



2019 Summer Board Meeting Agenda

The DeSoto – Savannah, GA

MEETING MINUTES

FRIDAY, JULY 12, 2019 – 8:00 am to 12:00 pm

Attendees: David Grady, Reatha Cox, Howard Farrell, Mardie Sorensen, Kent Gardner, Seth Ressler, Mike Taddesse, Kent Pawlak, Anne Forcier, Larry Lunsford, Darald Stubbs, Barbie Tootle, Natalie Charlier, Makayla Arnett, Brandon Cutler, Sam Waltemeyer, Heidie Lindsey, Cheri Wechsler.

Absent: Ed Whipple

Welcome & Introductions:

- David Grady introduced Makayla Arnett as the incoming Student Board Member for 2019-2020. Makayla is a pre-med senior student at Morehead State University (a member of Kappa Delta).
- David Grady also introduced new Southern region RCD, Heidie Lindsey. Heidie works at the University of Louisiana at Lafayette as the Associate Dean of Students/Director of Student Engagement and Leadership.
- Group gave personal highlights from the previous year.

Reports:

- Barb gave update on the chapter at the University of Toledo. We received a report of a fight among two members of the chapter and there had been concern from the chapter advisor about the chapter becoming a bit rogue. Barb made subsequent visits to the chapter and assisted them with a top to bottom restructuring including how they select new members and how they run meetings. The chapter was having meetings late at night in a small area, Barb suggested earlier meetings in more open environments. The chapter is back in good standing with HQ.
- Seth, Mardie and Mike gave brief overview of the marketing and communications reports submitted by new Marketing & Communications staff member at HQ, Amanda Jordan. Specifically, the group discussed the survey submitted to over 13,000 members this past year and the great response rate (over 2000 responses).
- Seth discussed our new venture partnership with Crowd Change Fundraising, a platform based out of Canada that assists groups with fundraising. The platform will host our fundraising efforts



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(any donations as well as the upcoming 60th Anniversary drive) on a specifically designed webpage and the platform handles all the logistics, tracking, etc.

- Website update by Kent Pawlak:
 - the upcoming new website is about 95% completed.
 - Most content has been migrated to new site.
 - Working on writing metadata (for accessibility purposes) and adding new images.
 - Kent is working with our website developer to verify links, integrate forms, as well as developing a plan for production install.
 - Also working on deploying certificate for secure access to website.
 - Website is still on track to go live by Fall 2019 semester.
- Seth discussed the survey that went out to nearly 13,000 members – mostly newly initiated new members from across all active chapters. (Survey results are in Reports Handbook, pg. 41-51)
- Staffing was discussed by Mardie.
 - HQ added a part-time Marketing and Communications person (Amanda Jordan). Amanda works at UT Arlington and is freelancing with Order of Omega. She has been instrumental in creating several communication pieces since January 2019, including pieces for the Regional Conferences, social media posts, as well as editing and putting together the final copy of the newly created history book.
 - Scott Snider, who was our local IT support specialist, is no longer with Omega as his duties with his full-time job could not help him dedicate time for us. Kent Pawlak is looking to find another local person to assist with day-to-day IT solutions for HQ.
- Grants structure – Mardie discussed upcoming changes to the Chapter Programming Grants structure. This past year, we saw a decrease in the amount of programming grants applied for by chapters. Over the last few years, we have seen a shift by chapters applying for grants, to apply for programs that basically revolved around end-of-year banquets and Greek Week activities. We would like to challenge our chapters to provide more innovate, thought-invoking programs for the communities so we will be restructuring the grants program to have the chapters focus more on collaborative programs that include leadership learning opportunities, networking opportunities, resume writing skills, etc. Part of the survey results this year showed us that upperclassmen place a value on these types of options, so we feel the programming done by Order of Omega chapters should reflect the shift to this area of need.
- Case Study Competitions – Mardie gave an update on the various case study competitions Order of Omega is involved in, from the Regional Conferences (outlined in Reports Handbook, pg. 29-30) to the AFA Annual Meeting case study competition. Mardie also talked about our new case study partnership with Phi Sigma Kappa fraternity. We did our first ever case study competition



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at Phi Sigma Kappa's conference in 2018 in Atlanta, and this year the fraternity will be in Dallas in July and Order of Omega will once again partner with them to conduct a case study competition. (Sidenote: HQ will host a small reception for Phi Sigma Kappa board and HQ staff in Arlington on Tuesday, July 23)

- Office Reports:
 - Kent Pawlak discussed some technology updates i.e. added 3 new laser printers, replaced 2 computers. Kent is looking to get quotes to replace HQ's 13-year-old phone system – possibly integrate to Office 365. Lastly, Kent Pawlak will also evaluate internet speed upgrade for HQ.
 - Mardie gave an update on other HQ infrastructure updates i.e. replacing 13-year-old refrigerator this summer, office tiles are getting re-grouted this week, office window blinds possibly being replaced with shutters later this year.
 - Howard gave a quick recap of financial standing both with investments and with our checking/savings. (financial report is in reports handbook, pg. 34). Howard also talked about visiting HQ to assess staffing priorities. Howard made point about how critical it is to support and/or augment current staffing so that we can realistically achieve any new initiatives.
 - Mike gave quick update on chapter services. This year, we had a record number of inactive chapters reactivate (21).
 - Mardie announced the completion of the Order of Omega history project, initiated by Dr. Kent Gardner. Kent transcribed board meeting minutes going back decades into a single document and from that, after an editing process, Mardie, Sam Sorensen, and Amanda Jordan were able to design a layout for the current history book. (All meeting attendees were given a copy)
- Dues & Memberships:
 - Mardie led discussion about our current dues structure and membership criteria.
 - Order of Omega last raised membership dues in 2008 (from \$40 to \$50/per undergraduate new member).
 - The group had a spirited discussion about the pros and cons of raising the current \$50 dues. In order to accomplish new and existing initiatives (especially with regard to technological advancements to meet our students where they are), it is imperative for us to start thinking of ways to increase our financial resources.
 - Part of the discussion centered around other avenues/options i.e. do we also look at sophomores being eligible to join? A lot of high school students are coming into college with enough hours to automatically be classified as sophomores.



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- History of dues:
 - 1959 – 1983 -- \$5
 - 1983 – 1987 -- \$25
 - 1987 – 2008 -- \$40
 - 2008 – present -- \$50
- Mardie also provided the group with a 3-pronged approach to increasing revenue as it relates to membership:
 - Increase membership dues
 - Increase the maximum percentage a chapter can initiate per academic year from the current 3% up to 5%
 - Allow 2nd semester/sophomores to be eligible for membership
- PROPOSAL BY MARDIE: \$10 - \$15 increase in dues.
- After a good discussion, David Grady proposed further discussion after meeting so that a vote could be held on Day 2 of the Summer Board Meeting – all agreed.
- RCDs had a quick meeting during the slated Executive Session.
 - Some of the ideas presented by the RCDs is the need for more video content from HQ, possibly look into starting a YouTube channel with videos that discuss day-to-day chapter operation tips.
 - RCDs also discussed the possibility of, down the road, hosting an Order of Omega specific conference for chapters.

Discussion: Health of the FSL Community and where do we fit in?

- Group held a discussion on FSL today based on news, campus advisors' observations, HQ's observations, and with direct input from both our outgoing Student Board Member and the incoming Student Board Member.
- One of the topics of discussion was openly discussing how to remove members of chapters who don't make positive contributions.
- "We have to be honest and recognize that a lot of members are going for social clout – it's all about getting that certificate and pin and graduation regalia" – Sam Waltemeyer
- "We also have to come to terms with the fact that we are mostly trying to impact a group we have no control over" – Darald Stubbs



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- Part of the discussion centered around the need for Order of Omega to start being involved with the NIC, NPC, NPHC, NALFO meetings – starting at the top to make the most impact.
 - Discussion also veered towards making sure we are supporting advisors as they are the front-line with our chapters.
 - Dr. Gardner urged the group to come up with priority directives for the HQ staff but also, the committees need to be able to take on some of these directives/initiatives.
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- David Grady announced that the group should be downstairs in lobby by 1:15 for the trolley tour of Savannah followed by the riverboat tour. Dinner will be at 7:30pm at 17Hundred90.
 - Group adjourned at 12:30pm.

End of Day 1.



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SATURDAY, JULY 13, 2019 – 8:30 am to 4:30 pm

Attendees: David Grady, Reatha Cox, Howard Farrell, Mardie Sorensen, Kent Gardner, Seth Ressler, Mike Taddesse, Kent Pawlak, Anne Forcier, Larry Lunsford, Darald Stubbs, Barbie Tootle, Natalie Charlier, Makayla Arnett, Brandon Cutler, Sam Waltemeyer, Heidie Lindsey, Cheri Wechsler, Ed Whipple

Absent: --

Presentations:

- David Grady presented outgoing Student Board Member Natalie Charlier with clock for her year of service to Order of Omega.
- Natalie discussed her Student Board Member project – a Student Board Member Handbook. This is a 23-page handbook designed to be a guidebook for all future Student Board Members. The handbook covers the history of Order of Omega, a section on the team (Board of Directors, RCDs, and HQ staff), a position description with responsibilities, timelines, etc, events the student board member will need to be present at i.e. AFA, summer board meeting, a contact page for all, and finally a project resources section i.e. goal-setting, time management, etc.
- Natalie presented incoming Student Board Member, Makayla Arnett with a sweatshirt from Natalie's alma mater (Alabama). This is a tradition amongst Student Board Members.

Dues & Membership Discussion (continued):

- Will increasing maximum initiates from 3% to 4% plus sophomore eligibility increase revenue without needing to increase the current \$50 dues?
- There was a discussion about the terminology surrounding "sophomore" vs. credit hours.
- Discussion on whether we might be diluting/lessening the prestige of Order of Omega by giving sophomores eligibility.
- Allowing sophomores could help with the transition issues faced by juniors and seniors.
- Student Board Members both agree giving sophomores eligibility could vastly help Order of Omega with increased membership and retention of those new members.
- Discussion was had on focusing on credit hours needed vs. the class names (sophomores, juniors, etc).



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- PROPOSAL:
 - Amend Article V, Section 3 (part b) to change the terms “junior/senior” to 45-semester hours or 60-semester hours (for quarter system schools) -- NO SECOND ON THIS PROPOSAL
 - Amend Article V. Section 3:
 - Strike (b) “junior/senior”
 - Strike (e) “at least 1/3 junior”
 - NO SECOND ON THIS PROPOSAL
- MOTION by Howard Farrell:
 - Amend Article V, Section 3 (b) to reflect 45-earned hours or equivalent quarter system hours.
 - Seconded by Brandon Cutler.
 - Opened for discussion
 - A friendly amendment was recommended to include striking (e) “1/3 juniors”
 - After further discussion, this motion was withdrawn by Howard Farrell
- *It was decided to table this discussion and any further motions until the afternoon*

Committee Breakout and Feedback:

- Governance Committee -
 - Committee looked over Article VII regarding organization in Section 1 as well as sections dealing with definitions of executive committees vs. executive officers.
 - The committee has decided that a more in-depth overview of the constitution and bylaws is probably required and will be started by committee members.
- External Relations Committee-
 - Ideas include building a YouTube channel for us to consistently put out videos of interest for chapter resources. Also discussed possibly having chapters that win a chapter award or programming grant submitting a quick video telling us about their experiences so that this can be shared via YouTube channel.
 - Goals:
 - Implement email to every new member about that they’ve joined. Anne will do a draft of what this email will look like.



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- Refresh access to our leadership resources on website – make them tool-kits. Branded pieces that makes it all look uniform.
 - 60-for-60 fundraising campaign – use Crowd Change as a platform for this unique endeavor in 2019.
- Internal Affairs Committee-
 - Infrastructure update: Kent Pawlak will oversee new communications enhancements at HQ with a February 2020 deadline (includes \$5000 for new phone system).
 - New Member registration system: application, processing, reporting, etc. The committee along with Kent Pawlak and the Executive Director will drive this initiative. Will plan to have at least two (2) proposals (with cost) by December 2019 at the AFA winter board meeting.
 - Hire a local IT person: Kent Pawlak taking lead to secure a local IT person. Discussed the possibility of maybe hiring a local on-call service for IT needs. Timeline to finish: Fall 2019
 - Staff Development & enhancements: executive committee and executive director will work on these with a Fall 2019 timeline.
 - Executive Committee-
 - Evaluate investments and see about more conservative investments options.
 - Benefits for employees, specifically insurance.
 - Office updates – explore options regarding converting upstairs attic at HQ into staff office space.
 - Increasing Marketing + Communications person to half-time position.
 - Evaluate future staff needs.
 - Need for on-site IT person/company.
 - Committee confirmed their support for the Executive Director.
 - Need to add line-item into budget for renewal and replacement of office items (separate from technology line-item).
- **Committees need to send their respective reports to Mardie so that a priority list/action plan can be developed. (Deadline: August 15)**



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- **MOTION via Governance committee recommendation:**
 - Revise Article V, Section 3
 - (a) one full academic year of enrollment at institution
 - Strike part (b)
 - Strike part (e)
 - Seconded by Darald Stubbs
 - No further discussion
 - **MOTION PASSES UNANIMOUSLY**

- **MOTION via Governance committee recommendation:**
 - Revise Article VI, Section 2
 - Change from “3% or 15 whichever is greater” to “5% or 20 whichever is greater”
 - Seconded by Darald Stubbs
 - No further discussion
 - **MOTION PASSES UNANIMOUSLY**

- **MOTION via HQ recommendation:**
 - Increase national dues from \$50 to \$60
 - Seconded by Larry Lunsford
 - Discussion:
 - Reminder that chapters have to vote on this (at least 2/3 needed to pass)
 - Student Board Members expressed concern about this increase. They think this increase will hinder students from joining the organization.
 - Suggestion that maybe the organization waits to see how the increase of maximum new initiates (that just increase from 3% to 5%) affects revenue.
 - Motion to table the dues increase motion was presented and seconded by Barbie Tootle.
 - **MOTION TABLED FOR FUTURE DISCUSSION**

- Governance committee will review the Constitution and Bylaws and will have a draft for review by the Winter Board Meeting.



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- *Fellowships/ Scholarships discussion:*
 - Do we need to reassess the process and the amounts we currently award?
 - Is a \$300 scholarship still valuable for undergraduates?
 - Natalie and Makayla both agreed that a \$300 scholarship is still valuable.
 - Goal should be to give out above \$50,000 per year in scholarships.

- *Recognition Reception at AFA Annual Meeting and Case Study Competition discussion:*
 - Case Study Competition-
 - Are we awarding appropriate dollar amounts?
 - Decision to keep case study dollar amounts at current levels for regional conference competitions.
 - Recognition Reception-
 - In 2018, the recognition reception cost us around \$9,000
 - Discussion was had about the return on investment for this reception, based on costs and attendance numbers over the last decade.
 - Discussion on possibly doing a meet-and-greet with advisors in lieu of the recognition reception.
 - Idea was presented to have Order of Omega sponsor a number of Order of Omega chapter advisors' AFA Annual Meeting registration costs.
 - **MOTION to eliminate the Recognition Reception at the AFA Annual Meeting**
 - Seconded by Barbie Tootle
 - Discussion: HQ will look at different options for recognizing advisors
 - **MOTION PASSES UNANIMOUSLY**

- *Chapter Programming Grant restructuring discussion:*
 - HQ wants to change the current chapter programming grant structure:
 - Apply for a case study for their campus
 - Have a critical conversation series, HQ will provide topics
 - Have programs dedicated towards seniors i.e. resume writing/critique seminars, networking seminars, etc.



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- **BOARD APPOINTMENT:**
 - Reatha Cox is up for reappointment. Reatha expressed desire to continue serving on board.
 - Motion to reappoint Reatha Cox as Vice President for 3 more years. Seconded by Howard Farrell.
 - **MOTION PASSES UNANIMOUSLY.**

- Summer Board Meeting 2020 discussion:
 - Option 1: back in Arlington, TX in observance of 60 years
 - Option 2: Albuquerque, New Mexico is a possible location (Mardie recently did a site visit here).
 - Option 3: The Boulders in Arizona.
 - Decision on location will be made ASAP.
 - **Tentative date for Summer Board Meeting 2020 – July 9 – 12, 2020.**

Meeting concluded at 3:45pm.