



[DAY 1] Friday, July 8, 2022

(Present: Mardie Sorensen, Seth Ressler, Kent Pawlak, David Grady, Reatha Cox, Michael Taddesse, Kent Gardner, Howard Farrell, Anne Trask Forcier, Larry Lunsford, Darald Stubbs, Barbie Tootle, Katie Kennedy, Lauren Cargill, Ed Whipple, Cheri Wechsler, Tyler Manning, Heidie Lindsey, Sam Waltemeyer)

- **Welcome and introduction – David Grady**
 - David introduced new SBM, Lauren Cargill from Oklahoma State Univ. Gave her SBM pin.
 - David asked group to complete conflict of interest forms.
 - Seth talked about plans for day (Stockyards and dinner at 6:30pm).

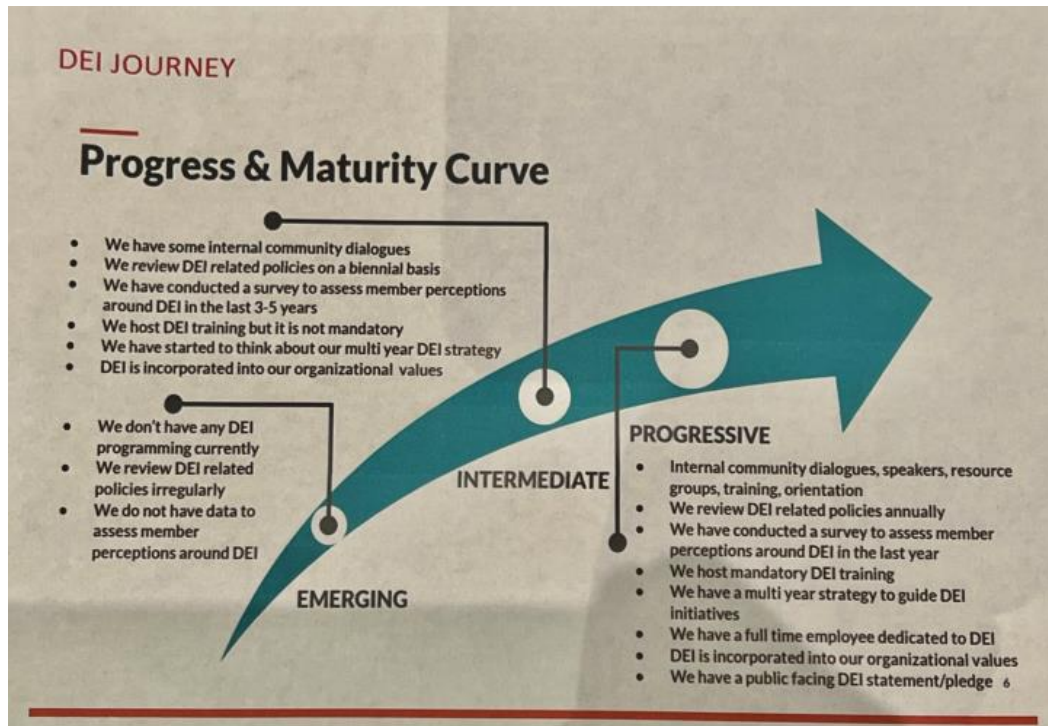
- **Reports Review:**
 - **Executive committee:** no updates
 - **Internal Affairs committee:**
 - staff audit is on hold/on-going. No new update on purchasing property.
 - Kent Pawlak gave a quick update on technology (MHS at 65% usage). Sent us 10-yr membership numbers, on a downward trajectory over last 3 years.
 - Phone system update needs to happen, KP has done necessary research to replace office phones to Microsoft Teams-based phones.
 - Website accessibility wasn't too bad. Looking to do a refresh of site, potentially \$3-\$5K.
 - Online store saw a 6% increase, 11% increase in individual visits.
 - David would like to see what the acceptance rate is at for other MHS organizations. Mardie will contact the Executive Directors of MHS user groups to see about acceptance rate.

 - **External Affairs committee:**
 - will need to discuss AFA Annual Meeting Orde of Omega Reception conversation and how to proceed and fundraisers.

 - **Governance committee:**
 - Cheri talked about the 4 articles that were proposed and amended.
 - Items were approved and will go out for a chapter vote in the Fall.
 - Larry talked about the DEI-related initiatives/changes that will be discussed during DEI portion of agenda today.



- *DEI Report (Larry Lunsford, Darald Stubbs co-chairs):*
 - **Motion: Howard moved to accept the report of the DEI committee; seconded by Reatha; Motion carries.**
 - Darald talked about the progress and maturity curve in DEI journey i.e. Emerging, Intermediate, Progressive.



- Darald spoke about the belief from committee stakeholders that OoO has a lot more freedom/control/autonomy to purposely impact the culture, demographics, and landscape as it relates to DEI.
- Larry discussed programs and suggestions we can use to encourage our chapters to utilize
 - Recommendation of a statement for the Society
 - Discussion on advancing DEI in the fraternity world
 - Studied the documents we currently have in place
 - Resources from University of Vermont Foundation; Sigma Phi Epsilon Fraternity; Phi Sigma Kappa Fraternity; University of Tennessee; Pi Kappa Phi Fraternity
 - Student Board Member input
 - Review of the work of the committee



- Darald said work group will remain in place to assist with the heavy lifting; stakeholders; mission-driven intentions
 - AFA Breakfast Meeting – Suggestions from 12 new, young professionals. They will help guide us/keep us on track.
 - Monthly meetings – Always on track, focused.
 - The committee was thanked and appreciated. They were grateful for the recognition of their service.
- Dr. Kent Gardner gave a historical perspective, diversity initiatives within Order of Omega first showed up around 1978.
- Group read over the DEI group’s 11 recommendations:
 - **Recommendation 1:** opened for discussion. Group accepts amendments. All vote in favor, unanimous consent. **MOTION PASSES TO ACCEPT.**

Order of Omega is dedicated to meeting its purpose “to bring together members of the faculty, alumni, and student fraternity and sorority members of [our host institutions] on a basis of mutual interest, understanding, and cooperation.”

Order of Omega’s Commitment to Diversity, Equity, Inclusion and Belonging

Order of Omega recognizes diversity, inclusion, and belonging in an academic environment add value to the educational experience. We are committed to fostering communities that value and support diversity, equity, and inclusiveness for individuals of all backgrounds, orientations, and abilities.

- **Recommendation 2:** opened for discussion. All vote in favor, unanimous consent. **MOTION PASSES TO ACCEPT.**

Should an Order of Omega board member, staff member, or Regional Chapter Director believe that an official statement be issued regarding a current event, the recommendation should be made for discussion and vote by the Board of Directors. The proposed statement shall receive a majority vote of Board members to become effective.



- **Recommendation 3:** opened for discussion. Standardized application process and GPA requirement are the two main topics in this recommendation. All in favor of making eligibility changes to constitution. All vote in favor, unanimous consent. **MOTION PASSES TO ACCEPT.**

ARTICLE 5 – Eligibility; Section 3 – Requirements

To be eligible for membership in Order of Omega, a student shall meet the following ~~minimum~~ requirements:

- a. One full academic year of enrollment at the institution.*
 - ~~b. Rank academically above the all-Greek average. If the all-Greek average is less than the minimum requirement for graduation, the chapter shall be denied initiation privileges until such time as it has maintained this minimum academic requirement.~~*
- Be in good standing with the institution.*

- c. Be in good standing with the initiate’s fraternal organization.*

- Standardized APPLICATION and SELECTION process of members - **ADOPTED**

Refer to DEI Committee (with chapter representation from all four regions) the exploration and development of a recommended standardized application/selection process for membership. The Board will consider the recommendation at a future meeting.

- **Recommendation 4:** DEI group to look into ways to alleviate cost burdens via scholarships. Should we be discussing this with national organizations?

— Discuss recommendation 5-11 on Saturday. —

Day 1 of meeting adjourned at 1pm.



[DAY 2] Saturday, July 9, 2022

(Present: Mardie Sorensen, Seth Ressler, Kent Pawlak, David Grady, Reatha Cox, Michael Taddesse, Kent Gardner, Howard Farrell, Anne Trask Forcier, Larry Lunsford, Darald Stubbs, Barbie Tootle, Katie Kennedy, Lauren Cargill, Ed Whipple, Cheri Wechsler, Tyler Manning, Heidie Lindsey, Sam Waltemeyer, Janet Proffitt)

- David opened meeting at 8:30am.
- Katie Kennedy (outgoing 2021-2022 Student Board Member) presented on her project for this year. Katie was focused on hosting town hall meetings with chapter presidents or an assigned chapter delegate. Focus on open dialogue to share ideas on membership experiences and membership retention. Giving chapters some best practices was helpful to them. Katie also announced she has accepted a position as a leadership consultant for her sorority, Tri Sigma.
- Katie presented a Northwestern State University sweatshirt for incoming 2022-2023 Student Board Member, Lauren Cargill.

Trends and Issues:

- Ed Whipple had his FSL staff at Boise State University to identify some trends and issues in FSL both on campus and generally in the industry. He emailed these thoughts to the Board.
- “How do we focus some of our programming to target students where they are right now?”
 - What are chapters are facing Fall 2022: lack of personal relationships, planning an event, parental involvement, engagement, how to run/facilitate an Order of Omega chapter.
 - What can Order of Omega do to help the partner organizations – NPC, NPHC, NIC, NALFO, to develop chapters on the campus?
 - Advisor dilemma: coordinators/assistant directors have left the industry. Graduate Assistants have made up a good percentage of our advising core. Vacuum left because of the holes left. GA’s being pulled in too many directions.



- **Trends and issues small group work:**

DEI initiatives, constitution, trends, issues and their effect on Omega.

- Group 2- **(Reatha, Mardie, Katie, Anne, Darald, Heidie)**
 - Sweeping analysis of how OoO spends money. Cutbacks? Scholarship?
 - We need a communications presence. Social media right now is not up to par.
 - Need a roadmap on how we educate our members on recognizing leaders.
 - Need to look at staffing as we grow.
 - “We do not have control over the members”
 - Incentives for chapters that help us do all these things. Member survey, how do we get chapters to share information. Maybe chapter gets additional scholarship person?
 - Taking advantage of meetings during the regional conferences.
- Group 1- **(David, Kent G., Mike, Lauren, Larry, Tyler)**
 - Talked about FSL numbers going down, and mainly in smaller campuses.
 - Need more data and not just from NPC groups.
 - Talked about emphasizing celebrating FSL leaders.
 - When NPHC/NALFO chapters do end up going a. campus, they should already feel welcomed in Order of Omega.
 - Leveling and focus messaging to the respective experiences of the different councils.
 - Emailing new chapter officers with resources.
 - Need to focus on messaging the value of Order of Omega to appeal to the activism students today need.
- Group 3- **(Howard, Seth, Ed, Barb, Kent P., Sam, Cheri)**
 - Supporting transitional staff and students by doing the how-to videos on transitions, MHS, etc.
 - Targeting advisors and students at regional conferences and AFA AM.
 - Branding and messaging is a key component of this
 - What is Order of Omega’s lane? What does a potential new member see as the value of Omega? is it the recognition, the tangible cord/Medallion?
 - Website refresh and social media focus is important now more than ever.
 - Focus on purpose will be central in rebranding. We can’t be everything to everyone. What is that focus and lets laser focus on that.
 - Maintain the prestige value — are Omega leaders the “influencers” on campus?
 - We must invest in change. We depend on other organizations.
 - For DEI, we need to be careful in how we present messaging.
 - Developing a tag line that’s more in line with today.



Four main takeaways from groups:

- We don't have control of our future, we are dependent on other orgs
- Communication, messaging, social media, on-demand videos
- Support for education for advisors and student transitions
- Rebranding website and overall communication

- Howard cited the possible need for outside help, professional support.
- *Mardie* – strategic planning; looking at staff; proposals; ongoing assessments to our students and advisors; make sure as they are changing, we are changing with them.
- *David* – Who holds the key to our future; rebranding; communication; staffing. Must be nimble to react to the future, as the pool of college students decreases, impacts the number of students interested in fraternity/sorority, which impacts the students who are eligible/interested in membership in Order of Omega.
- *Howard* – Board needs to determine the short term/long time; Board needs to determine priorities.
- *Kent G.* – Board needs to tell the staff “one thing to do.”

- **Small groups breakout #2**

Group 1:

- Future: need to reengage with the process of hiring a consultant to help us think about our future, communication, rebrand
- Joint letter from David and Mardie about recognizing the state of FSL, and that OoO is here to assist
- Communication: scholarship/fellowship application adding “what does OoO mean to you?” - also, collect their IG handles to be tagged on social media
- Potentially getting an intern locally to assist with social media messaging.



Group 2:

- Future: maybe move to application option.
- Is 5% (initiation cap per academic year) too small? Does it even matter?
- Part-time communications staff. Prioritizing items.
- Website overhaul/rebranding.
- Posting select scholarship winners on IG with quote from that person.

Group 3:

- Focused on immediate, actionable priorities.
- Producing videos
- Doing a bit of an internal refresh
- Website refresh, it's been 5 years
- Training opportunities at the conferences
- Instagram - posts have increased but how we use it needs to shift
- Strategic partnerships, umbrella groups communication or individual HQ?

3 central themes:

- 1) Communication including digital presence, website refresh
- 2) Reconsider priorities, strategic planning, consultant
- 3) Education - sessions at regional/national meetings, instructional videos

Budget report (Howard and Janet)-

- Howard went over 2021-2022 budget and expenses, as well as a projected year end.
- Presenting a proposed deficit budget for 2022-2023. We can continue on a negative track for a few more years based on existing investment accounts, but it is not advisable.
- Most things will stay at a 3% increase, printing will decrease by 1%.
- Accounting will decrease because this year we are not paying for the internal accounting audit like we did last year.
- A lot of fixed costs we cannot do anything about.
- The budget is reflective of the increase in prices around the nation.
- About \$18,000 in open/unpaid invoices from chapters (7 chapters on MHS unpaid).
- Board discussed workload; onetime stipends were made with a 3% increase for staff.
- **Howard proposed budget of \$627,191.00 — seconded by Larry. All in favor. PASSES.**



Continuing DEI recommendations:

- **Recommendation 5 - Mini Grants:**
 - impact on budget discussed; create v. explore the creation of this initiative
 - decision to hold off on the mini grants for DEI programming.
- **Recommendation 6 – Fellowship/Scholarship application:**
 - incorporate a question on DEI on the application.
- **Recommendation 7 - Excellence Award:**
 - what is the impact on budget; create v. explore the creation of this initiative; not represented in the budget.
 - This would become an external document so that our partners/students know this is our commitment to DEI. Committee has explored the options.
 - Approved for consideration.
- **Recommendation 8 - Highlight DEI Efforts:**
 - Approved
- **Recommendation 9 – Demographic information:**
 - Question asked regarding what we would do with data collected?
 - This data would be collected via *MyHonorSociety*
 - Will be implemented starting Fall 2022 (Kent Pawlak)
- **Recommendation 10 - Town Halls:**
 - perhaps use a different term than town hall; perhaps use “forum”
- **Recommendation 11 -Case Studies:**
 - Order of Omega is a sponsor; we can encourage case studies to include more emphasis on DEI. This should include all Order of Omega case study competitions/partnerships.
 - Tyler – AFA already incorporating to support this goal; will ask author of the case study to focus. Modify case studies.
 - Kent G. – incorporate as a theme and see where it takes us.

Motion by Larry to approve recommendations 6,7,8,10, 11 in total as amended. Seconded by Howard. All in favor. PASSES UNANIMOUSLY.

Motion by David to thank DEI committee for hard work and ask co-chairs to see who will continue for a roadmap for recommendations 3,4,6,7,8,10,11 as amended. Seconded. All in favor. PASSES UNANIMOUSLY.



Other business:

- **AFA Support:**
 - Mardie recommends forgoing the AFA Annual Meeting reception, but continue the recognition/gift for advisors at the table. **Approved.**
 - We will continue the six (6) AFA scholarships.
 - Case study competitions will continue at regionals, at AFA Annual Meeting, and with Phi Sigma Kappa.

- **Fellowship/Scholarship:** Reatha went over her current report. \$64,750 awarded in scholarships in 2021-2022. \$1.6M since 1985. On pace to cross the \$2M in 2029.

- Darald asked board to create an additional Master's Fellowship \$1,000 specifically targeted at members of a governing council, in this case NPHC since we have recently rekindled a working relationship with them.
 - Will take to DEI group.
 - Sense of the Board is that we would like to establish another master's fellowship in the amount of \$1,000. DEI Committee will explore the process.
 - Will review our data on past master's/doctoral/scholarship recipients.

- Summer Board 2023: JULY 13-16, 2023. Location TBD.

- **Board terms/appointments:**
 - No current board member terms expiring this year.
 - Executive committee voted to expand board by two members. Cheri Wechsler has been appointed to the Board of Directors. An invitation to join the board will be extended to Dr. Lamar Bryant (*Alpha Phi Alpha Fraternity, Inc.*) at the University of Tennessee Knoxville.
 - Governance committee will look at succession planning and strategic needs of the Board.

2022 Summer Board Meeting concluded at 4pm.