



THE CENTRAL AREA

Excellence ~ Elegance ~ Ethics

44th Central Area Conference of The Links, Incorporated Excellence, Elegance, Ethics

**Link Alice Strong Simmons
18th Central Area Director**

Cincinnati, OH ~ June 17-20, 2015

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Central Area Biennial Report

Presented By:

Alice Strong Simmons

18th Central Area Director

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2015 Central Area Conference

- Community Outreach Service Project – Books Alive for 200 plus children
- 500 book bags distributed with books and snacks for the children attending
- Cincinnati and Queen City Chapters hosting a Night at the Museum – Underground Railroad
- A significant monetary donation will be made to the Museum for the Youth Docent Program and for Center operations

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2013 Central Area Conference

- Little Rock Arkansas
- Over 500 Links attended
- Three Community Outreach Projects
- 25 and 40 Year members honored
- HBCU Legacy Showcase – Philander Smith and University of Arkansas Pine Bluff Choirs performed
- All Officers re-elected – uncontested
- Host chapters gala – Clinton Library

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2015 Central Area Conference (cont'd)

- Central State University, Wirt Emerson High Learning Academy, and Nouveau Chamber Players will perform and also receive monetary honorariums.

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Deliver and Sustain Transformational Programs

- Pearls monthly training tele-conferences and Webinars
- Discussions in the round and workshops
- On-time Program report submissions
- Successful Grant application to NIH – the third time was a charm - \$275,000 collaboration grant with Mayo Clinic
- Forty (40) chapters throughout the Central Area conducted Closing the Achievement Gap forums
- Link Vicki Hill Brooks tapped by National

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Enhanced Services and Engagement

- Visits or collaboration with 100 percent of chapters
- Monthly Presidents chats
- E-Magazines, E-blast, and Quik Links
- Web-site completely re-designed

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Fund Development and Fiscal Responsibility

- NIH Grant funded - \$275,000
- Enhanced ASK package resulting in \$97,500.00 raised
- HBCU endowed scholarship goal reached
- National 1,000 for \$1,000 Fund Development program supported
- Links Revive Boutique concept raised \$20,000 for HBCU Endowed Scholarship Fund

Organizational Assessment and Alignment

- Strategic Plan of the Central Area Aligned with National Priorities
- Members surveyed consistently following summits and area conferences to obtain feedback from members on effectiveness of program and operational presentations

Leadership Development

- Leadership Academy
- Scott Hawkins Leadership Institute
- Full slate for the 2015 election

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Promote the Links Brand

- Kettering Foundation Collaboration
- Team 68
- Central Area Conference APP 2013 and 2015
- Excellence in Central Area Communication and Public Relations

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Other Accomplishments

- The Young Women's Empowerment Institute at Langton University
- Five (5) chapters throughout Central Area trained to initiate YWEI programs at HBCUs and PWIs in their communities
- Training already conducted by Link Janice Garnett and Link Teresa Bingman
- Fall 2015 target date

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THANKS FOR THE MEMORIES

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