



2018 Summer Board Meeting Agenda
The Zermatt Resort – Midway, UT
MEETING MINUTES

FRIDAY, JULY 13, 2018

Attendees: David Grady, Reatha Cox, Seth Ressler, Natalie Charlier, Aujanae Watson, Brandon Cutler, Ed Whipple, Kent Gardner, Howard Farrell, Cheri Wechsler, Sam Waltemeyer, Kent Pawlak, Larry Lunsford, Barb Tootle, Mike Taddesse

Not in attendance: Mardie Sorensen, Anne Forcier

**** A moment of silence was held in memory of Jeff Sorensen ****

- **Welcome introduction made by International President, David Grady.**
 - Welcomed Natalie Charlier of Delta Gamma at the University of Alabama as the new 2018-2019 Order of Omega Student Board Member.
 - Natalie was presented with a jeweled pin and a gold Graduation Stole. She was also presented with a Florida International University sweatshirt from outgoing Student Board Member Aujanae Watson.

- **Highlights shared by all:**
 - Kent Gardner gave a shoutout to the office staff for stepping up this week.
 - Ed Whipple shared some travel updates
 - Brandon Cutler became a new dad, he and Hailey bought a new house, and he has decided to go back to school to pursue a doctorate.
 - Aujanae Watson recently graduated with her Bachelor's degree from FIU and is currently working while searching for path, very possibly in Higher Education.
 - Natalie Charlier joined Order of Omega in April 2018.
 - Seth Ressler has enrolled in a Ph.D program in Higher Education. His wife, Kerri recently accepted a position at UT Arlington in the library.
 - Reatha Cox has signed her 30-year drop papers with Northwestern State University of Louisiana, this means she is eligible to retire anytime within next 3 years.
 - David Grady updated group on family and, in particular, daughter Alex who graduated from the University of Alabama and is now in a Master's program at Texas Christian University.



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- Mike Taddesse is assisting partner Kelli Vincent with her doctoral work as she interviews Hispanic collegiate women who are members of NPC organizations.
 - Barbie Tootle updated group on recent travels as well as some of her volunteer endeavors.
 - Larry Lunsford talked about the experiences faced by Florida International University including a recent hurricane as well as the deadly bridge collapse that claimed a member of a Alpha Xi Delta (Aujanæ's sorority). He also announced that he will be retiring from FIU as of Feb. 28, 2019.
 - Kent Pawlak has moved up to a Senior Director position at BlackBoard.
 - Sam Waltemeyer updated group about his son Patrick.
 - Cheri Wechsler has had a particularly tough year with the passing of siblings. She and family did take a couple of trips to Europe, including a 30-year wedding anniversary trip to Italy.
 - Howard Farrell is fully retired both from Midwestern State University and from his recent role as a VP of Marketing for American National Bank of Texas. Daughter Jillian is engaged and will be married May 2019.
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- **REPORTS:**
 - Governance Committee: refer to Report Handbook, page 13.
 - Internal Affairs Committee: refer to Report Handbook, page 15.
 - External Affairs Committee: no report at this time, however Barb did make point that fundraising should be the primary driver for this committee.
 - No questions, no recommendations at this time.
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- **HEADQUARTERS UPDATES:**
 - **History Project:** Kent Gardner gave update on the history project. It currently sits at 77-pages from 1957-2017 (pre-1959 founding). Document is currently in editing phase at headquarters (editing being done by Sam Sorensen). The plan is to have a final copy available for all to have at the 2019 Summer Board Meeting in Savannah, GA. David Grady suggested that we should take the 130+ page master document plus photos and have all of that digitized professionally.



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- **New Initiatives:** Seth Ressler updated group on some new HQ initiatives
 - AFA Case Study Competition follow-up session was initiated at 2017 AFA Annual Meeting.
 - Regional Conference initiations, for example at AFLV Central (February 2018), we initiated students from Tarleton State University as the chapter had just applied for reactivation.
 - HQ is talking with Delta Chi fraternity and Phi Sigma Kappa fraternity to attend their respective national conferences later this summer and help run a case study competition there as well as conduct an honorary initiation.
 - MemberPlanet is no more. When it came down to it, the system they had in place was too involved for our purposes. Amid confusion from chapter leaders and some negative feedback regarding MP by a couple of advisors, the decision to terminate the contract was made. HQ is working on the next steps as it relates to membership data.
 - Affinity Consultants: we have entered into a licensing agreement with Affinity. When vendors produce Order of Omega-related items, Affinity collects royalties for us. This will bring in additional revenue and also helps us to understand how/when chapters are ordering items, as well as the types of items they are ordering. First \$3000.00 goes to Affinity and after that any revenue collected is split. Affinity will provide marketing to chapters.
- Technology Report: Kent Pawlak

2017/2018 Projects

Improve member management applications while enhancing student experience Goals were:

- Student officers enter recruits and manage member process
- Student applicants to enter/verify own information
- Provide multiple payment options including individual student pay with credit card
- Improve chapter and headquarters communication with members
- Increase efficiencies in headquarters office operations
- Enhance reporting, management, and outreach capabilities
- Provide new student interaction tools, including mobile



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After months of working with Member Planet we reached a decision that the product could not meet our needs. The partnership was ended.

We have determined we could meet our original goals by modifying the existing tools we have. A new initiation form was created for students to complete and submit. This form is verified by office staff and use to directly print certificates. Form data is then imported to database. This eliminated the need for staff to retype every name and decreases data errors. This is still a work in progress and will be modified slightly for fall.

Options for credit card payment are under review and include using our existing Shopify or Quickbooks products.

Improve reliability and features of headquarter financial management

Staff has adapted to Quickbooks cloud product.

Retire servers and move to cloud

Goals are:

- Reduce overall costs
- Increase functionality
- Provide reliable disaster recovery and business continuity
- Improve efficiency
- Improve accessibility

Solution identified is to move to Office 365 Business Enterprise Level 5 for Non-profit. This solution provides for all office applications (Word, Excel, PowerPoint, Publisher, OneNote, Access), Office for tablets and phones, business mail, calendar, and contacts with Exchange services, Skype for Business, advanced security, PTSN conferencing, cloud PBX, and a variety of management tools.

Projected cost was \$1500 per year which was significantly less than our cost of managing local servers with hardware and software alone costing nearly double that.

A non-profit subscription was procured at a substantial discount of \$540 per year. In addition, we qualified for \$5000 per year in Azure credits. Office 365 was installed on all computers and mail was migrated from Google mail to Microsoft Exchange. A SharePoint site was created to synchronize all user documents and databases.

One server is still in use at the office as part of migration plan. It is expected to be retired in the next 6 months. An upcoming project will be to replace phone system to integrate to the Office



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365 solution. The current phone system is 12 years old and due for replacement. Evaluation of hardware and cost is in progress.

Web Site

A refresh of the website should be considered as a project for 2018/2019. This will have a cost of between \$2500 and \$5000.

Online Sales:

6/1/2017 – 5/31/2018 \$87,763

6/1/2016 – 5/31/2017 \$83,889

5% increase for year over year

7,381 Online store sessions - up by 15%

\$99.34 Average order value - down by 11%

893 Total orders - up by 15%

**** VOTE: Motion to upgrade website: motion seconded, no discussion, all in favor – MOTION TO ALLOCATE \$5,000.00 FOR WEBSITE UPDATE PASSES ****

- Cheri asked about access to database info for all RCDs, Kent Pawlak is working to make information available to all via SharePoint.

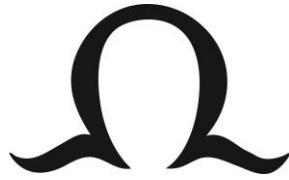
(BREAK)

- Membership and Chapter Concerns: Mike will have updated membership numbers for all in beginning of Fall semester. No major chapter concerns at this time.
- Office updates:
 - Office switched to LED lighting for interior.
 - Added stone ground outside.
 - Roof took some hail recently, no major damage but might need repair/upgrade soon.
 - **Kent Pawlak suggested putting aside budgeted money for building maintenance based on schedule. Howard Farrell appointed to oversee this.**



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- Scholarship and Fellowship Report: Reatha Cox gave overview of her 2017-2018 report (please refer to Report Handbook, pages 8-12 for full report).
 - Discussion was held about possibly doing away with the \$300 undergraduate scholarship and making it a \$500 level scholarship. Kent Gardner recommended that the Executive Committee look into the logistics about a possible increase.
 - Natalie Charlier brought up point: “Do the members at-large even know about the scholarship program?”
 - **Reatha will meet with RCDs and the Student Board Member to discuss marketing the scholarship program. Natalie suggests pushing heavily on Instagram.**
- David went over Mardie’s reports:
 - Sponsored Programs Report - refer to Report Handbook, page 16.
 - Regional Conference Overview - refer to Report Handbook, page 17.
 - AFA and Regional Case Study - refer to Report Handbook, page 18-19.
 - Outstanding Chapter Award - refer to Report Handbook, page 20.
 - Financial Position - refer to Report Handbook, page 21.
 - AFA & Regional Conference Dates - refer to Report Handbook, page 22.
- Howard Farrell gave an update on financial report:
 - **We need a statement from accounting firm Kleiber & Associates that we are in good financial standing, in lieu of an expensive audit.**
- CoHEASAP Report, refer to Report Handbook, page 4-7.
- STATE OF FRATERNITY & SORORITY LIFE DISCUSSION:
 - David gave overview of FSL issues during 2017-2018 re: hazing, alcohol, etc.
 - Talked about national reform discussions that both he (David) and Ed Whipple are involved in on a national level.
 - The question asked of this group: “WHAT SHOULD ORDER OF OMEGA BE DOING TO IMPACT FRATERNITY & SORORITY LIFE IN A POSITIVE WAY?”
 - Natalie suggested that maybe Order of Omega can help not only by highlighting incidents but by specifically showing where there was a breakdown of leadership in each incident.
 - Several attendees asked “How do we empower student leaders to confront the ‘bad apples’ in their respective chapters?”
 - Natalie and Aujanae talked about how peer-to-peer conversations need to happen organically on campuses.



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- Stop marketing to the leaders, focus on marketing – honestly and graphically – to the basic/at-large members.
- We need to be cognizant that some campuses don't want Order of Omega to be the one to address FSL issues.
- "We don't do a good job of encouraging students to get into the fight."

<End of Day 1>



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SATURDAY, JULY 14, 2018

Attendees: David Grady, Reatha Cox, Seth Ressler, Natalie Charlier, Aujanae Watson, Brandon Cutler, Kent Gardner, Howard Farrell, Cheri Wechsler, Sam Waltemeyer, Kent Pawlak, Larry Lunsford, Barb Tootle, Mike Taddesse

Not in attendance: Mardie Sorensen, Anne Forcier, Ed Whipple

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- Dr. Larry Lunsford was presented with an Order of Omega ring for his 30-years of service to the organization. His wife, Joan Lunsford, was present to put the ring on for him.
 - Outgoing Student Board Member, Aujanae Watson, was presented with an Order of Omega clock in appreciation for her year of service on the board (2017-2018).
 - ***Student Board Member project update:***
 - Aujanae had idea to re-organize the Order of Omega programming manual that is available for chapters to use as a guide on the website.
 - Aujanae revised and created comprehensive 23-page programming manual.
 - Aujanae gave her deepest appreciation for Cheri Wechsler's guidance throughout her tenure as a Student Board Member.
 - Aujanae will let RCDs know who responded to her during her research.
 - ***RCDs met with Mike and Seth***
 - Discussed Southern Region RCD position vacancy. RCDs will send any potential Southern RCD recommendations to Mike.
 - Discussed a survey that RCDs can develop and send out to their respective chapters, not to exceed 7 questions, will center around what we as Order of Omega can do better for chapters.
 - Discussed how we can better communicate with the seemingly revolving door of advisors/officers.
 - Cheri Wechsler designated to give recap of RCD session.



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- **Internal Affairs and Executive committee combined to meet.**
 - A review of the Order of Omega mission and purpose is needed for the long term.
 - A review of the Constitution and ByLaws needs to happen.
 - Technology need: discussed the need for updated website and mobile app as well as other potential marketing tools.
 - Staffing needs: need to look at five-year plan. Kent Pawlak designated to give direction with HQ staff on technology/communications staffing, by October/November.

- **Governance committee:**
 - Worked on Article 7 of the Constitution/ByLaws, Cheri Wechsler re-wrote part of the section.
 - Developed marijuana statement.
 - Both sexual assault statement (which is already online on our website) and the newly created marijuana statement need to be added to the Chapter Leadership Handbook (which needs a new edition revision).
 - **MARIJUANA STATEMENT:**
“Chapters located in states/provinces where marijuana/medicinal marijuana usage has been legalized shall abide by respective university/college policies regarding use/possession of marijuana/medicinal marijuana.”

- **External Committee – the committee was charged with thinking about where we will be in 5-years:**
 - In five years, we should be able to communicate with each individual member of the organization to create a more engaged member experience.
 - Discussed the need to have ability to articulate what Order of Omega is consistently.
 - In five-years, we will have more engaged chapters, beyond the “just an honorary” model.
 - In five-years we will have a good working relationship with primary stakeholders. To entice them, need to have a good relationship with the host institutions.
 - Need to engage more volunteers with Order of Omega by creating more volunteer opportunities. Maybe create an “Advisor of the Month” type of program.



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- Use messaging by using all available channels to story tell the value of the organization.
- In five-years, we will have raised private money for the organization, whether through fundraising efforts and/or through past board members/student board members.
- In five-years we will have a dedicated, full-time marketing/communications staff member.
- **GENERAL DISCUSSION:**
 - Discussion about keeping in mind students who cannot afford to join
 - Idea to post videos of our student board members as they give tools for success.
 - Should we investigate joining the college honor society association (note: we were denied admittance in the past)>
 - Maybe include brief bios on the website for the BOD/RCDs/HQ staff.
 - Marketing and Communications seems to have been a very central theme throughout this board meeting.
 - Discussion was had if our purpose was same as our mission.
 - Our storytelling and messaging across the nation is fractured. Some chapters see Order of Omega as a certificate/pin organization only while other chapters are more open to programming.
 - Group decided to leave the purpose statement as is, but need to develop mission/vision to help drive the purpose.
 - Please send all committee notes to Mike at HQ to have staff look over and review for direction.
 - Discussion re: Scholarship program:
 - Do we increase available money or open it up to have unlimited applicants?
 - Unlimited applicants could mean an overwhelming amount of applications for reviewers/judges to go through.
 - **Reatha Cox and Kent Pawlak designated to work on a plan to present by next board meeting in Savannah.**
 - **All action items need to be sent in to David Grady in 60 days.**



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- **BUSINESS:**

- Seth Resl led discussion on the student submitted poster designs for 2018. The group selected one design and Seth will make some content updates with the student designer.
- **APPOINTMENT: MOTION TO APPOINT LARRY LUNSFORD, BARB TOOTLE, AND ED WHIPPLE TO NEW BOARD OF DIRECTOR TERM, MOTION WAS SECONDED, NO DISCUSSION, ALL VOTED IN AFFIRMATIVE – MOTION PASSED.**
- VOTE: Kent Gardner motioned to nominate adding an AFA Annual Meeting scholarship in Larry Lunsford's name to commemorate his 30-years of service to Order of Omega, motion seconded, question was asked if this is for graduate students, no further discussion, all voted in affirmative – motion to add an AFA scholarship (up to \$500.00) in Larry Lunsford name passes.
- VOTE: Barb Tootle motioned to have Order of Omega donate \$1,000.00 in to the Jeff Sorensen Memorial Scholarship established by the University of Texas at Arlington, motion was seconded, no discussion, all voted in affirmative – MOTION PASSED.
- **The 2019 Summer Board Meeting will be held in Savannah, GA (July 11-14, 2019)**

<Meeting adjourned at 3:30pm>