



ALPHA KAPPA ALPHA SORORITY, INCORPORATED®

Omega Mu Omega Chapter
Public Relations Committee

MEETING MINUTES

March 25, 2021

A meeting for the Public Relations Committee was held on March 25, 2021 at 6:00 pm EST. During this meeting we discussed the upcoming Ivy Leaf submission. We also discussed the timelines for Ivy Leaf submissions and selected the articles/topics to submit.

Attendance: Madam Basileus Sorors in attendance : Anitra Shareef ; Sheronda Rae Ball; Karen McCree ; Renee Wearing; Medinah Bey; Janay Reynolds, Gigi Barton, and Alicia Agnew

Adoption of Agenda – The agenda was accepted by the committee.

The meeting was called to order at 6:10 pm EST

Old Business:

- During the meeting the actions from the last meeting on February 25th was discussed. Soror Kimberly Hayes mentioned that the quite a few of the action items have been closed; however there are still a few that remain as ongoing. Please refer to the action table below.

New- Business:

1. **Ivy Leaf Submission/Timeline For upcoming submission on April 15th**

- Soror Kim Hayes discussed the upcoming Ivy Leaf submission for April 15th and reviewed the upcoming timeline.
- Sorors were in agreement with the timeline and Soror Medinah Bey offered to assist with review of the articles before submission.
- First draft is to be completed no later than April 5th

2. **Ivy Leaf Magazine Submission and Article selection :**

- Soror Kim Hayes discussed the Ivy Leaf Magazine and the timelines for submission. The timelines for articles submissions for the Ivy Leaf Magazine are as follows:
 - **Spring submission:** January 15th
 - **Summer Submission:** April 15th
 - **Fall submission:** July 15th
 - **Winter Submission:** October 15th
- Soror Kim Hayes mentioned that the budget for the Public Relations is \$225.00 for the year of 2021.
- Soror Kim Hayes also went over the Public Relations tracker with all Sorors on the call to further decide which articles to submit.
- Madam Basileus mentioned that we should do an article of achievement for Soror Sheila Woods-Skipper as she is being honored on March 31st for Judge Emeritus. Soror Sheronda mentioned that we should also write about the Educators' social media campaign where we honored all of the hard-working Educators in our chapter. Soror Karen mentioned that we should write about Soror Stacey's new book.
- The committee agreed to write/submit the suggested articles, however the overall budget presents as a problem because each submission that includes a picture has a fee associated. Madam Basileus mentioned to use the budget that the committee currently has and we can submit for more money during the time that the finance committee opens the timeframe for budget submission.

3. **Committee Event Summary Template:**

- Soror Kim Hayes further discussed committee event summary template. All edits were made per Soror Karen's feedback.
- The committee had no further comments in regards to the document.
- The next steps are to finalize the document and send out for approval. Once the document is approved the final version will be rolled out to the chapter.

4. **Meet Omega Mu Omega Social Media Campaign:**

- Soror Kim Hayes discussed the meet Omega Mu Omega social media campaign and suggested that the campaign could start at the beginning of April or in September after we come back from Summer break.
- The committee agreed that we should do the social media campaign in September once we come back from Summer break.

Actions/ New Business:

Op	Status	Due Date	Date closed
Soror Kim to create a Public Relations email via Gmail	Closed	28-February-2021	01-March-2021
Soror Kim to send out Spreadsheet to committee via google docs which lists all committee events	Closed	08-March-2021	10-March-2021
Committee to lists committee events on Spreadsheet as they are presented	Open	Ongoing	
Soror Kim to update draft template and send to committee for further review	Closed	08-March-2021	10-March-2021
Sorors Kim Hayes; Sheronda Rae-Ball; and Alicia Agnew to further discuss content calendar and execution	Open	Ongoing	
Soror Kim Hayes to send email to the chapter based on the selections for Ivy Leaf submissions (Will send for approval first)	Closed	01-April-2021	01-April-2021
Soror Kim Hayes to write the articles and Soror Medinah Bey to review the articles before sending for approval	Closed	05-April-2021	08-April-2021
Roll -out committee event template to committee Chairmen	Open	05-April-2021	

Announcements – There were no additional announcements.

AOB: Next meeting will be April 29, 2021 at 6pm

Adjournment- The meeting adjourned at 6: 45pm

Kimberly Hayes
25March2021