



ALPHA KAPPA ALPHA SORORITY, INCORPORATED®
OMEGA MU OMEGA CHAPTER
STRATEGIC PLANNING COMMITTEE REPORT
EXECUTIVE COMMITTEE OMEGA MU OMEGA CHAPTER MEETING
June 16, 2021

The Strategic Planning Committee (“Committee”) met on May 25, 2021, at 8 p.m. At the meeting we discussed the following:

- Continued collaboration with The Leadership Committee including participatory planning of the fall chapter retreat.
- The continued request for liaisons from each chapter committee to participate on the strategic planning committee.
- Discussed Brunch & Learn winners. Soror Shauna was a winner but offered to give her raffle awards to a Golden Soror.
- Survey subcommittee met to discuss draft survey and found a lot of questions that were initially drafted were not relevant. The committee was tasked to further review and make edits before the next subcommittee meeting to be held on June 9th.
- The SWOT subcommittee will begin planning and scheduling focus groups.
- Committee discussed at great length the purpose of the strategic planning committee.
- Committee agreed to work on a video promoting strategic planning; and video would be shared in the GroupMe and via chapter email distribution.
- Committee agreed to get together a couple times throughout the summer to continue committee work and building relationships.

Activities Since Last Report

Action Items Completed:

- Invited chapter committees to solicit and/or designate at least one member to serve as a liaison on the Strategic Planning Committee.
- Redrafted an initial Strategic Planning Chapter Survey to collect data of chapter operation, future programs & activities. Survey to be delivered in small sections with the first section of questions to be submitted to the chapter at the June meeting.
- Hosted subcommittees meetings: (1) Chapter Survey; (2) Education & PR; and (3) SWOT.

Anticipated Future Activities

Action Items In Progress/Pending:

- Schedule and host ongoing subcommittee meetings.
- Develop educational video/PSA for distribution.
- Purchase Spavia Gift Certificate or Gift Basket from OMO Soror Adrienne Byrd’s spa. This will be the grand prize at the September 2021 Retreat.

Recommendations to Executive Committee

- N/A

Other

Suggestions/Comments:

- Is there a current budget for the Strategic Planning Committee? If so, what is it?

The Committee’s next meeting will take place on June 22, 2021, from 8 p.m. to 9 p.m. via Zoom.

Respectfully submitted,

Soror Sue Levy Giles

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Soror Jacqueline Mason

Soror Jacqueline Mason Scott