

National Committee Reports



Zeta Phi Beta Sorority, Incorporated

Mary Breaux Wright
24th International Grand Basileus

National Elections Committee Guidelines
Ira J. Ebbs, National Elections Chairperson



National Elections Committee Overview: The National Elections Committee is responsible for providing guidelines for the efficient operation of voting. Guidelines will be subject to the approval of the Grand Basileus and the Executive Board.

Roles and Responsibilities of the National Elections Chairperson/Committee:

- The National Elections Committee Chairperson shall set rules and guidelines for the elections with date, time, and location in writing form to the entire body at the Grand Boulé.
- Ensure adequate representation from each region to form a committee.
- Ensure one poll watcher per candidate has been identified and trained.
- Ensure the polling site is accessible for all eligible voters.
- Collaborate with the Padgett Communications Project Manager to prepare an electronic ballot.
- Ensure that the voting process is after the conclusion of the National Nominating Committee's report.
- Prepare a check-in area for eligible voters.
- Prepare a voting area for voters to select candidates from an electronic ballot by using key pad polling devices.
- Distribute, collect, and count all key pad polling devices which will be utilized to select candidates from an electronic ballot.
- Report the results to the body along with the Padgett Communications Project Manager before the close of the business session.
- In case of a run-off, the run-off will be held in a designated general business session utilizing the key pad polling devices.
- Ensure the final results and paperwork is submitted to the office of the National Executive Director.

National Election Voting Procedures
Mary Breaux Wright, 24th International Grand Basileus
Ira J. Ebbs, National Elections Chairperson

1. Open voting (not by regions) will take place on Friday, July 18, 2014 from **11:00a.m. to 3:00p.m.** in the National Election designated area.
2. A separate check in room will be provided for National Officers, Zeta Doves, Life Members, Special Accommodations, and Voting Delegates.
3. For the 2014 Boulé, we will utilize the Padgett Communications key pad polling devices for the official means of voting by an electronic secret ballot.
4. Eligible voters will need the Boule Conference badge, a government issued ID (e.g. State ID, Driver's License, Military ID, Passport), and their assigned key pad polling device.
5. After the check-in process is completed, voters will be escorted to a transition room to prepare to vote.
6. Once voters exit the transition room, they will enter the voting area to vote.
7. All candidates must meet the qualifications for the position they are seeking as described in the Constitution and By-Laws of Zeta Phi Beta Sorority, Incorporated, Seventh Edition, Re-Published 2013 and validated by the Nominations Committee in order to be placed on the electronic ballot.

Questions and Answers:

How do I get my key pad polling device?

- After you have completed your Boule Registration, please proceed to the key pad polling device station.
- Present your government issued ID and Boule Conference Badge to the key pad representative.
- You will sign for the key pad polling device and receive a specific number located on the device.
- Eligible voters MUST have an assigned key pad polling device in order to vote for the National Candidates. If a voter does NOT have an assigned key pad polling device, then the voter will NOT be eligible to vote for National Candidates.

What happens if I misplace my key pad polling device?

- Please go to the key pad polling device booth for further instructions.

How many voters can vote at the same time for national election voting?

- Approximately 300 – 400 voters may vote simultaneously.

Will I be able to practice with the key pad polling device before I vote for National Candidates?

- Yes. The National Elections Chairperson and Padgett Communications Project Manager will conduct a demonstration within a general business session. An electronic sample ballot will be viewable for the demonstration.

Zeta Phi Beta Sorority, Incorporated
National Constitution and Bylaws Committee
Boulé Report
Washington, D. C.
July 2014

2012 – 2014 National Constitution & Bylaws Committee Members:

Brunhilda C. Williams - Curington, National Phylacter & Chair
Alexis Maisonet, National Undergraduate Member-at-Large
Cynthia Bell, Midwestern Region Representative
Janet Y. Bivins, Esq., Atlantic Region Representative
Cassandra Black, Southern Region Representative
Nui Brown, Pacific Region Representative
Taniqua Carter - Brown, Great Lakes Region Representative
Lawanda Harper, Southeastern Region Representative
Dr. Constance Hendricks, South Central Representative
Bettye A. Murchison, Eastern Region Representative

January 2013 – 1st meeting of the National Constitution and Bylaws Committee was held at the National Executive Board meeting in Houston, Texas. At this meeting, committee goals and scope were established.

Summer 2013 – Final members of the committee were selected. Formal notification was sent to all committee members.

October 2013 – The committee held several meetings to research and prepare for the 2014 Call for Amendments.

December 2013 – The Seventh Edition of Constitution & Bylaws was researched, re-edited and re-published along with the 2014 Call for Amendments

December 2013 – The 2014 Call for Amendments was distributed electronically to the Sisterhood. Components included:

- ✓ Cover letter with explanation of process for submitting 2014 proposed amendments
- ✓ Online hyperlink access to Google Document Form for electronic submission
- ✓ Form for paper submission
- ✓ Re-published the Seventh Edition of the Constitution and Bylaws

January 2014 – All members of the committee met at the National Executive Board meeting in Washington, DC. The committee discussed and worked through the next steps in the proposed amendment submission process.

January – February 28, 2014 – Chapters submitted proposed amendments by overwhelmingly utilizing the electronic Google Documents submission form which populated a spreadsheet with timestamp and submission confirmation.

March – April, 2014 – The committee met via several teleconference calls to review and discuss each proposed amendment submission.

May 2014 – The proposed amendments were electronically distributed to the sisterhood for thorough chapter review and discussion. There are 104 proposed amendments in the following categories: 33 are on a Consent Calendar, 61 are proposed amendments to be presented, discussed and voted on at our 2014 Grand Boulé and 10 for various programmatic, policy and procedural recommendations to other policy areas.

June 2014 - The committee established webinars for each region for further review of the proposed amendments. This will offer the sisterhood an opportunity to participate in a question and answer forum prior to arriving as a delegate at the 2014 Grand Boulé.

July 2014 –Two workshops are being presented at the 2014 Grand Boulé to further offer opportunities for the sisterhood to review and participate in a question and answer forum prior to the proposed amendments being voted on at the 2014 Grand Boulé.

The 2012 – 2014 National Constitution and Bylaws Committee members have enjoyed serving in this capacity for the sisterhood and would like to say thank you for the opportunity.

Brunhilda C. Williams – Curington, National Phylacter



**Report of Activities
National History Team
Boule Period 2012-2014**

Mary Breaux Wright, International Grand Basileus

National History Team Members:

Norma Cox Dartis, Chair; Tanya L. Harrison, Bobbie Staten, and Alicia Williams

- Researching and gathering information from all administrations since 1997 to update the sorority's history through 2016 per International Grand Basileus Mary Breaux Wright, January 2013 – current
- Submitted article for inaugural edition of Life Member newsletter, Life Line, on the first sorors to submit life memberships, 2013.
- Prepared history questions for new Membership Intake Process Manual, 2013.
- Prepared vignettes of Zeta History for dissemination to the sisterhood.
- Researched chapter history and presented information at public celebration during the 85th Anniversary of Eta Zeta Chapter, Louisville, KY, May 2013
- Presented workshop on History Preservation to Undergraduate Retreat at ZOL, July 2013, Indianapolis, IN
- Researched and responded to query from Grand Wright regarding our International Headquarters, July 2013
- In discussion regarding potential upgrade of burial site of Founder Stemons with Soror Barbara Cousar, August 2013 - current
- Provided Soror Krysta Jones with information on Soror Clara Luper, Chi Zeta, noted Civil Rights icon for the 50th Anniversary March on Washington, DC, August 2013

- Gathered and submitted items for Smithsonian Institute's National Museum of African-American History and Culture featuring the Divine Nine organizations, "Making a Way Out of No Way" exhibit, Washington, DC. Opening scheduled for 2015, September 2013 – March 2014.
- Submitted article on Zeta growth to The Archon, September 2013.
- Call with Past International Grand Basileus, Dr. Jylla Moore Tearte, regarding Centennial Celebration, November 2013.
- Submitted proposal to have 8th Past Grand Basileus Violette N. Anderson, Esq., honored on a U.S. postage stamp, January 16, 2014. Proposal is under review by USPS.
- Contacted relatives of our Founders (continuous).
- Presented International Grand Basileus, Mary Breaux Wright with a copy of the diploma of Founder Viola Margaret Tyler from Howard University, April 2014.
- Working with members of Chi Beta Chapter (Central State University and Wilberforce University) to establish their first-ever reunion of the largest line in Zeta Phi Beta Sorority, Inc. on May 30, 1968.
- Prepared 2014 Boule Sightseeing Guide, May 2014.
- Respond to various queries from sorors regarding Zeta's history.

2012 – 2014 National Marketing and Public Relations Report
Prepared by Soror Kendra Hatcher King
National Co-Director of Marketing and PR

Blazing New Paths In Marketing

The National Marketing and Public Relations Team would like to thank you for your continued support as we strive to strengthen Brand Zeta. Over the past two years, our brand initiatives have been focused on building a strategic foundation needed to sustain a 21st century marketing communications approach.

Under the leadership of International Grand Basileus Mary Breaux Wright and Soror Valerie Hollingsworth, National Director of Strategic Planning, we have completed the following foundational activities:

- *Development of A New Brand Strategy*: Authored “*Redefining the Zeta Way: One Vision. One Image. One Standard.*” Our strategy outlined a brand architecture, which included an updated vision, mission, positioning, values and brand voice. March 2013
- *Creation of a Multi-Faceted Brand Zeta Image Plan*: Authored “*One Zeta, One Image: Projecting a Finer Image for Brand Zeta.*” We set out to educate our members about the importance of projecting the image of a Finer Woman, and the personal action and accountability, we all must take to do so, October 2013
- *Implementation of the Brand Zeta Image Plan*: Conceptualized and have begun to execute a four-prong approach to strengthening our image: Education (two ZOL Image Webinars, *Be Finer* Boule Workshop), Engagement (*Finer Rally Cry*), Embellishment and Enforcement (*Finer Club* Boule’ recognition), November 2013 – July 2014
- *Execution of Social Media Marketing Pilots*: Conceptualized, designed and managed the sorority’s first social media campaigns, including *Founders’ Day*, *Zeta Day on the Hill*, *Finer Womanhood* and the *March on Washington*. These campaigns created a “test and learn” environment for Zeta, while generating over 15 million impressions for *Founders’ Day 2014* across digital and radio properties fueled by social media, and close to 300,000 impressions on Twitter alone within a 6-hour time frame for *Zeta Day on the Hill 2013*.

Key Activities and Accomplishments

Additionally, we would like to highlight our key marketing and public relations activities and accomplishments:

2012-2013

- Proposed a “*Zeta Communications Flow*” process, December 2012
- Aided Soror Stephanie Arnold, National Director of Publications and team in the development of the sorority’s *Graphic Identity and Brand Standard*, December 2012
- Created *Founders’ Day 93* social media (Facebook, Twitter) campaign partnering with the National Publications team on the visual assets; manned a real-time control center, copywriting, hash tag creation, January 2013

- Advised National Trustees on the *Finer Women Don't Haze* communications strategy, February 2013
- Consulted Madame Executive Director Stacye Montez and Soror Stephanie Arnold on the selection of a new website vendor, February 2013
- Redesigned *Zeta Media Kit* with Soror Valerie Hollingsworth, March 2013
- Attended *2013 State of Georgia Leadership Conference*; presented “*Next Level You*” image workshop, April 2013
- Attended *79th Annual Great Lakes Region Leadership Conference*; presented *The Image of Zeta – Proper Branding Practices*,” April 2013
- Authored “*Social Media*” presentation, April 2013
- Authored press releases for the *March on Washington, social action efforts and ZOL*, Summer 2013
- Advised Soror Krysta Jones, National Social Action Director, on *Zeta Day On the Hill* positioning to create greater relevance; authored press release; consulted Madame Executive Director Stacye Montez on media outlets; partnered with the March of Dimes and the Ageless Alliance to conduct Zeta’s first real-time Twitter Q&A session and real-time event blogging by Soror Kimberly Pope and Soror Teraleen Campbell, September 2013
- Authored “*One Zeta, One Image*” proposal with the guidance of Soror Valerie Hollingsworth and input from National Branding and Image Sub-Committee (Soror Anjylla Foster, Soror Felicia Brookins, Reverend Pam N. Lewis, Soror Tamara Manning-Gordon, Soror Sasha Desir), October 2013
- Developed concept for the *Be Finer* Boule’ Image interactive workshop with guidance from Soror Valerie Hollingsworth, *Be Finer* project manager, October 2013
- Authored video scripts on behalf of International Grand Basileus Wright for *Founders’ Day, Finer Womanhood Month, Black History Month* and *Sigma Centennial*, November 2013
- Assembled *Be Finer* team of facilitators (Rev. Dr. Jalene Chase-Sands, Soror Oredola Edwards, Soror Tara A. Lockett, Soror Tamara Manning-Gordon) and coaches (Soror Patricia Ambrose, Minister Teraleen R. Campbell, Soror Shirlene Chase, Soror LaToya Rogers, Soror Kim D. Sawyer, Soror Patrice A. Shelby, Soror Willa Watson, Soror Renee R. Wilson), December 2013

2013-2014

- Attended National Executive Board meeting, January 2014
- Created *Founders’ Day 94* social media (Facebook, Twitter) campaign partnering with the National Publications team on the visual assets; manned a real-time control center, copywriting, hash tag creation; media participation coordinated by Soror Noemi Perez, January 2014
- Authored and presented “*How Can You Be Finer Than You Are Today*” for two ZOL image webinars, January & February 2014
- Assisted Past International Grand Basileus Tearte and Soror Cathy Mock with Boule’ corporate sponsorship outreach; solicited supporters for *Be Finer* workshop, January 2014
- Drafted Zeta membership survey; analyzed results, February 2014
- Assisted the National Stork’s Nest team in the development of press release template for the March of Dimes toolkit, February 2014

- Assisted the National Undergraduate team in the promotion of “*Finer Women Working Weekend*,” February 2014.
- Assisted Soror Valerie Hollingsworth in the development of the *Roving Reporters* concept, a dynamic approach for producing and distributing Boule’ content – another first for Zeta, February 2014
- Initiated the creation of the *Finer Rally Cry*; written by Soror Amber L. Cornelius, Soror Sasha Desir, Soror Kendra Hatcher King and Soror Rebecca Jackson. Sample video created by Kappa Iota Zeta chapter, Atlanta, Georgia, March 2014
- Attended *2014 State of Georgia Leadership Conference*; volunteer, April 2014
- Drafted statement on behalf of International Grand Basileus Wright regarding the Nigerian girls kidnapping; consulted with subject matter experts (Soror Tamala Choma, Soror Heather N. Boyd-Coward, Soror Maliyka A. Mahammad, Dr. Adonica Johns-Parks), May 2014
- Drafted Zeta international chapter expansion press release, May 2014
- Authored and presenting “*Turn It Up: Amplifying Our Influence Through Strategic Communications*” at Boule’ 2014; partnering with National Social Action Director, May 2014
- Attended chartering ceremony for the newly formed Alpha Alpha Kappa Zeta chapter, Newnan, Georgia, June 2014
- Drafted pre-Boule’ press releases, July 2014

Soror Deidra Boykins, National Director of Marketing and Public Relations, and I sincerely believe that the future of our sisterhood relies on the success of strengthening Brand Zeta. Your support is essential to recruit and retain high caliber members and partners so that we can do the work of Zeta. Thank you, again, for your involvement – your “tweets,” “posts,” “follows” and “likes” make a difference.

Serving for the Love of Zeta
The National Marketing and Public Relations Team



ZETA ORGANIZATIONAL LEADERSHIP PROGRAM
Comprehensive Report to the National Executive Board
July 2014

The Zeta Organizational Leadership Program (ZOL) is a future-focused, nationally structured, intense leadership training/certification program and a blue print for leadership development and enhancement. The overarching goal of the ZOL Program is to provide Zetas and its affiliates with essential knowledge and skills to become exceptional leaders.

The Zeta Organizational Leadership Program (ZOL) Steering Committee was appointed in September 2012 by the International Grand Basileus, Mary Breaux Wright. Committee members are: Dr. Nell Williams Ingram (Chair), Dr. Rosie Pridgen (Co-Chair), Cheryl Brown, Anjylla Foster, Vickie Hammock, Dr. Denisha Hendricks, Donnie Hull, Dr. Denese Wolff, Barbara Moore (Consultant, Past International Grand Basileus) and Dr. Elizabeth Fran Johnson (Consultant, Past ZOL Chair).

OBJECTIVES

- Apply Bloom's Taxonomy to self-awareness and introspection through a leadership profile.
- Analyze and synthesize effective leadership qualities of a well-balanced leader.
- Discuss and analyze the structure (how the sorority is organized), function (roles and responsibilities that support the structure) and process (how the sorority operates).
- Understand and apply at least five leadership tools.
- Demonstrate an understanding and the ability to apply organizational efficiency through variety of activities.
- Continue to use data to enhance training content and strategies.

ACTIVITIES, 2012-2014

- Held first team conference in October 2012; determined focus and direction; conference calls held monthly during first year of operation
- Developed survey and distributed to sisterhood in November 2012 (summary results attached)
- Met in Indianapolis in December 2012 to plan 2013 ZOL Conference
- Participated in three Townhall Meetings
- Facilitated the ZOL 2013 Conference
- Designed and facilitated post-ZOL Conference webinars
- Facilitated webinars for other programs: Social Action Committee; Constitution and By-Laws; ZetasHaveHeart; State Directors Training with the National First-Anti Basileus; Youth Advisors Training; MIP for new chapters in England, Belgium and Dubai; Ask the Dietician; several undergraduate webinars.

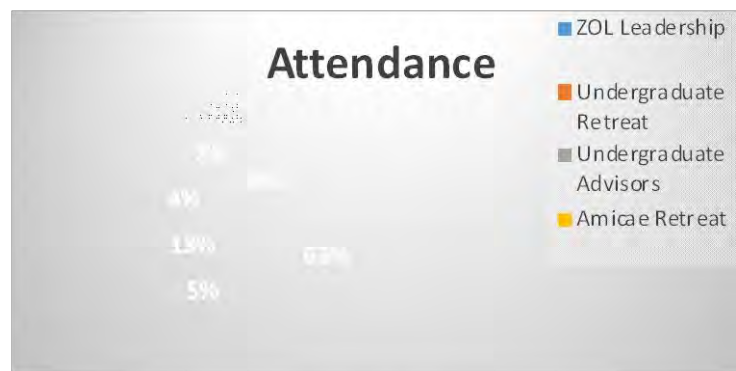
COMPONENTS OF THE LEADERSHIP/CERTIFICATION CONFERENCE

The 2013 cohort convened in Indianapolis, Great Lakes Region, on July 17-21, 2013, Marriott Hotel.



Phase 1, DiSC Assessment/Advanced Study Guide/Virtual Teams

- Each registered ZOL Leadership/Certification soror received a code to complete the profile. DiSC is an user friendly, non-judgmental survey for understanding behavioral preferences and personality styles. Each soror who completed the survey received an individual profile.
- Each soror was forwarded an Advanced Study Guide which included information on assignments prior to conference, information on (1) Essentials for Quality Leadership, (2) certification training objectives, (3) information on learning styles, (4) information on “Finer Women Don’t Haze”, (5) information on partnerships and affiliations, and (6) Tools of the Trade of Leadership.

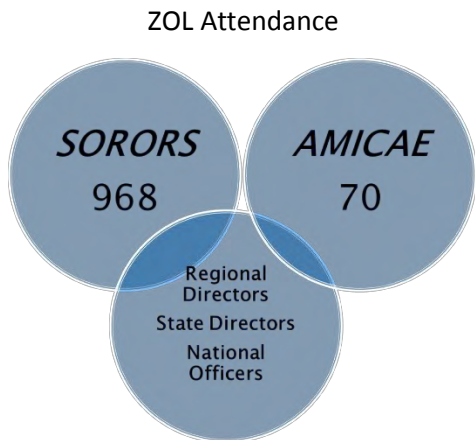


- Sorors were divided into virtual teams; a leader was recommended then validated when the teams convened. Each soror was asked to secure the text, “Developing the Leader Within” by John Maxwell. This became the focus of the virtual teams. At the conclusion of the conference, virtual team leaders were presented a leadership book by the ZOL Steering Committee for their efforts.

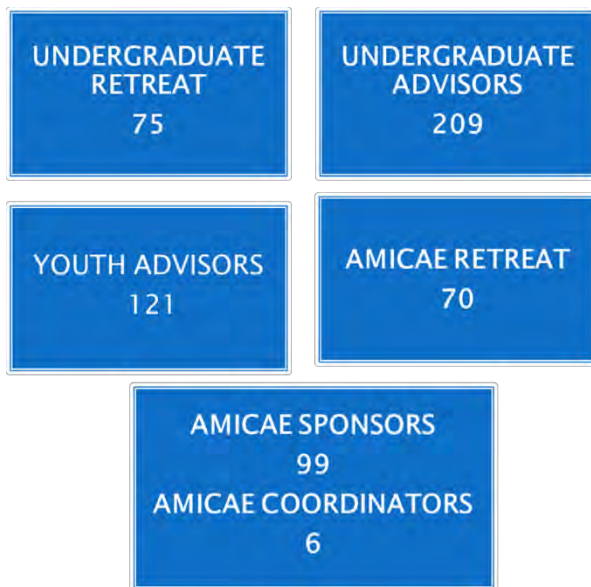
Phase 2: Conference

The conference was held at the Indianapolis Marriott and the Indianapolis Convention Center. Participants were given free entry into the Indianapolis Black Expo and most of its activities. The conference keynote speaker was Dr. Wendy Coleman (soror) who inspired the attendees and set the tone for the 2 ½ day conference. Attendees were exposed to the following: leadership assessment, financial matters, risk management, structure/function/process of the sorority, organizational efficiency, networking lunches, and ended with a challenge from the International Grand Basileus.

Pre-conference activities included an undergraduate retreat, Amicae Retreat and sponsor training, undergraduate advisor training and youth advisor retreat.



Pre-Conference Attendance



Phase 3: Portfolio

- Sorors seeking certification were tasked with completing a leadership portfolio with a submission deadline of November 15, 2013. Components were shared during the conference, numerous emails, a Portfolio Webinar in October.
- 470 portfolios were evaluated as successful.

Leadership Portfolio Rubric

Participant Activity Reviewer _____

Date December 9, 2013

- Zeta Resume
- ZOL Certification Essay
- Leadership Philosophy Essay
- Activity 1A: Workshop Presenter
- Activity 1B: Committee Chairperson
- Activity 2: Service Learning
- Activity 3: Community Service
- Activity 4: Community Engagement
- Activity 5: Mentoring

Inadequate

0
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Each portfolio activity indicates how a criterion was scored. The Evaluation Total for an activity is also listed. Only scores of "Inadequate" will populate on the Summary sheet, indicating that revisions are required. Suggestions for improvement are listed in the Comment Section below.

Comment Section

Exceptional:
 complete and well-organized
 professional, attractive and imaginative organization
 work demonstrates depth and breadth
 artifacts clearly relate to leadership experience
 in-depth reflection and self-evaluation.

Thorough:
 complete and organized
 clear and effective organization
 thoughtful information
 artifacts relates to leadership experience
 some reflection and self-evaluation in essay

Adequate:
 complete and organized
 minimal organization
 information is general; one or two items not relevant to workshop topic
 artifacts show some application to leadership experience
 some reflection or self-evaluation in essay

Inadequate:
 incomplete; missing several requirements
 poorly organized
 information is vague; many items not relevant to workshop topic
 artifacts show little or not application to leadership experience
 little or not reflection or self-evaluation in essay

Phase 4: Webinars

- Sorors seeking certification were required to complete a minimum of one webinar (different content) per month; September 2013 – February 2014.
- Multiple sessions were conducted; sorors not seeking certification were invited to attend



Expansion/Enhancement of ZOL Activities, 2014-2015

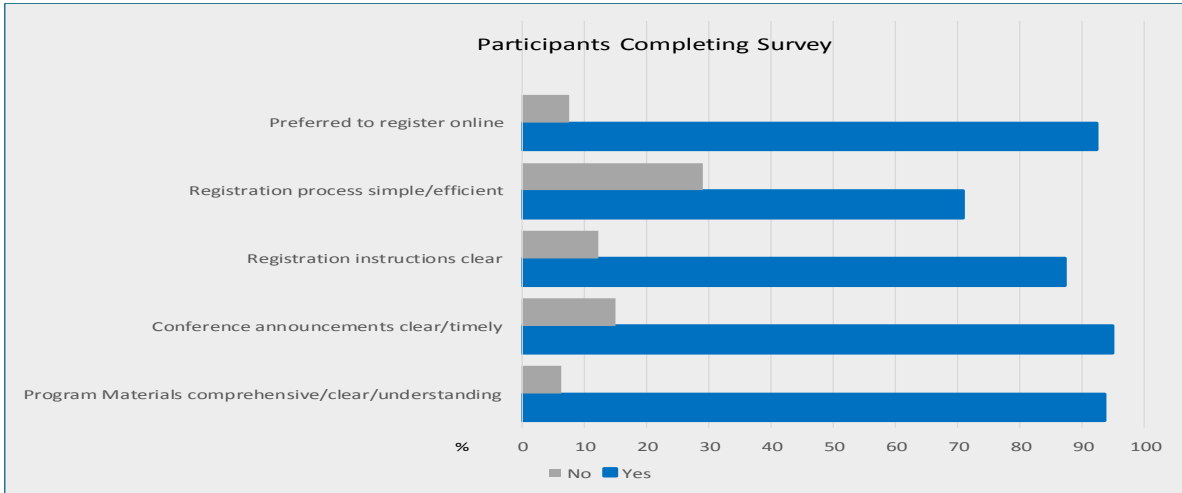
The committee will be coordinating workshops at Boule 2014. Additionally, the committee will be investigating the following:

- Working with the Regional Directors to develop 1-2 standardized trainings for conferences
- A learning management tracking system for all training provided by ZOL
- Feasibility of utilizing a commercial online platform to develop course for new members and reclaimed member (working in conjunction with the National First Anti-Basileus)
- A process to award CEU credits for ZOL training

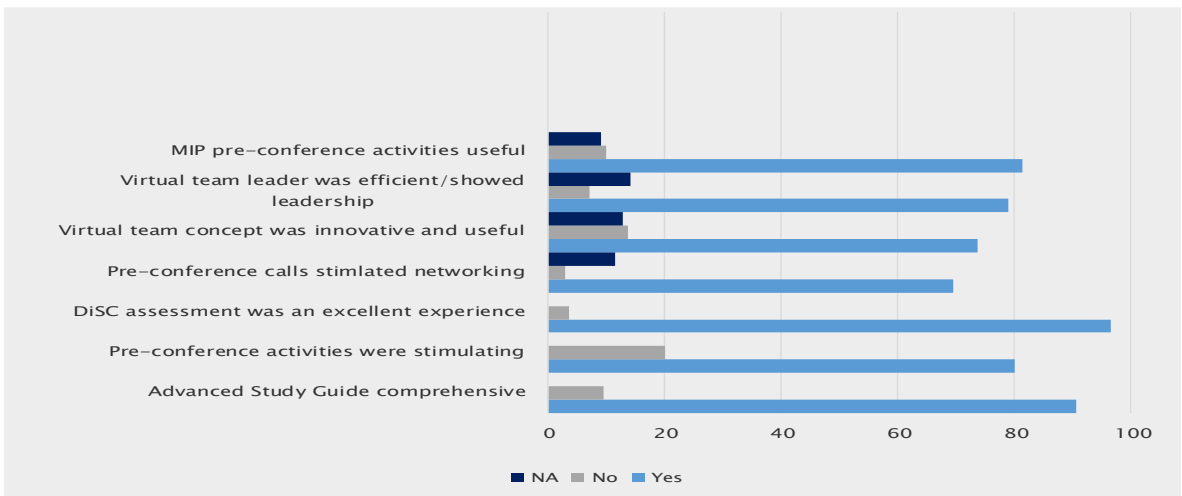
The ZOL committee will devote August –April, 2015 to planning ZOL 2015, Washington DC.

EVALUATIONS

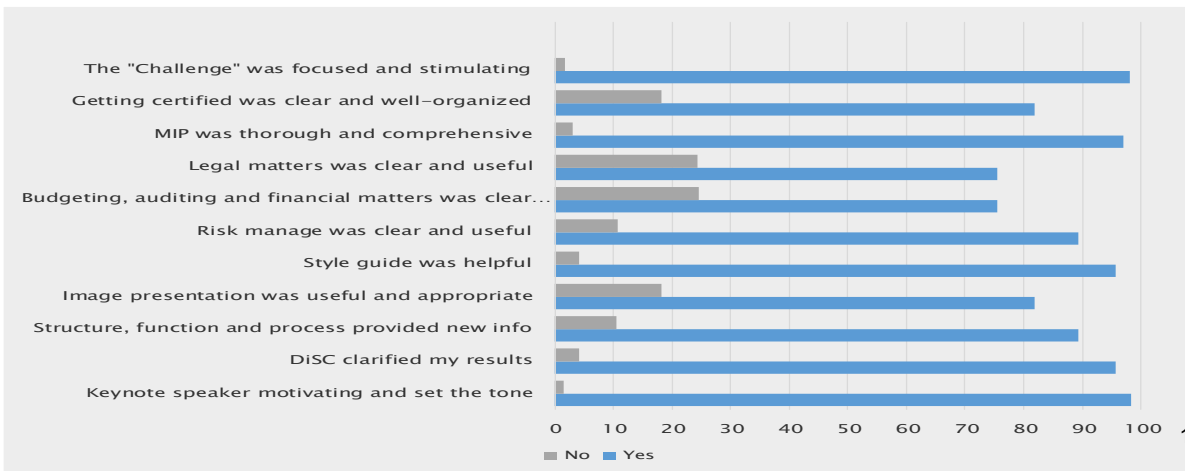
Conference. Registration



Conference, Pre-Conference Activities



Conference, Sessions and Activities





Final, ZOL Certified, Cohort 2013

Strengths (Open-ended)

1. Organization/Communications
2. Technology (Guidebook, Webinars, Electronic Portfolios, Dropbox)
3. DiSC
4. Intensity/Rigor
5. Networking
6. Pre-Reading, “Developing the Leader Within”
7. Physical site (outside DC)
8. Webinars (Myriad of Topics, Well-planned, Informative, Relevant/Great Facilitators)
9. Virtual Teams
10. Resources

Areas for Needed Improvement (Open-ended)

1. Portfolio Examples/Greater Detail Needed/More Time to Complete
2. Communications
3. More Interactive Webinars/Access to Recordings and all PowerPoints
4. Group/Team Development
5. Smaller Groups/Virtual Teams Too Large/Virtual Teams Should Meet at Conference
6. More Webinars/Including More for Novice Sorors/Number of Webinars vs Option to Attend
7. Online Registration
8. More Leadership Skills at Conference
9. Too Much Work/Time Consuming
10. Move Phases of Certification to Regions/States

The Steering Committee will review all recommendations and make appropriate adjustments for Cohort 2015, July, Washington, DC.