

Central Area Vice Presidents' Chat
Conference Call, Tuesday, September 10, 2013

Scheduled Start Time: 7:00 p.m. Central Daylight Time

Actual Start Time: 7:00 p.m. Central Daylight Time

Link Glenda Masingale Manson CAVD, Central Illinois (IL)

Welcome to the first Central Area VP chat for the chapter year. Link Regina Peal from the Columbus, Ohio chapter will provide the *Linkspiration* for this evening.

Linkspiration: Link Regina Peal, Columbus (KY)

“Good evening my sister Links. I’m watching you as you serve as teachers and principals. I’m watching you as judges and mayors. I’m watching you as you serve as the CEO of the most important corporation...your family; and you raise the most brilliant Heir-O-Links. I’m watching you as you serve as the vice president of your chapter leading the vital membership activities. My sister Link is my heart. My sister Link is my soul. My sister Link is my past. My sister Link is my future. My sister Link is my strength. My sister Link is like no one else. She is my most treasured friend filling up the empty space, healing broken places. She is my rock, my Linkspiration. So impossible to define, she is my dear sister Link, and together we’ll succeed. And this, I promise.” September Friendship Moment

Glenda Masingale Manson CAVD, Central Illinois (IL)

Outstanding Link Regina! Thank you very much. Those of you who have been on our calls before know that this call is being recorded. We will have this friendship moment in writing and it will come to you with the upcoming minutes. Thank you again Link Regina.

I am going to make some changes in the agenda. I guess I should have started first with that because there are some conflicting calls tonight. We have other Link obligations. I would like to ask our program co-chairs, Link Monica Boone Allen and Vicki Hill Brooks to please give us an update in the program arena.

Program Report: Link Vicki Hill Brooks, Lake Shore (IL)

Good evening ladies. This is Link Vicki Hill Brooks, and I am going to be delivering that update on behalf of Link Monica Boone Allen and myself. We are the Program Co-coordinators for the area. And, Link Glenda has asked us to share the information with you that we shared with the chapter presidents on Sunday.

Let me give you an idea of what we have in store. All of you know that our overarching goal for the organization is transformational program. So, our charge is to support and assist the chapters in providing that kind of program to promote and facilitate the relationships between our national program team, our area team, and the chapters. Link Monica and I are committed to engaging and supporting the chapters in helping to impact your programs by helping you to evaluate and sustain your existing programs and develop new programs where appropriate. We hope to be able to provide you with information, tools, and programming models that will assist us in doing that.

This is a partnership though, it’s a two way street. We’ll be providing information and the like to you, but we also need to get information from you. So, that’s why it is so important that we get things like your contact information and information about the programming that you are doing. We recognized that while all of our programs are aligned with our national agenda in general, some of your chapters have long standing programs that may not be directly related to the newer initiatives, but most certainly

support the goals of the organization. And, we'd like to be able to provide feedback to our national program team about what some of those programs are. It also assists our national program team in reporting back to funders and sometimes seeking out funding opportunities if we know what our chapters are doing. So, we want to make sure that we do that.

One of the ways in which we are going to be delivering information, and hopefully support to chapters, is through something we call "Program Pearls." This will be mostly a monthly conference call, sometimes maybe a webinar, where we will be providing you with information sometimes from our national office, and maybe national representatives there, and sometimes it will be from us, and sometimes it will be us sharing best practices that are coming out of other chapters. I've already been told that if you want to know how to do something right, find someone who's doing it, and have them help you learn that. So, some of the topics that we will be covering is, first and foremost, Link Alice's passion which is math and literacy. You may have heard that here in the area we have developed a strong relationship with the Kettering Foundation. Many of your chapters have had workshops around closing the achievement gap. This work that we are going to be doing with math and literacy is a continuation, and lets say a magnification of that. And, working with our education linkage committee and our math and literacy chair, we hope to be providing chapters with ways to impact math and literacy in your communities in a variety of ways, some of which will be, maybe, incorporating small things into the programs you already have. It doesn't necessarily mean you will have to start a new program or do anything major to be able to contribute to that initiative.

We will also be having a call that will cover each one of the facets so you will have a chance to have some interaction and maybe get a little more in-depth live information about what's going on in those facets, be it initiatives, signature programs, or other activities. Also, of course, umbrella programming is not really an area that's clear to everybody so we want to make sure we provide information there. We'll talk about "integration." That's a term that's being thrown around a lot, and we want to make sure we are all on the same page about that and our opportunities for that. And of course, the ever popular service delivery model. We will be delivering more information on that and trying to work with chapters to make sure that's a little friendlier than it may have been in the past.

Program reports: We are finding some things in terms of programing reports that offer us opportunities for improvement, and that's very important to Link Monica and I. We want to improve the number of chapters that are scoring 80% or higher which is the score you need to be eligible for awards. And, in what turned out to be a startling twist, we find that we have some high scoring chapters who have not submitted their programs for award consideration. So, we most certainly want to seek out information on that kind of trend. We'd like to see that not happening.

On topics like funding, our very first Program Pearls conference call will be held on the 17th, next Tuesday at 7:00 p.m., and we've asked your chapter presidents to save the date and we will be sending them more information on that call, and hopefully your program chairs and your facet chairs will be on there. Also on that call, we will be talking about just some programming basics. We will be talking about the role of the program chairs in the chapter as well as the role of the facet chairs. And, we also want to provide the opportunity for facet chairs to give us feedback on what kind of topics that you are interested in. Clearly, vice presidents have an important role in helping to keep members engaged because without members being engaged and participating in programs we can have no programs.

That concludes my report. Are there any questions I can answer for you? [No response]

Well that either means I put you all a sleep or I did such a fabulous job that you know everything you need to know.

Link Glenda Masingale Manson, CAVD: You did a fabulous job Link Vicki. Thank you very much for taking the time out to meet with us.

Link Beverly Reid, Central Illinois (IL): Link Vicki, did you say the call next Tuesday was for 7:00 or 7:30?

Link Vicki Hill Brooks, Lake Shore (IL): The call is scheduled for 7:00 p.m.

Link Beverly Reid, Central Illinois (IL): Thank you.

Program Report Additional Comments: Link Monica Boone Allen, Windy City (IL)

We are sharing the introduction of the Program Pearls conference with both the presidents and the vice presidents. Our strongest hope is that we really want to be able to focus on getting as many program chairs and facet chairs on the call. Certainly you are welcome to attend, and I know some of you may possibly have aspirations or maybe in the running to run for president at some point. Because we are on the tenets of program and service, programming really represents a large part of what we do. And so, you want to be sure that you are familiar with how programming works as well, as you begin to aspire to additional Link roles within your chapters. I just wanted it to be clear that it's really primarily for the chapter facet chairs and program directors.

Link Glenda Masingale Manson, CAVD: Thank you very much Link Monica. I appreciate very much you both taking the time to join us knowing that you have a call yourself tonight.

Link Vicki Hill Brooks, Lake Shore (IL): Thank you so much for having us.

Link Glenda Masingale Manson CAVD

The next individual I would like to give an update to earlier, which was not in alignment with the agenda because of another Links obligation, is Links Sandy Harris, our Central Area Foundation Representative. Link Sandy, are you on the line? [No response] Okay. She is not here, so I will come back to that.

Going back up to the agenda. For those of you who are just joining us for the first time, one of the reasons that this chat was started was to insure that the vice presidents got the same information that the presidents are receiving to help in the smooth engagement of the chapter. Some of you have presidents who get the information out rather quickly, the vice presidents and other chapter members have it through your executive board meetings, and other chapter presidents may take a little longer in getting that information out. Therefore, if the vice presidents have as much information as possible, they are then able to support their chapter president and move forward the goals and objectives of the central area and also on a national level. So, the first thing that Link Alice made sure she said to the presidents on Sunday was a big thank you for getting the information in for our fourth addition of the history book. One of the things that came up and was discussed is that the central area was lagging behind significantly in getting information in. And since we've had two recent presidents from central area, and central area is considered a vanguard area, we want to make sure that the individuals and accomplishments of our central area chapters were noted. So, thank you very, very much.

Another thing in the presidents' chat was the upcoming Presidents' Leadership Forum that will be held in Washington, DC, October 17-19. It has been brought to our attention that Link Margot has expectations that all chapters will send a representative. One of the things that we need to do much better is session planning. So if there are members in your chapters who would like to have more in-depth training in leadership, this is the forum and it's not just for presidents. So, as a reminder, make sure that your

chapter membership knows that that national leadership summit will be held in Washington, DC, October 17-19 at the Gaylord National Resort Hotel.

Link Sharon, are you on the line? [No response] Link Sharon is in the airport, and she said she would join us. She is not here so I'm going to move on.

Link Kathy Wade, are you there? [No response] Let me give you the information that Link Sharon shared in the presidents' call. She has done an in-depth compilation of all of the presidents' addresses, e-mail addresses, telephone numbers, and also the vice presidents'. She thanked the chapters that went that extra step and provided the facet chairs, program chairs, and treasurers because that helped in getting the information out. We still struggle with getting updated information. If you have updated information on the national web site, there would be no need to send it in again. If you have not, and there are still some gaps, then please make sure that that information is submitted to Link Sharon. Also, there were three chapters that brought up that they were still missing certificates and/or pins for the twenty-five and forty year members. If your chapter falls in that category, you as the vice president, please let Link Sharon know and we will follow through, so you can get those items for your meeting as soon as we possibly can.

Link Alice says we are moving to the next step of closing the achievement gap. There are some chapters who have been involved from the very beginning. Now, the focus is going to be on S.T.E.M., that is, with the sciences and math. Because the early childhood education is a passion of our area director, she is asking all chapters to make sure that, if you are involved in closing the achievement gap, that you look very closely at the next step for that. I will make sure that you get a copy of the closing the achievement gap information from our presidents' chat. So, you can also have that.

The "Team 69" concept has taken off. That's with the P.R. communication team, Link Kathy Wade. Central Area started Team 69, and it is now being replicated in the other areas. If you do not have a Team 69 contact person in your chapter, please make sure that that person is appointed. That will be the point individual for getting information for national articles and public relations for us as an organization. So, there is still a need for your P.R. communication team.

Link Sandy, are you on the line?

\$1000 from 1000 Campaign Report: Link Sandy Harris, Ann Arbor (MI)

I'd like to say good evening to everyone. As you know, the national office has entered into an endowment campaign called "\$1000 from 1000." So, they are trying to get at least 1000 Links to donate \$1000. If you've seen the information that has come out, it gives an explanation of what the money will be used for. Certainly this will help with the campaign that we are trying to do, where eventually over a period of years, we hope to be able to generate at least 10 million dollars in our endowment fund. Again, that would be over a period of years. Now, even though we are one organization, there is, should I say, a friendly competition going on here. And you know, for many of you who've been around, you know that the central area seems to take the lead in most things, and that's why I consider us to be the "beacon of light" for our organization. When the foundation had their conference phone call last week, information was given out for the eastern area, which are in the lead with donations and pledges at this point in time, and the western area. However, when I inquired what the status was about the central area and the southern area, the information was not available, and I was told that it would be forthcoming. So, as you know, our national president is from the central area and she has really tried to egg us on, and Link Alice has mentioned to me, you know, a couple of times, about how are we doing. If you can encourage your members to donate to this campaign, that would really help, not only our area, but the organization.

In addition to that, for anyone who donates and pays in full by September 30, your name will be printed in the next Links history book. Hopefully that will encourage some people to get their donations in. Again, like I said, it's really...I want to look at it as a minimal amount. If you look at it over the run of a year it's less than \$2.25 a day. So, hopefully we can do that. And, certainly this will help programming that our organization is engaged in.

And that concludes my report Link Glenda.

Link Glenda Masingale Manson, CAVD: Link Sandy, what are the time parameters for a Links sister making a pledge of this amount if it is not in by September 30?

Link Sandy Harris, Ann Arbor (MI): I think they would like to have all the pledges paid by the national assembly next year. You can make a pledge, you can make a full donation, you can make a partial donation. And also, the question came up as to whether or not someone could donate less than \$1000, and the answer is "yes." Any amount will be accepted.

Link Glenda Masingale Manson, Central Illinois (IL): Thank you for joining us tonight.

Link Sandy Harris, Ann Arbor (MI): Thank you for the invitation.

Glenda Masingale Manson CAVD

Vice presidents, there is another portion that was include in the presidents' chat. I have asked for some additional information so I can to get it out to you. If your chapter has fundraisers or functions, and there is a contract that needs to be signed, and it is over the amount of \$5000, the area is asking that those contracts be sent to specific Link sisters who are attorneys, who are on our financial board. There are alphabetized listings. This information was not submitted to me in time for this presentation. But I will have that in writing, through the minutes. Also, your president did receive the information. As back up, I will make sure that you have it, and also to answer some questions that had been received. If these contracts have to be submitted prior to the event, how far in advance, and is this starting this year or for 2014? Those answers I do not have, but I will have them as part of the minutes by the time you receive them.

Are there any questions for any best practices that chapter members have that you would like to share for the good of the order? [No response] Okay, so we have perfect chapters that are doing great programming, who are looking to bring in new members. There are no questions. I'm loving it! Please ask you chapter members to start looking at women that you would like to invite into membership. We are taking those individual's names earlier so you can get the approval and begin your orientation sessions for next year. The earlier you get them in, the faster we will have that turned around. So, I appreciate all the work you are doing. I know it is the beginning of the chapter year and I am not going to belabor the question. Feel free to send me an e-mail if there is something that you want directly answered; not a problem.

I have one new piece of business that I would like to present to the vice presidents. And that is a game plan or a technique to see what we can do to increase the engagement of our chapters through the calls that we have monthly, our program activity, our membership activity, and friendship activities. At the last session, I think I shared that we have not had 100% of participation on our VP chats. That is disconcerting because, if we are to become actively engaged, all chapters need to be on board and participating. One of the suggestions that was brought up earlier was "sister" chapters. In other words, chapters that are very similar to each other in size, perhaps location (not necessarily in the same state), but those chapters that can be an encouragement to each other. At the end of the program year, we would

tally the scores. The participation would be in VP chats, responsiveness to e-mails, and working the programs of the organization. Those activities would give a snapshot of chapters who are “doing it” – “it” being - showing up – working the programs, goals and objectives and making transformational differences in their communities. Giving support or suggestions to chapters who have had a problem, or some concerns, or just a lack of energy because they are tired.

Can I get some feedback on that possibility? I know at the presidents’ chat there are two chapters that will never be able to make the vice presidents’ chat because they have their executive board meetings on the first Tuesday of the month. This seems to have been a great time for the majority of the chapters who have responded. What do you think about that? I can start calling names...because with free conference call I can see the phone numbers of who is online and how long you stay online, so I know who is out there.

Link Regina Peal, Columbus (OH): I do like that idea for a number of reasons. One, obviously it provides encouragement, but it also provides ideas. And I think that we operate under the same umbrella, but we do things a little bit differently in the execution. So, that would help with giving some idea transfer between two chapters. And I think also having those chapters across states. Not being in the same state, I think, might provide for better idea transfer.

Link Glenda Masingale Manson, CAVD: Thank you Link Regina that is duly noted. Any other feedback Link sisters? Link Janice, are you out there? Link Avice?

Link Linda King, Ann Arbor (MI): One of the things, a concern, I might have is, as we move forward towards more of a business model, having the time. We are all engaged in other activities and certainly want to put in the correct amount of time for Links. But it is finding the time to be in all the different meetings. So, how do we convince other members in the chapter to step up? There are a handful that are trying to kind of cover all of the work that’s being sent down. So, maybe it’s an engagement issue or...I’m not sure.

Link Janice Baskerville, North Shore (IL): Link Glenda let me respond. I am on the call.

Link Glenda Masingale Manson, CAVD: Okay, that’s good. And that will be a really good...

Link Arlene Burk, Greater Chicago (IL): At the beginning of this call, we were told that it was being recorded. Is the recording available for people who couldn’t make the call to listen to at a later date and time that might be more convenient to them.

Link Glenda Masingale Manson, CAVD: The recording is transcribed and it is a part of the minutes. And so, everything that is discussed is transcribed and sent out to the vice presidents. I would really like chapters to be represented on the call. It gives a chance for firsthand interaction. This is our first official month for the VP chat and we are working to get the minutes out early this time.

Link Arlene Burke, Greater Chicago (IL): Maybe it would be helpful if the recording was available for people to dial into three to five days after the call if they miss the call.

Link Glenda Masingale Manson, CAVD: I’m not sure this service will provide that, but I will look into that. Thank you. Anyone else?

Link Janice Beachum, Youngstown (OH): I want to respond to the comment that was just made about the recording and calling in later. I think for some that might be a legitimate way for them to get in on the call. But I really think that if we were allowed to do that you probably would get fewer calling in for the initial

call because, as it is now, I've been on every call and I know that there are a lot of chapters that have not been in on the call. So, I think that would probably give them another excuse to not dial in when everybody else is dialing.

Link Glenda Masingale Manson, CAVD: Okay, thank you very much. That's a solid comment.

Link Glenda Masingale Manson, CAVD: All right, so what I'm hearing you say is that there could be a good possibility for the development of a scorecard, so chapters can actually see how they are doing as far as the engagement in chapter level and the area level and even the national level. I know there are some small chapters out there. I'm from a small chapter, and we have double duty, triple duty, but the service that we're providing, and through the friendship, we try to make sure that there is enough coverage and backup so that we can get things done. But that's just one chapter and my chapter. It's not an indictment of any others, perhaps we can share some ways that can be beneficial, that can actually work for chapters because we are all busy. A vice president wrote in today and wanted an excused absence from the VP chat, and my response to her was the vice presidents' chat is purely voluntary. Where I might have the desire or even silent expectation for every chapter to be available, I understand that there are life and other Link obligations that at times will not allow that. But when you have the same chapters who are not showing up, then that causes a problem and that's something that we seriously need to look at. So, I would like to explore that just a little more.

Let me ask a question to the vice presidents that are on. How are you doing with getting names for potential membership intake?

Link Janice Beachum, Youngstown (OH): The president and I have been discussing that for quite a long time this summer. I am asking my members at my September meeting if they will bring their names in October, and we will go from there. But, we plan to start earlier this year. Supposedly there are several who already have names that they will bring. So we're hopeful that we will be able to get a significant number of new members this year; unlike last year.

Link Glenda Masingale Manson, CAVD: Okay, that's good. Is there anyone else who has something with new membership intake?

Link Maxine White, Milwaukee (WI): We have a retreat planned for September 21st from 8:00-1:00. And, the retreat will focus on the results of a survey that our president and our strategic planner, the vice president and some key members put together using as a model the national summary. The chapter survey about members is put on a Google document. We are going to have some team building activities at the beginning in a new place, maybe at the university or at a club. And then, after that, we are going to launch into demonstrating who we are, what the status of all the members are, and what the characteristics are. And then, we are going to move towards comparing that to the national summary and the goals that national has set. And finally, we are going to show them what they said in the survey about the characteristics that they think we need in our chapter, and try and get them to think about people that will fit that model. So we will have a list for them ready in our October meeting, which will be held at a different place, like an art center. We are trying to ratchet up the environment to really push them to think, using not only data, but fun activities to get more input. And, we expect a great outcome.

Link Glenda Masingale Manson, CAVD: That sounds excellent. Will you be willing to share the results of your retreat at our next vice presidents' chat?

Link Maxine White, Milwaukee (WI): Absolutely.

Link Glenda Masingale Manson, CAVD: Thank you. I really appreciate it.

Also, I need to do a dues survey. I know that's poking at a hornet's nest perhaps, but I'd like to know about your dues for your operating budgets. So, it's just to get an idea of the average dues over the Central area.

Well ladies, in honor of those who came on time, I was starting on time. I will not belabor the meeting if there are no more questions, concerns, or best practices.

Link Billie Sanders, Nashville (TN): I have a question. It's regarding reinstatement of members. Last year, we had voted to reinstate a couple of members and there was a misunderstanding on our part with respect to the guidelines as to when they had to be inducted. And, I want to know how early can we induct a reinstated member. Do we have to wait until 2014? When can we begin that process?

Link Glenda Masingale Manson, CAVD: Let me call you after this meeting so we can talk off line. And then, I will put that, for the good of the order, in writing for everyone else. I have three Link sisters to call after this call and you will be one of them. Is that all right?

Link Billie Sanders, Nashville (TN): That's fine.

Link Glenda Masingale Manson, CAVD: All right. Thank you.

Roll Call: Link Glenda Masingale Manson on behalf of Link Sharon Gentry

In attendance: Links Glenda Masingale Manson CAVD; Vicki Hill Lakes, Lake Shore (IL); Monica Boone Allen, Windy City (IL); Sandy Harris, Ann Arbor (MI); Linda King, Ann Arbor, (MI); Beverly Reid, Central Illinois (IL); Yvonne Perkins, Circle City (IN); Darnella Robertson, Cleveland (OH); Regina Peal, Columbus (OH); Lillian Johnson, Dayton (OH); Mary Madison, Des Moines (IA); Shirley Johnson, Fort Wayne (IN); Mary Fields, Frankfort/Lexington (KY); Amy Parker, Greater Wayne County (MI); Dana Thompson, Hoffman Estates (IL); Paula Jones, Lake Shore (IL); Deborah Thomas, Madison Metropolitan (WI); Maxine White, Milwaukee (WI); Janice Baskerville, North Shore (IL); Veronica Chapman, Queen City (OH); Jacqueline Lewis, South Suburban Chicago (IL); Adrienne Green, Toledo (OH); Michelle Gentry Anderson, Tulsa (OK); Gina Eanes, West Towns (IL); Kimberly Yelverton, Windy City (IL); and Janice Beachum, Youngstown (OH); Dara Davis, Shelby County (TN); Carolyn Qualls, Parthenon (TN); Billye Sanders, Nashville (TN); Kimberly Post, Memphis (TN); Avice Reid, Knoxville (TN); Nailah Byrd, Western Reserve (OH); Martha Bester, Twin Rivers (OH); Edna Harper, Springfield (OH); Reta Stanley, Flint Area (MI); Shelley Hamler, Cincinnati (OH); Terri Sanders, Omaha (NE); Gloria Love, Little Rock (AR); Arlene Burke, Greater Chicago (IL)

There were 36 chapters present on the conference call. There were no chapters from Missouri, Minnesota and Kansas.

Closing Remarks: Link Glenda Masingale Manson CAVD

Because there seems to be such a problem with individuals muting their phones, there may be another way to get the information out or a better solution. We wouldn't have the opportunity to hear each other, but this is very hard in this type of environment to hear and get the information out, even for recording, with the phones not being muted. So, I will call some of you and work at seeing how we can improve this for next month.

Thank you for your time. Thank you for your work in your chapters and in your communities. Have a good evening.

End Time: 8:13 p.m.

Minutes transcribed for Link Sharon Gentry, Central Area Secretary, by Link Carol M. de la Cruz, Central Illinois (IL)