to proceed and what to do next with the project.
 - Mardie requests that people send in anecdotal stories for internal purposes.
 - Maybe we need to do a timeline of what Kent has done for the organization.
 - We need to create a history of the board that includes many of the anecdotal and fun things and how the board works
 - We need to write a timeline of history from Kent’s document. Create a historical document and perhaps look for a historian to do something on the organization.
 - We need more pictures for the HQ archives.
 - RCD Coordinator (Darald Stubbs)- *(For full report, please refer to the reports document, pages 30-35)*
 - Discussed goals and accomplishments from 2016-2017.
 - Revised case study competition report because they needed to be standardized across the board.
 - At AFA Annual Meeting 2017 in Atlanta, we will have a session after the case study competition to do a wrap-up so that feedback & ideas for improvement can be given while the experience is still fresh in everybody’s minds.
 - Will continue holding monthly conference calls with RCDs, student board member and HQ staff.

- Technology/IT (Kent Pawlak)-
 - Discussed issues surrounding the migration from desktop Quickbooks to the online version.
 - Discussed getting rid of the onsite servers at HQ and moving to a cloud-based service via Microsoft Office 365 business enterprise. We should receive non-profit pricing which would be less than what we currently pay for the onsite servers.
 - Timeline would be to implement would be after the scholarship/fellowship timeframe.
 - Kent discussed the hiring of an onsite technology assistant – Scott Snider (who currently works at American MENSA).
 - Online sales were flat this year i.e. stayed at almost same amount from previous year.
 - MemberPlanet update:
 - now 236,000 initiates in the database
 - review of what the member process looks like
 - We need to create a step by step guide for chapters
- Seth discussed the annual poster design and the two (2) submissions for this year. (*To view the submissions, please refer to the Reports document, pages 36-37*)

<END OF DAY 1>



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Saturday, July 15th – 8:00 AM to 1:00 PM

- Poster design discussion (Seth)
 - Group liked the concept of "Don't let Tradition turn into Tragedy"
 - Modify the colors for "Tradition to Tragedy" design
 - Maybe fade message
 - Seth will work with the student (Nicholle Smith, University of North Alabama) to get a final poster designed

- Student Board Member update (Todd Simmons)-
 - Todd communicated with past student board members. He asked where they were now, what was a highlight of their time as a student board member, and would they be willing to donate \$59 to Order of Omega (and Omega would match it).
 - Aujanae Watson has agreed to take over this project during her term this year.
 - Todd gave group a few highlights from past student board members.
 - Todd has also been working on a transition guide for the Student Board Member position.
 - Follow up with Todd that the board member information is in a spreadsheet and database for us to reference.
 - David Grady presented Todd with the customary clock to mark his time with the board.

- Board Appointments-
 - Anne Forcier, Howard Farrell, Darald Stubbs, and David Grady appointments are up.
 - Ed Whipple motioned to reappoint all, this was seconded by Larry Lunsford. **NOTE: Anne, Howard, Darald, and David recused themselves during this process)**
 - Next summer will be Larry Lunsford and Ed Whipple.
 - Kent mentioned the need to discuss and think about bringing in some younger and future board members
 - We need to develop a list of people to serve as replacements
 - Ed mentioned it might be good to incorporate a national organization executive director representative on the board
 - **With no further discussion, call for a vote – all vote in the affirmative – motion carries.**

- Group listed some hot topics in the fraternal community and how Omega plays a part in the problem or solution.
- Kerri Ressler came in to conduct a group START – STOP – CONTINUE/CHANGE activity
- Group photographs were taken outside.

- Committees broke out in various rooms to discuss topics.
 - **Governance Committee-**
 - Discussed increasing visibility of honorary initiations at regional conferences
 - RCDs need to continue to push honorary initiations to respective chapters
 - Compile list of the types of people that have been initiated as honorary members (i.e. university presidents/deans, advisors, faculty, office admin, etc.)
 - Chapters need to be reminded that the chapter should be picking up the tab for the \$10 honorary initiation per honorary member
 - Committee has tabled the discussion on allowing 2nd semester sophomores to apply for membership. Further research and investigation required. Ed Whipple and Larry Lunsford will lead this.
 - Committee recommends that HQ puts in verbiage in the Fall and Spring letters that a chapter's make-up should accurately reflective the respective FSL community, especially in regards to the men vs women ration.
 - Committee recommends that we cease using the term "permanently inactive" as this could insinuate that Omega has no interest in ever returning to that chapter.
 - Committee recommends only having "Active" and "Inactive" categories and defining these categories.
 - **External Relations Committee-**
 - Explore external company for merchandise
 - Review Omega copyright/trademark to make sure its up-to-date
 - Create external relations committee email
 - Print Omega Trends and publish in September – make this an annual report
 - Develop 7-8 online newsletter updates with themes
 - Expand use of social media, maybe explore creating an Instagram account
 - Discussion on scholarship recipients list: where would we list them, online or on the back of the poster?
 - Discussed the possible need for a communications staff member.
 - Merchandising
 - Internal vs out sourcing brand. What can we offer to chapters?
 - Develop a cost analysis and research brand
 - Build prompt into initiation registration to purchase other gear
 - At graduation ask about cords and stoles and what you are doing now after graduation
 - Develop other jewelry
 - Develop Brand usage guidelines
 - **Internal Affairs Committee-**
 - Putting in place an Executive Director evaluation.
 - Committee will fine tune the ED evaluation by August 15th.
 - Committee will motion to add a treasurer to executive committee to oversee investments and annually evaluate financial portfolio.
 - **Executive Committee-**
 - Looked at enhancing financial management and have a finance committee to review 990s, benefits, investments, compensation.
 - Strategic Plan - Review and give update at winter exec. meeting. Previous strategic plans and incorporate the Start Stop Continue to be a part of it, from that we will look at the previous to incorporate the Start, Stop Continue etc.

- Executive Director needs to have the freedom to make recommendations for positions etc. and go to the board for that input and feedback.
 - Efficiency of Office - we will need to work with Mardie to make sure what is needed as a marketing and communications job description
 - There is some overlap with some of the positions to determine next steps.
 - The plan is to use Summer Board Meeting 2018 to put together updated Strategic Plan (maybe use the Friday of the board meeting).
- NEW BUSINESS:
 - Motion for establishment of an evaluation committee to review the executive director during the annual summer board meeting.
 - President, VP, Treasurer and member of the internal affairs committee as selected by the internal President. The evaluation committee will conduct an evaluation of the executive director during the annual summer board meeting. The committee will solicit feedback from the boat to use in the evaluation process.
 - The individual will still do an individual self-evaluation.
 - Darald Stubbs gave examples of other boards he is on and what that looks like in other situations.
 - This committee will also take the role of recommending salary to the board.
 - Add a treasurer to the executive committee to assist in the review of financial situation and issues.
 - Recommending a treasurer position for the board
 - MOTION CARRIES.
 - Now need to open the floor for nomination
 - Nomination of Howard Farrell, nomination seconded
 - **Howard Farrell accepted nomination as the new treasurer for Order of Omega**
 - Move to accept called by Barbie Tootle
 - Howard Farrell will be part of the executive committee
 - Now need to review proposals from the finance committee
 - Howard can review proposals with the committee
- 2018 SUMMER BOARD MEETING - July 12-15, 2018 at the Zermatt Resort in Midway, Utah.
- Feedback about the meeting structure: Great and liked the structure and the pre-meeting report document. Thank you for hard work to HQ staff and to all that provided input!

<Meeting adjourned at 12:55pm>