

*Attendees: Howard Farrell, David Grady, Reatha Cox, Seth Ressler, Mike Taddesse, Barbie Tootle, Darald Stubbs, Larry Lunsford, Tyler Manning, Heidie Lindsey, Cheri Wechsler, Anne Trask Forcier, Lamar Bryant, Lauren Cargill, Ana Nunez, Sam Waltemeyer, Mardie Sorensen.*

*Absent: Kent Gardner, Kent Pawlak, Ed Whipple.*

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## **FRIDAY, 7/14/23 –**

- David Grady welcomed all to the 2023 Summer Board Meeting in Louisville, KY. Discussed history of Order of Omega and how this meeting will be instrumental in creating future milestones including succession for the direction and roadmap of the organization.
  
- **HQ presentation – Mardie/Seth/Mike/Howard**
  - Mardie Sorensen PowerPoint presentation with recap of the year which included data from the past decade for a comparative look.
  - Seth Ressler discussed the marketing and communications report by Amanda Jordan (not present), as well as the technology report in Kent Pawlak's absence.
  - Mike Taddesse discussed the membership report including comparative membership data and trends going back 10 years.
  - Howard Farrell discussed the financial report put together by himself and Janet Proffitt (not present), as well as upcoming financial votes at this board meeting that will markedly affect the final budget that he plans on proposing.
  - Reatha Cox discussed the scholarship and fellowship report. A note for this year was that of the 180 scholarship applicants, all were duly registered members – HQ didn't have to ask chapter advisors to register applicants as has happened often in the past.

- **Committees:**
  - **Internal** – none
  - **External** – updated using report from Barbie Tootle – good comment from Lauren Cargill about creating an Order of Omega **group** on LinkedIn.
  - **DEIB** – Larry Lunsford and Darald Stubbs went over their submitted report. Recommendation is to transition the DEIB work group/task force into a DEIB advisory committee. David Grady would like the committee to outline in broad terms the makeup, purpose, and charge by Saturday to be able to vote on it then.
  - **Governance** – discussion about organizational chart for the policy manual.
  
- David Grady – once our Policy Manual is set, do we have someone/legal review it to make sure we are in alignment with the State of Texas (where Order of Omega is incorporated) as a non-profit? This could run in the range of \$3,000 - \$4,000.
  
- Darald Stubbs – we should really investigate the RCD position as it relates to support and retention, especially considering recent struggles to recruit a Western RCD.
  
- Mardie Sorensen – does this mean we need to investigate our whole volunteer structure and make changes to bolster the work?

**END OF DAY 1**

## **SATURDAY, 7/15/23 --**

- David Grady presented Lauren Cargill with a gift: framed grad stole and replica of her membership certificate.
- In keeping with the transition of Student Board Member tradition, outgoing Student Board Member Lauren Cargill presented the new incoming 2023-24 Student Board Member, Ana Nunez a sweatshirt from her alma mater (Oklahoma State University.)
- David Grady recognized IHQ account manager, Janet Proffitt, Mike Taddesse, Seth Ressler for 10 years of service, and Mardie Sorensen for 11 years. They will receive a personalized, engraved glass gift.
- David Grady made an announcement that after discussion by the Executive Council, the decision has been made to name the International Headquarters building the “**Dr. Kent L. Gardner Order of Omega International Headquarters.**” Additionally, a bronze plaque will be commissioned to commemorate Dr. Gardner’s history with the organization.
- **Group work**> 3-to-5-year plan based on priorities for Order of Omega, come up with 1-2 action items to activate them.
- Main topics from all groups:
  - Long-term viability of the organization.
  - Stabilize, sustain, and grow membership.
  - Enhance partnerships with associations and umbrella organizations.

- Enhance the chapter experience-
  - Programming
  - Student input
- The four broad categories:
  - **Chapter Experience**
    - Establish task force to review RCD role.
    - Investigate LinkedIn possibilities.
    - Brand guide that is cohesive across the board.
    - Research others for best practices for awards like chapter awards, chapter excellence awards, etc. Offering incentives like free membership for chapters that participate.
    - Amplifying student voices through more roundtables, regionals, recognition from HQ, etc.
  - **Membership Growth**
    - Establish task force to establish model membership process, bring recommendation to 2024 Summer Board Meeting (Mike, Ana, RCD, some additional voices.)
    - Set a goal to reactivate 10% of inactive chapters by August 2024, and make a list of schools where we have not chartered.
    - Have SBM hold virtual town halls periodically and report on trends and issues.
    - Create chapter marketing tools to roll out Fall 2024 – Amanda lead person.

○ **Strategic Partnerships**

- Waiving initiation fees for one member meeting certain criteria.
- Find out which HQ's provide \$\$ for Order of Omega fees.
- Partnering with Orgs that want to provide education on trends affecting FSL i.e. mental health, substance abuse, etc. Define who are stakeholders are now.
- Keep sending national organizations a list of their initiates per year.
- Highlighting the newly initiated members on social media.
- Expanding Case Study Competition with individual fraternal organizations, outline an expectations list and benefits for all.
- Work with a marketing firm to do targeted marketing for specific demographics. *"Meet them where they are."* – Lamar Bryant

○ **Organizational and Financial Stability**

- Developing a budget that aligns with membership.
- Establish a reserve to help achieve strategic goals.
- Identify board member qualifications that reflect OoO which includes people from NALFO, MAPA, NPHC.
- Solicitation of Order of Omega stakeholders.

**VOTES:**

- BOD Operations & Policies Manual –
  - Motion to approve by Larry Lunsford, seconded by Anne Forcier. Friendly amendment to approve with gratitude. All in favor, no nays. **MOTION PASSES.**
  
- Emeritus Status –
  - Governance makes a recommendation to award emeritus status to Michael Shonrock, Carol Thompson, and Daisy Wood (posthumously). Motion to approve by David Grady, seconded by Darald. Discussion led by Larry Lunsford to have HQ design a certificate or plaque to present to the recipients or their family. All in favor, no nays. **MOTION PASSES.**
  
- Board reappointments –
  - Larry Lunsford has contacted individuals and they have agreed to stay on:
    - Anne Forcier for 3-year appointment (*term expiring in 2026*)
    - Darald Stubbs for 3-year appointment (*term expiring in 2026*)
    - Reatha Cox, as VP, for 4-year appointment (*term expiring in 2027*)
    - Motion to approve by Larry Lunsford, seconded by Barbie Tootle. All in favor, no nays. **MOTION PASSES.**

- DEIB COMMITTEE –
  - Sunset current DEIB task force and transition it to an advisory group. Do we have it stay as a standing committee or become an advisory board with different stakeholders. Barbie Tootle recommends charging Darald Stubbs and Larry Lunsford to investigate options of each one and to vote in an upcoming quarterly meeting. **TABLED**
  
- STAFFING –
  - HQ requesting the addition of a new staff member (*Membership Engagement Coordinator*) with a budgetary impact of \$58,500 which includes benefits. Discussion was held about the benefits of this position to assist with outreach and a lot of the items we've wanted to implement for years. Will need to be location based and not hybrid.
  - Motion to approve the establishment of this position pending final job description by the board, electronically. Seconded by Darald Stubbs. All in favor, no nays. **MOTION PASSES.**
  
- DUES INCREASE –
  - Mardie Sorensen has recommended dues increase of \$10 from the current \$50 to \$60. This would be first time dues have increased since 2008. Mardie Sorensen recommended a January 2024 start to new dues structure; Darald Stubbs recommended an immediate

start (effective Fall 2023.) Lauren Cargill agreed with a Fall 2023 start, Ana Nunez agreed.

- Recommendation by Darald Stubbs and Reatha Cox to communicate this change via one email statement from International President and Executive Director versus multiple statements and social media posts.
- Motion by David Grady to have a \$10.00 dues/initiation fee go into effect starting September 1, 2023. Seconded by Darald Stubbs. All in favor, no nays. **MOTION PASSES.**
  
- David gave an update from Executive Council -- Beginning September 1, 2023 IHQ staff will be provided benefits supplement of \$500 for full time and \$250 half time.
  
- SCHOLARSHIP/FELLOWSHIP-
  - Scholarships/Fellowship money will be taken out of operating/checking account.
  - David Grady entertained a motion to start taking this scholarship/fellowship money from our investment accounts.
  - Howard Farrell gave a breakdown of the financial breakdowns. Seconded by Darald Stubbs. All favor, no nays. **MOTION PASSES.**
  
- 2023-2024 BUDGET-
  - Total expenses \$690,232. Projected income \$578,000 + possible \$30,000 additional with dues increase. Motion to tentatively approve



a balanced budget predicated on changes in the next few months.

Seconded by Anne Forcier. All favor, no nays. **MOTION PASSES.**

- David Grady announced that the committee structure wasn't discussed and wants it to be added to the Executive Council discussions. **Committee structure tabled.**
  
- Quarterly meeting dates:
  - TUESDAY, OCTOBER 10, 2023 @ 4 P.M. CST
  - TUESDAY, DECEMBER 12, 2023 @ 4 P.M. CST
  - TUESDAY, APRIL 9, 2024 @ 4 P.M. CST
  - All meetings will be on Teams. Mike will create and send out.
  
- Mardie Sorensen asked the group to think about a mid-week summer board meeting. Wants to have discussion and vote by first quarterly meeting.
  
- Mardie Sorensen announced Sam Waltemeyer is leaving Northeast RCD to become the new Executive Director of his fraternity, Phi Mu Delta. Sam has agreed to stay on as NE RCD in the interim to help transition that role.

*Mtg adjourned.*