

# Order of Omega Summer 2020 Board Meeting | **Minutes**

Hybrid meeting with various members on Microsoft Teams and others on-site in Arlington, TX

## **Friday, July 17, 2020**

- David Grady and Kent Pawlak kicked off meeting with a quick discussion on best practices for Microsoft Teams, how to ask questions, meeting rooms, etc.
- *Student Board Member Transition – Makayla Arnett*
  - o Outgoing 2019-2020 Student Board Member Makayla Arnett introduced the incoming 2020-2021 Student Board Member, Liz Hannan.
- *Special presentation – Kent Gardner*
  - o Kent Gardner gave a historical presentation on Anne Trask Forcier, thanking her for her 30-years of service to Order of Omega.
- *Marketing and Communications: Amanda Jordan and Seth Ressler*
  - o Amanda and Seth lead discussion on survey results and marketing plans for the Fall 2020.
  - o Howard stressed how critical the role of marketing and communications is, now more than ever, and will want to discuss ways we can better support Amanda, especially fiscally, in this endeavor.
  - o Amanda gave an update on emailing new members with a *Welcome To Order of Omega* email with resources and website info. As of July 2020, we have sent out over 7,000 of these emails. We get over 75%-85% open rate (industry standard is usually around a 5% open rate). They are clicking on, and we can see a direct correlation with our social media numbers going up.
  - o Amanda also discussed the alumni email send out. We've had about 80 alumni update us with their new email address in a very short period of time.
- *MyHonorSociety (MHS) Update: HQ staff*
  - o Kent Pawlak gave overview of the platform, resources for chapters as well as resources for HQ staff. We have started with an organization import, on a small scale, and then over the next 3 weeks have all imported.
  - o Seth talked about the increased efficiency MHS should bring us especially now that most services are being driven online.
  - o Darald asked if the RCDs will be able to increase their regional communication using MHS. Kent Pawlak will provide a training down the road to better involve RCDs. Kent also encouraged all to use their Order of Omega issued email addresses.
  - o Kent P also discussed some of the functionality members will have example: preview of their membership certificate.
  - o Liz Hannan made a point that as a student leader, MHS will appear to be a better resource for student leaders especially during officer transition.

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- *Scholarship Report – Reatha*
  - Reatha recommended that we predetermine the number of scholarships we will give out and the amount of funds for both scholarship and fellowship awards. Reatha recommended that for 2020, we award \$50,000 in undergraduate scholarships and \$5,000 in the Master’s/Doctoral fellowships.
  - Reatha will also be revising the scholarship rubric to make it more meaningful for the scholarship committee that she works with to grade the applications.
  
- *Board Appointments – David*
  - Darald Stubbs and Anne Trask Forcier’s terms are up as members of the Order of Omega Board of Directors.
  - Call was made for any other nominations for their board seats, no calls made.
  - Seeing none, David made a recommendation to extend Darald and Anne’s positions on the Board of Directors for another three (3) years.
  - **(VOTE)** *All voting members voted in the affirmative (no nays) to extend Darald and Anne for another three (3) years on the Board of Directors.*
  
- **BREAK -**
  
- *State of Fraternity & Sorority Life Discussion:*
  - Order of Omega invited several chapter advisors to join the Teams call in a discussion on the state of fraternity & sorority life, especially as it relates to the ongoing COVID-19 pandemic and how their respective campuses are preparing for the Fall 2020 semester.
  - We have Robert Marias (Marietta College), William Bynum (Norfolk State University), Dr. Johnny Robinson (Oklahoma State University), Brian Joyce (Dartmouth College), Tyler Manning (SIU Edwardsville), David Hotz (University of Washington), Matthew Garcia (San Diego State University), Kat Gillan (University of Alabama), Rachel Dunning (SIU Carbondale), Zach Littrell (University of Arkansas), Angela Guillory (Louisiana State University).
  - Advisors talked about their respective campus protocols with regard to housing for FSL communities as well as housing for COVID positive students.
  - Majority campuses are coming back in a hybrid model for Fall 2020.
  - Discussion on social events and how they will look during Fall 2020, depending on state and county protocols.
  - Advisors discussed how they plan to move recruitment to a hybrid model, most moving to Zoom and Teams. Those plans are still being finalized. For example, at Norfolk State University, Will Bynum discussed how the NPHC organizations will be doing their Meet the Greeks virtually and even utilizing the on-campus television channel to broadcast it across for even more reach.

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- Majority of campuses are requiring COVID tests done at least 7 days before returning to campus in Fall.
  - Advisors discussed the problem of students being burned out with the online life i.e. classes and events being virtual.
  - FSL offices are working with each council and organization to discuss where they might want to cut costs so that new members aren't feeling like they have to pay for resources or experiences they will not be able to get during these times.
  - Advisors also talked about the fear of students nationwide taking a gap year if most classes become virtual in Fall 2020.
  - Several advisors were appreciative of the fact that Order of Omega chapters voted to amend the constitution to include sophomores as this now opens recruitment for Order of Omega new members up.
  - A recurring theme from the advisors was really hammering home how important it is for Order of Omega chapters to partner with their respective Career Development/Services department, not just for programs but for members to go in and utilize the services.
  - Advisors asked Order of Omega to provide a virtual Order of Omega initiation ceremony.
- ***LUNCH BREAK***
- Break into committees to discuss and reported on virtual recruitment and membership process, virtual initiation, virtual programming, marketing and messaging, and alumni engagement.
    - All committees agreed that now more than ever we need to be pushing our services to be more rooted in online platforms.
    - MHS should better assist Order of Omega in that endeavor, but committees also recommended the development of online initiation resources, either via Zoom/Teams, or through the development of video.
    - Committees also recommended the increased use of social media, in particular Instagram as the vast majority of our demographic are on that platform versus Facebook or Twitter. Based on analytics, we get the most engagement via Instagram.
    - In relation to alumni outreach, committees recommend continuing the reach out plan already implemented by Amanda. Continue to build on this before transitioning to sourcing finances.
    - Committees also recommended asking alumni to reconnect with their Order of Omega chapter (or the closest one to them now) to see if they'd be interested in virtually meeting with current chapter members and discuss the alum's chosen field of work.

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- Regarding programming, committees recommend making a push for chapters to focus on career-centered programs on their respective campuses. For Fall 2020, committees recommend prioritizing career-centered chapter programming grant applications first.
- Committees also discussed be cognizant of the mental health of advisors and chapter members during these times.
- To help chapters reactivate/revive, committees discussed what is Omega's identity and branding. Committees recommend assisting and bolstering marketing and communication efforts, specifically online efforts.
- Group had a spirited discussion about what Order of Omega's identity is now, what it can be in the near future, and what it should be moving forward.
- David Grady asked entire group to make a commitment to make this a priority.
  
- *Constitutional Revisions – Governance Committee*
  - Cheri discussed the changes in the constitution including giving section titles to all the articles.
  - Discussed language clarification in Section 7, Article 4.
  - David opened the floor to discussion on proposed changes. Anne clarified that the document should read “ratified on July 17, 2020” so as not to give the impression that the document was just now created on 7/17/2020 (emphasizes the use of the word “ratified”).
  - **(VOTE)** Motion to approve the proposed Constitution and Bylaws changes by the Governance committee, seconded, all voted in the affirmative (no nays). Proposed changes will now be sent to our chapters for chapter vote in accordance with the constitution. (*HQ will oversee sending out the vote electronically to all chapters*)
  
- *Open for general discussion – All*
  - Ed Whipple announced his retirement from Willamette College, after 46 years in Higher Education at various institutions.
  - Group expressed thanks to outgoing Student Board Member Makayla Arnett as she transitions from her undergraduate life at Morehead State University to medical school at the University of Kentucky.
  - Group was asked to transition to a Zoom meeting room to be able to take a group picture.
  
- **Meeting adjourned.**