AREA MEETING RECAP

Area meeting began promptly at 8am CST/ 9am EST with a welcome from Syntaktes LaVan. We began with National updates and highlights.

Be the Match: Each region has a custom landing page for Be the Match registration ( Be on the lookout for the launch date) <https://bethematch.org/sgr-se/>

Centennial: Registration will open January 01, 2021. Pricing is nearly finalized. Registration webinars will be scheduled in advance of the opening date. Registration guide to be published in conjunction with webinar

Are You up for the Challenge: Each one reach one challenge – all financial Sorors reclaim 2 nonfinancial Soror and recruit 1 potential member?

Legacy Challenge: All Soros recruit a legacy

Sister’s Keeper Challenge: All Sorors ensure their entire membership intake class is fully financial.

Be on the Lookout: The 22nd of the Month we will now have a centennial eblast

PR firm Selection: for marketing for Centennial

How can you Help for Centennial: Donate Funds, Plan and support regional centennial events, share the 22nd communications, join a committee, bring corporate partners to centennial team, post about centennial using the hashtag #SGRho100

Message from IGB Liberty: VISION, Impact and Purpose: Community impact, membership benefits, membership growth, undergrad success, social action, branding & marketing & operational Excellence

What you can expect to experience from us …… Sisterhood experience, 22nd of the month; a social action 7 legislative action agenda; powerhouse partnerships; a branding facelift, refreshed website & mobile app; a professional development institute ; playbooks for essential programs; a quarterly state of the sorority update; streamlined communications (GC & The Aurora); a wealth building plan for the sisterhood; targeted investment strategy (ICHQ, Technology & Branding); a ONE Sigma mindset and much more….

5 Essential Programs: We will focus on 5 Essential programs (Annual Youth Symposium, Operation Big Book Bag, Project Cradle Care, Swim 1922 & Women’s Wellness Initiative (WWI) ); all programming efforts will have a COVID- Friendly Approach; Breast cancer awareness event : save the date October 22, 2020

Message From the 1st IGB Harris:

Making Membership matter: During this sorority year we will: create a sustainable membership plan; streamline chapter operations; alignment on risk management; health and wellness initiatives; training and development for the Sigma Family.

COVID-19 Strategies: There will be NO IN PERSON meeting activities until December 31,2020. This includes but is not limited to the following: Chapter meetings & Area Meetings; Community Service Activities; Founders Day Activities; NPHC Events; School Homecoming & Step shows; T.O.R.C.H. related Activities; Affiliate Programming

Chapter Operations: Membership dues – deadline extended til December 31, 2020; Life membership payment extension

Sustaining our membership: risk management; membership & marketing; growth & expansion opportunities

National programs & partnerships: providing resource tools to chapters to host virtual service activities

ICHQ: implemented work from home policy to ensure the operation of daily business expectations; virtual meetings with business partners to stay aligned with MOU’S (memorandum of understanding).

ICHQ Leadership Team:

Cynthia Eubanks: Executive Director

Amy Mbaye: Chief of Staff

Rodney Jones: Deputy Executive Director

Elaina Hamilton: Membership Services Director

* Full rollout and use of our LMS (learning management system)
* Implementation of risk/legal tracking system, CLIO
* Use of revamped RFP process to ensure integrity in vendor selection
* A new process for member inquiry (self-service tools)
* Sigma Store expansion with new offerings

Official Partnership with When We All Vote, Michelle Obama’s voting initiative. Login for resources and the register <https://www.whenweallvote.org/sgrho/>. We need ALL Sorors to register 7 people

Launching for both Boule’ and the Centennial Celebration January 2021

Important Dates to Remember:

KEY DATES:

A Pre-Presidential Debate Forum for Sigma – October 15, 2020

Breast Cancer Awareness Event – October 22, 2020

State of the Sorority Address – October 27, 2020

Virtual Conferences

USA Swimming, golden goggles – November 19, 2020

Association of Fraternal Advisors – December 8 – 10, 2020

SER UCC: Thursday 7:30 EST/ 6:30 CST

Monthly Advisor Calls 10/15; 11/19; 12/17; 01/21; 02/18; 03/18; 04/15; 05/20

Ways of working email format

Establish a position standard email address

ULDP (Undergraduate Leadership development program) Deadline: 10/15/2020

[Ucc@seregionsgrho.org](mailto:Ucc@seregionsgrho.org)

FB: Tanya judge IG: @sorortbj

SER Syntaktes:

Gave First 90 days recap

2019 – 2020 EOY Stats: 75 Grad Chapters; 665 Inductees, 3,125 Sorors, 2,250 returning; 78 UG Chapters; 210 Reactivations

2020 – 2021 Membership Goals

Recruitment Reactivation

AL 28 – 40\* 16

TOTAL 400 228

47 Torch Calendars Submitted: 23 approved by ICHQ as of 10/01/2020

8 awaiting ICHQ approval

16 pending / missing information/denied

Affiliates 2019 – 2020

AL Philos 17 Rhoers 36

Total SER Philos 201 Rhoers 351

2020 – 2021 Goals Philos 221 Rhoers 386

BE The Match Goals: Add 200 new people to the registry by Sept 2021; 21 advocates for the region- Highlight Soror Shannon Treadwell as SER be the match advocate

81st Regional Conference Survey results

44% Virtual 18% In Person 38% undecided prefer to revisit in October

Alabama state Updates:

Previous Goals for 2019 – 2020: 3 ruby UG chapters, overall Sigma family growth of 22%; 1 new Philos chapter; 10 new reactivations

Stats of the State

18 – 19 19 – 20

Sorors 340 404

Philos 15 17

Rhoers 45 36

Ruby UG Grad Chapters

Beta Chi, Kappa Iota, Epsilon Theta, Pi Omega, Omicron Pi & Xi Mu

Ruby Grad Chapters

Beta Sigma, Chi Sigma, Kappa Zeta Sigma; Lambda Eta Sigma & Theta Theta Sigma

Ruby chapter: 22 – 49-member Diamond chapter: 75 – 99 members

Pearl chapter: 50 – 74 members centennial chapter: 100 – 149 members

Sesquicentennial: 150 – 199 members

Bicentennial: 200 + members

Goals for 2020 – 2021

8 UG Ruby chapters increase total Rhoers by 10

6 Grad Ruby Chapters Add 40 new Soros to the state

Increase total Philos by 10 reclaim min of 16 Sorors to the state

STATE TAG Committee

AREA Meeting Hosts:

2021: Kappa Lambda Sigma

2022: Kappa Zeta Sigma

2023: Chi Sigma

NEF Updates: Submission for Dues Julys 1st – December 1st

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Call for Bylaw Amendments: Deadline is November 30 2 11:59pm

Must be on correct template; must include chapter name, current language and proposed language and rationale

Must be submitted to [SERrecommendations@gmail.com](mailto:SERrecommendations@gmail.com)

Make sure proposed amendment is not in conflict with the national bylaws; don’t wait until deadline to submit, incomplete or late submissions will not be accepted.

We did risk management with the SER Legal advisor and went over contract submission and then we had a break for lunch before the workshops.