



**Chapter Meeting Minutes  
April 9, 2022**

The regular monthly meeting of the Mid-Cities (TX) Chapter of The Links, Incorporated was held virtually via Zoom Video Conference on Saturday, April 9, 2022.

**Call to Order**

- Link Carolyn 'TC' Roberson served as the presiding officer and called the meeting to order at 9:31 a.m. A quorum was established.

**Links Pledge**

- Link Cherry Elder recited the Links Pledge.

**Links Song**

- Link Sandra Stewart sang the Links Hymn.

**Members Present: 37**

|                          |                      |                       |                         |
|--------------------------|----------------------|-----------------------|-------------------------|
| Tammi Abney              | Marnice Elder        | Amelia Mayeaux        | Veronica Spencer-Austin |
| Priscilla Barbour-Randle | Marilyn Evans        | Vickie Mitchell       | Sandra Stewart          |
| Rosalind Bell            | Janiece Evans-Page   | Marcia Page           | Jennifer Stimpson       |
| Juanita Budd             | Sue Gainer           | Marqueax Price-Black  | Michelle Thomas         |
| Claudia Coleman          | Charda Greene        | Brenda Raney          | Brenda Thompson         |
| Kim Cox                  | Cynthia Guidry       | Sherel Riley          | Cordelia Tullous        |
| Alice Davis              | Alexis Gunn          | Kimberly Ritter       | Celia Walker            |
| Donna Davis              | Crystal King         | Carolyn 'TC' Roberson | Kim Walker              |
| Cherry Elder             | Carol Huntley Little | Angela Ross           |                         |
|                          | Morgan Mangana       | Lisa Ross             |                         |

**Members Absent**

|                 |                          |               |              |
|-----------------|--------------------------|---------------|--------------|
| Jennifer Basped | Lauren McDonald          | Laura Rodgers | Ashley Wafer |
| Tiffany Britton | Cheryl Polote-Williamson | Erika Salter  |              |

**Celebrations & Concerns**

- Link Sue Gainer recognized birthdays and anniversaries of members for the month of April.
- Prayer was requested for a friend of Link Sherel and Link Priscilla's grandmother.

### **Linkspiration**

- Link Lisa Ross, MCL Chaplain, provided the Linkspiration.

### **Organizational Effectiveness**

- Link Claudia Coleman provided thoughts regarding Gratitude.

### **Adoption of Agenda**

- Link Rosalind Bell moved for adoption of the agenda.  
✚ The motion passed.

### **Minutes**

Link Vickie Mitchell – Recording Secretary

- An electronic copy of the minutes were sent to chapter members.
- Link Vickie Mitchell moved for adoption of the March chapter minutes. The motion passed.

### **Correspondence**

Link Amelia Mayeaux – Corresponding Secretary

- Members should send requests for the MCL Newsletter to Links 'TC Roberson & Amelia Mayeaux.
- Members must specify if requests are for the newsletter or to be sent to chapter members.

### **President's Report**

Link Carolyn 'TC' Roberson – Chapter President

- The Southern Metroplex (TX) Chapter will be chartered on May 1, 2022, at 3:00 p.m.
- Induction Ceremony of MCL candidates will be held on May 15, 2022, at 6:00 p.m.
- The 43<sup>rd</sup> National Assembly is scheduled on June 29 – July 3, 2022.
- National Assembly will be a hybrid platform. A limited number of attendees will be onsite.
- Congratulations extended to chairpersons of the 2021 MCL Fundraiser and awesome members of the MCL Chapter.
- Executive Black Women's Round Table Incentive Winners are as follows:
  - ✚ 1<sup>st</sup> Place (Corporate Sponsors) - Link Michelle Thomas
  - ✚ 1<sup>st</sup> Place (Individual Sales) - Link Vickie Mitchell
  - ✚ 2<sup>nd</sup> Place (Individual Sales) - Link Veronica Spencer-Austin
  - ✚ 3<sup>rd</sup> Place (Individual Sales) - Link Morgan Mangana
- Kudos was extended to members of various accomplishments.
  - ✚ Link Cheryl Polote-Williamson: Interviewed on NBC 5 on International Woman's Day
  - ✚ Links Faye & Marnese Barksdale: Inducted into Tarrant County Black Historical & Genealogical Society on March 26, 2022
  - ✚ Link Jennifer Stimpson: Honored for contributions to STEAM @ Smithsonian Institute
- Prayer was requested for specific active and alumna members.

## OFFICER REPORTS

### Financial Report

Link Cordelia Tullous - Financial Secretary

- Verbal and printed reports were presented to members.
- Dues paid after March 31, 2022, will incur two late fees: National & Foundation dues (\$25 each)
- Dues must be received by April 29, 2022, to maintain membership in The Links, Incorporated.
- Financial documents will be filed for audit.

### Treasurer Report

Link Tammi Abney – Treasurer

- Verbal and printed reports were presented to members.
- Executive Black Women’s Roundtable Fundraiser net income/profit was provided.
- Use of an Electronic Payment Voucher was recommended.
- Link Michelle Thomas gifted her fundraiser incentive award to the MCL Chapter.
- Detailed reports are on-line. Report will be filed for audit.

### Membership Report

Link Brenda Raney – VP Membership

- The new chapter year begins May 1, 2022, to accumulate service hours.
- Members who acquired 100+ service hours are listed below. They received a Certificate of Achievement.
  - ✚ Links Tammi Abney, Alice Davis, Rosalind Bell, Carol Huntley Little, Brenda Raney, Carolyn ‘TC’ Roberson, Veronica Spencer-Austin, Cheryl Polote-Williamson
- The candidate update is as follows:
  - ✚ Welcome & Orientation Sessions are as follows:
    - ✓ 2<sup>nd</sup> Session - April 10, 2022 3:00 p.m.
    - ✓ 3<sup>rd</sup> Session - May 1, 2022 3:00 p.m. – Test administered
    - ✓ Induction Date - May 15, 2022 6:00 p.m. (Virtual)
- Members should take gifts for new members to Link TC no later than May 8, 2022.
- It is proposed for sponsors/mentors deliver gifts to candidates after the induction date.

### Program Report

Link Rosalind Bell – VP Programs

- Brighter Tomorrows is in need of household items and furniture.
- Members must complete the online application at the shelter’s website to provide hands-on service.
- The new member service project concept is complete. A progress report will be provided at the orientation session on April 10, 2022.

- Health & Human Services update was provided by Link Cynthia Guidry
  - ✚ The Final 4 Winners were recognized and will receive a gift certificate.
    - ✓ Links Juanita Budd, Sue Gainer, Cordelia Tullous, & Celia Walker
    - ✓ The overall winner is Link Celia Walker.
  - ✚ Link Tammi Abney will receive a gift certificate for the 75 million Step Challenge.
  - ✚ Members must continue to send their steps to Link Laura Rodgers.

## **STANDING COMMITTEE/SPECIAL REPORT**

### **Strategic Planning**

Link Veronica Spencer-Austin, Chairman

- The Arlington Museum of Art Disney Exhibit Sponsorship was presented to the chapter.
- The MCL Executive Board voted to support the Disney Sponsorship with budgeted funds.
- MCL will allocate \$2,500 of the budgeted 2022-2023 beneficiary line item to sponsor the Disney Children's Play & Learn Station STEAM activity and the Children's Activity Workbook.
- MCL Sponsorship Branding includes the following:
  - ✚ Website acknowledgement
  - ✚ Social media acknowledgement
  - ✚ Event signage at front desk
  - ✚ Addition of logo to any printed marketing material
  - ✚ Inclusions of logo and link on AMA website
  - ✚ One designated social media post providing cross promotion
- The exhibit dates are June 4, 2022 – September 4, 2022.

### **MCL 2022 Fundraiser**

Links Kim Walker & Cherry Elder, Chairs

- Format will be virtual – Same technical format as 2021
- Tickets and assessments are the same as 2021.
- The industry in which the speakers will be apart will be new.
- More details are forthcoming at the May Chapter Meeting.

### **Intergenerational Committee**

Link Sherel Riley, Chairman

- Link Priscilla Barbour-Randle provided an overview of the upcoming Storytelling Activity.
  - ✚ Date: Friday, April 22, 2022
  - ✚ Time: 6:30 p.m. – 8:00 p.m.
  - ✚ Registration link is in the MCL Newsletter

### **Announcements**

- Link Brenda Raney extended a special acknowledgement and thanks to Links Cynthia Guidry and Laura Rodgers as they transition to Alumna Status.
- Links Sherel Riley and Sandra Stewart will be on LOA in 2022-2023.
- Add the Track-it-Forward app to your cell phone.
- The Black Heritage Celebration will be held at the Dallas Arboretum on May 14<sup>th</sup> – May 15<sup>th</sup> at 10:00 a.m – 4:00 p.m. A flyer will be provided in the MCL Newsletter.
- Share Link Marcia Page's platform with friends throughout various chapters.

### **Adjournment**

- The meeting was adjourned at 11:22 a.m.
- Members will receive two (2) service hours for today's chapter meeting.

Minutes submitted by Link Vickie Mitchell

Vickie Mitchell, Recording Secretary of the Mid-Cities (TX) Chapter of The Links, Incorporated



# Treasurer's Annual Report

May 1, 2021, to April 30, 2022



**Date: May 21, 2022**  
 Subject: Treasurer's Report  
 Submitted by: Treasurer Cherry Elder

**MCL Treasurer's Annual Report - May 1, 2021, thru April 30, 2022**

| Operations – Comerica |                  | Programs – Bank of America |                  | Fundraising - Comerica |                  |
|-----------------------|------------------|----------------------------|------------------|------------------------|------------------|
| Beg. Balance          | \$44,713.97      | Beg. Balance               | \$16,456.14      | Beg. Balance           | \$13,456.81      |
| Deposits              | 21,096.31        | Deposits                   | 375.00           | Deposits               | 5,249.31         |
| <b>Sub Total</b>      | <b>65,810.28</b> | <b>Sub Total</b>           | <b>16,831.14</b> | <b>Sub Total</b>       | <b>18,706.12</b> |
|                       |                  |                            |                  |                        |                  |
| <b>Total Expenses</b> | <b>35,648.22</b> | <b>Total Expenses</b>      | <b>13,513.06</b> | <b>Total Expenses</b>  | <b>12,444.50</b> |
|                       |                  |                            |                  |                        |                  |
| Ending Balance        | \$30,162.06      | Ending Balance             | \$2,968.13       | Ending Balance         | \$1,412.31       |
|                       |                  | Foundation.                | \$89,505.62      | As of May 10, 2022     |                  |





# Membership Committee

## May 2022 Report

**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



# Welcome Link Sisters

**Alisa Allen**

**Fran Dillard**

**Ellainia De'Shauwn Griffin**

**Michon S. King**

**Shunda Robinson**

**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



## Service Hours

- Total hours by April 30 – 2,998
- Final 2021 Service hours – 3,111
- Final 2020 Service hours – 2,239



**TRACK IT  
FORWARD**

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



# Membership Management System Chapter Updates

Updated status:

- Link Amy Hampton –returns from LOA
- Link Sherel Riley – on LOA
- Link Sandra Stewart – on LOA
- Link Cynthia Guidry – Alumma Status

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



# Save the Date

## August 20, 2022

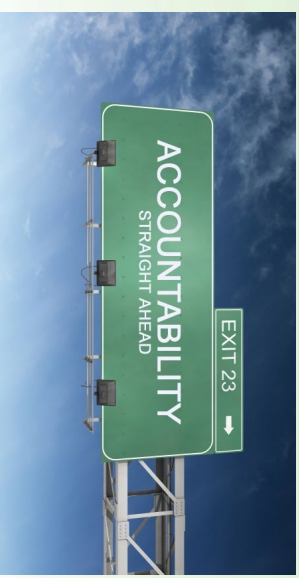


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**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



Linked in Friendship, Connected in Service  
Mid-Cities (TX) Chapter



# Core Values

## Responsibility and Accountability

“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”

## RESPONSIBILITY AND ACCOUNTABILITY

A responsible person fulfills commitments. A person who is accountable accepts responsibility for decisions. In our execution of programs dealing with the public, and in the development of our friendships, we shall exercise responsible stewardship, especially when public funds are being utilized.

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**

# Ways to Show Responsibility and Accountability:

1. Know your role. You need to understand your responsibilities to be accountable for them.
2. Be honest. Set pride aside.
3. Say sorry. If something has gone wrong, and you're responsible, then apologize.
4. Use your time wisely.
5. Don't overcommit.
6. Reflect



**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**

## SELF

Responsibility/Accountability is associated with a feeling of control over our own lives.

- Care about yourself
- Be honest with yourself
- Give yourself grace
- Positive attitude
- Healthy boundaries

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**

## CHAPTER

Responsibility/Accountability to your chapter requires us to achieve our duties to the best of our ability.

- Team Player
- Actively listen
- Respect others
- Celebrate others success
- Offer support
- Collaboration

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



# COMMUNITY

Responsibility//Accountability in our community requires us to be active and socially aware of the needs of the African American descendants and the community we serve.

- \*Learn about broader community issues
- \*Positive relationships with community members

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**

# POEM

As a Link Sister, responsibility is doing my job.

As a Link Sister, responsibility is caring

As a Link Sister, responsibility is trying my best.

As a Link Sister, responsibility is doing my share of the work.

As a Link Sister, responsibility is taking care of things.

As a Link Sister, responsibility is helping others when they need help.

As a Link Sister, responsibility is being fair.

As a Link Sister, responsibility is doing my share towards serving my community and my Chapter to the best of my ability.

As a Link Sister, I take full accountability for whatever I have agreed to be my responsibility.

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



## Membership Core Values Impact Assessment

Summary:

1. A responsible person fulfills commitments.
2. An accountable person accepts responsibility for decisions.
3. We are accountable for our actions and inactions to our chapter and community.
4. We have a responsibility to exercise good stewardship in the use of funds from our community partners.

**Assessment Question: How do we ensure responsibility and accountability for our chapter decisions and the use of funds?**

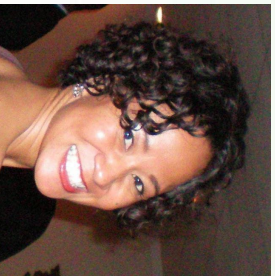
***Please put answers in the chat.***

*"Increasing our Collective Impact by Valuing our **LINKED** Individuality"*

**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



**Toni Jackson**  
Texas Spring Cypress (TX)  
Chapter



**Sharon Gilmore**  
Trinity (TX) Chapter



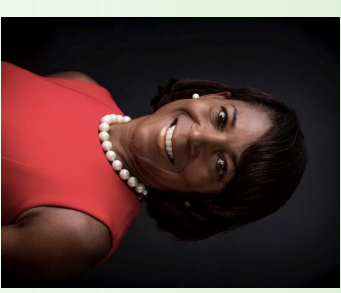
**Lucretia Free**  
Tucson (AZ) Chapter



**Chaune Fitzgerald**  
Tri-Cities (WA) Chapter



**Josette Ayres**  
Waco Central (TX) Chapter



**Tammie Brown**  
Town Lake (TX) Chapter

# POD #10

## Responsibility and Accountability

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



# Thank You!

**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



Committee Chapter Meeting Report

## **Program Report Agenda**

- **New Members Service Project**
- **43<sup>rd</sup> National Assembly Community Service Project**
- **Health & Human Services Committee Report**
- **Legislative Affairs Committee Report**

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



## New Members Service Project

- The project was successfully completed at presented to Chapter members that attended the final New Member orientation session on Sunday, May 1<sup>st</sup>.
- We will make time at a future meeting or at the retreat for another presentation of their work. More to come...

**“WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY”**



Committee Chapter Meeting Report

# 43<sup>rd</sup> National Assembly Community Service Project



**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



## Committee Chapter Meeting Report

# Program Report

## National Assembly Service Project – 7,500 Book Challenge

**At each National Assembly, the Community Service Project provides a way for The Links, Incorporated to leave the local community with something of value.** It's also a way to tangibly demonstrate the organization's commitment to its signature brand of service.

This year, we are expanding our reach and will touch the lives of children not just in Baltimore, Maryland, but throughout the United States, the Commonwealth of the Bahamas, and the United Kingdom.

We are teaming up with our national partner Colgate Bright Smiles, Bright Futures (BSBF) to address early childhood literacy. **Our goal is to donate at least 7,500 new or gently used reading and math books for pre-K-3rd graders to Head Start Centers.**





Committee Chapter Meeting Report

# Program Report

## National Assembly Service Project – 7,500 Book Challenge

### The Call-To-Action (CTA)

- **DONATE:** All chapters are asked to **donate at least 26 books** to a Head Start Center, in their area in addition to a co-branded Links-BSBF literacy kit.
- Chapters may **request one literacy kit** by completing the online request form available at [bit.ly/LinksBSBFLiteracyKit](http://bit.ly/LinksBSBFLiteracyKit). The **deadline to request a literacy kit is Tuesday, May 31, 2022.**
- **HOST:** Chapters are also encouraged to **host either an in-person reading session for children at a Head Start Center by June 12, 2022 or a virtual reading session.** (In in person---must follow all current Links COVID guidelines.)





# Program Report

## National Assembly Service Project – 7,500 Book Challenge

### The Call-To-Action (CTA), *continued*...

- **REPORT**: Chapters are asked to **report the number of books donated** to their Head Start Center via the Community Service Project Reporting and Photo Upload Form available at [www.linksinc.org/43NACommunityServiceProject](http://www.linksinc.org/43NACommunityServiceProject).
- **DOCUMENT DELIVERY ACTIVITIES**: Chapters are also encouraged to **take pictures of members delivering books to a center and/or reading to students** at the center.

(NOTE: A compilation video will be created with one photo from each submitting chapter and will air during the Assembly along with a roll call of all chapters that donated books to a Head Start Center.)

# Program Report

## National Assembly Service Project – 7,500 Book Challenge

### The Call-To-Action (CTA), *continued*...

- **POST ON SOCIAL MEDIA**: On **Tuesday, June 28, 2022**, the day of our 43rd National Assembly Community Service Project, chapters should **post on social media their photos of them delivering books or reading to students**.
  - Posts should include the following hashtags: #Linkslnc #Links43NA #7500BookChallenge #LinkstoSuccess #LinksReadToSucceed. Please review the [Community Service Project Toolkit](#) for sample posts.



Committee Chapter Meeting Report

# Program Report

## National Assembly Service Project – 7,500 Book Challenge

### Timeline

- **May 31, 2022** | Deadline to [request Links-BSBF Literacy Kit](#). (ONE REQUEST PER CHAPTER.)
- **June 1 – 12, 2022** | Donate books to Head Start Center and host reading session.
- **June 15, 2022** | Deadline to [report donation totals and submit photos](#) of book donation delivery and/or reading session. (ONE FORM PER CHAPTER.)
- **June 28, 2022** | 43rd National Community Service Project social media takeover: post photos to social media.





Committee Chapter Meeting Report

# Program Report

## National Assembly Service Project – 7,500 Book Challenge



### Next Steps – Earn Service Hours...

- For those interested in working on this project, please attend a planning meeting on **Tuesday, May 24<sup>th</sup> at 7 pm.**
- We will send out the Zoom link, and also look for it in chat or use these meeting credentials:
  - **Meeting ID: 993 4156 5079**
  - **Passcode: 670381**



Committee Chapter Meeting Report

# Health & Human Services Committee Report



**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



Committee Chapter Meeting Report

# Program Report

## Health & Human Services Committee

### May is Mental Health Awareness Month

- The Western Area Mental Health Committee takes this opportunity to share an important reminder -- mental health is as important as physical health.
- We challenge everyone who views this message to:
  - Choose three people to check up on this month.
  - We further challenge you to choose at least one person who you view as 'strong'.



**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



Committee Chapter Meeting Report

# Program Report

## Health & Human Services Committee

### May is Mental Health Awareness Month

- Mental illness does not discriminate. It ravishes people of all walks of life and all ethnicities -- from custodians to CEOs, orderlies to physicians, little girls to accomplished women.
- The simple phrase, 'I was thinking about you. How are you doing?' holds more power than we know. You don't need to be a psychologist to provide assistance.



**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**



Committee Chapter Meeting Report

# Program Report

## Health & Human Services Committee

### May is Mental Health Awareness Month



- If you suspect someone needs help, provide resources like the ones below:
  - **Therapy for Black Girls:** <https://therapyforblackgirls.com>
  - **American Psychological Association Therapist Finder:** <https://locator.apa.org>
- If someone is a danger to themselves, that constitutes an emergency, contact local law enforcement immediately.
- If you, or someone that you know is struggling, the National Suicide Prevention hotline is available 24/7 at **800-273-8255/800-273-TALK**.



# Legislative Affairs Committee Report



**"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"**

# Program Report

## Legislative Affairs Committee Report



### Three Items to Highlight

**#1-Resources:** League of Women Voters website:

<https://www.lwvtexas.org/>



## Empowering voters. Defending Democracy.

The League of Women Voters of Texas is a nonprofit, nonpartisan, grassroots civic organization that encourages informed and active participation in government.

# Program Report

## Legislative Affairs Committee Report



*Three Items to Highlight...continued*

**#2-Texas Primary Runoff Election - Tuesday, May 24 - Election Day and Vote-by-Mail Ballot receipt deadline**





Committee Chapter Meeting Report

# Program Report

## Legislative Affairs Committee Report



*Three Items to Highlight...continued*

### #3-Noteworthy Races:

**\*LOCAL:** Texas Congressional District #30 being vacated by Eddie Bernice Johnson: Candidates: Jasmine Crockett [EBJ endorsed] vs. Jane Hamilton

#### **\*STATEWIDE:**

- Lieutenant Governor
- Attorney General
- Railroad Commissioner
- Commissioner of the General Land Office
- Comptroller





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Mid-Cities (TM) Chapter

Strategic Planning Chapter Meeting Report

# Strategic Planning Report



- Updates
- SMART Goal Outcomes
- National Strategic Planning Tracking
- What's Next





## Strategic Planning Chapter Meeting Report

# SMART GOALS Outcomes Recap 2021-2022



- **Strategic Planning** Committee
- **Membership** Committee
- **Program** Committee
- **Finance** Committee
- **Marketing Communications** Committee





## Strategic Planning Chapter Meeting Report

# Committee Role & Deliverables



- ◆ Align the strategic goals and plan of the chapter with the National Priorities of The Links, Incorporated.
- ◆ Employ National and Area strategic planning best practices in the development, implementation and performance tracking of the chapter's strategic plan.
- ◆ Act as subject matter experts in leading the chapter in its strategic planning processes, including goal-setting, action plan development, and measurement tracking.
- ◆ Develop 3-5 Year Mid-Cities (TX) Chapter Strategic Plan.



## Committee Outcomes

- ◆ Employed National and Area **strategic planning best practices** in the development, implementation and performance tracking of the chapter's strategic plan.
  - Acted as subject matter experts - **led the chapter in its strategic planning processes**, including SWOT Assessment, goal-setting, action plan development, and measurement tracking
- ◆ Met as a Committee in February, March and April of 2021 to establish direction for the 2021-2023 plan.





## Committee Outcomes

- ◆ Developed 2021 MCL SWOT Assessment:
  - On March 13, 2021, during the Chapter meeting, an anonymous online Member **SWOT Poll** was conducted.
  - The following month, during the April 10 Chapter meeting, an anonymous online Member Survey affirmed the initial 2021 SWOT findings and identified prevalence of members' perceptions.
- ◆ Completed **3-Year Mid-Cities (TX) Chapter 2021-2023 Strategic Plan**. Overview presented during the Chapter Retreat on August 28, 2021, disseminated to members and posted to the MCL website with the comprehensive strategic plan.
- ◆ Completed **National tracking updates** by required deadlines.
- ◆ Fostered member understanding of National & Area strategic planning developments & best practices via **chapter meeting presentations**.







## Strategic Planning Chapter Meeting Report





# MCL Membership Committee SMART Goals Highlights

- ◆ **Goal 1:** Emphasize and model **Core Values** incorporating training with the goal of **presenting at least 8** of the provided presentations.
- ◆ **Goal 2:** Increase **member engagement** with chapter programming and operations.
  - Increase member hours by **10% year over year**
  - Contact Alumna members at **a minimum of once a month**
- ◆ **Goal 3: Diversity chapter membership** in age and expertise and increase/ retain membership levels.
  - Achieve **20% of chapter membership under 40** demographics by 2022
- ◆ **Goal 4:** Ensure an **engaged & utilized membership committee**.
  - **At least 4 Committee meetings per year** by the end of 2021 and **8 Committee meetings per year** by the end of 2022
- ◆ **Goal 5:** Participate in **100% of** Membership National/Area Membership webinars.
- ◆ **Goal 6:** Retain **harmony and friendship**.
  - As evidenced by **at least 90% of members** perceive Friendship as a chapter strength through 2023





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Mid-Cities (TX) Chapter

Strategic Planning Chapter Meeting Report



## MCL Membership Committee SMART Goals Outcomes – 2021-2022

### OUTCOMES

- ◆ **Goal 1:** Emphasize and model **Core Values** incorporating training with the goal of **presenting at least 8** of the provided presentations.
  - The goal was met with the Committee presenting **eight** Core Value presentations from September 2021- April 30, 2022.
- ◆ **Goal 2:** Increase **member engagement** with chapter programming and operations.
  - Increase individual member hours **by 10% year over year.**
    - On average members achieved **73.7 hours** per person FY 2021-2022 fiscal year as compared to **69.7 per person hours** achieved in FY 2020-2021. A change of **6%\***
  - Contact Alumna members at **a minimum of once a month**
    - The goal was exceeded Alumna members were contacted on average **2 times per month** in FY 2021-2022

\*Source: 2020 & 2021 data – Membership Committee Track It Forward May 2021 & 2022





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Mid-Cities (TX) Chapter

Strategic Planning Chapter Meeting Report



## MCL Membership Committee SMART Goals Outcomes – 2021-2022

### OUTCOMES

- ◆ **Goal 3: Diversify chapter membership** in age and expertise and increase/ retain membership levels.
  - Achieve **20% of chapter membership under 40** demographics by 2022
    - With the intake of the new members in May 2022, **10%** of the chapter membership will be under 40 years of age
- ◆ **Goal 4: Ensure an engaged & utilized membership committee.**
  - **At least 4 Committee meetings per year** by the end of 2021 and **8 Committee meetings per year** by the end of 2022
    - The Membership Committee held **4 meetings** in FY 2021 and is on trend to achieve its goal of 8 Committee meetings per year by the end of 2022





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Mid-Cities (TX) Chapter

Strategic Planning Chapter Meeting Report



## MCL Membership Committee SMART Goals Outcomes – 2021-2022

### OUTCOMES

- ◆ **Goal 5:** Participate in **100% of** Membership National/Area Membership webinars.
  - The Committee achieved its goal of **100%** Membership Committee participation in National/Area Membership webinars.
- ◆ **Goal 6:** Retain **harmony and friendship**.
  - As evidenced by **at least 90% of members** perceive Friendship as a chapter strength.
    - The goal was exceeded with **100% of members** responding to the April 2021 SWOT Survey stating that Friendship and Sisterhood were MCL strengths.





Mid-Cities (TX) Chapter

## Strategic Planning Chapter Meeting Report





# MCL Program Committee SMART Goals Highlights



- ◆ **Goal 1:** Increase **delivery of integrated, transformational programming** as evidenced by use of the Service Delivery Model.
- ◆ **Goal 2:** Collaborate with VP Membership to **increase active member participation with Chapter programming** to 85% or more in programming activities within the program year.
- ◆ **Goal 3:** Provide **30 hours of service opportunities** (60% of total required service hours) per program year (May 2021 through April 2022).
- ◆ **Goal 4:** Increase member **perceptions of MCL programming being a chapter asset** to at least 60% by the end of 2023.
- ◆ **Goal 5:** Program Committee leadership team participates in **100%** of all Programming National/Area Membership webinars.
- ◆ **Goal 6:** Increase the number of MCL **Program Facet Committee meetings** to at least 4 Committee meetings per year by the end of 2021 and at least 6 Committee meetings per year by the end of 2022.
- ◆ **Goal 7:** Ensure **100% timely submissions** of the MCL Program Report to National/Area.





## MCL Program Committee SMART Goals Outcomes – 2021-2022

### OUTCOMES

- ◆ **Goal 1: Increase delivery of integrated, transformational programming** as evidenced by use of the Service Delivery Model.
  - The **SDM was added as a resource on the Members Only** section of the website for quick and easy reference for all Chapter members. Incorporated the SDM within the Community Service model for 2022 new member candidates to establish best practices while onboarding members.
- ◆ **Goal 2: Collaborate with VP Membership to increase active member participation** with Chapter programming.
  - **85% or more in programming activities** within the program year
    - Achieved **100% of active members participating** in programming activities within the FY2021-2022 program year.





## MCL Program Committee SMART Goals Highlights

### OUTCOMES

- ◆ **Goal 3:** Provide **30 hours of service opportunities** (60% of total required service hours) per program year (May 2021 through April 2022)
  - Provided **24 hours of service opportunities** (50% of total required service hours plus there were approximately 10+ hours of Western Area and National Webinars related to programming) per program year (May 2021 through April 2022)
- ◆ **Goal 4:** Increase member **perceptions of MCL programming being a chapter asset**.
  - **At least 60%** by the end of 2023
    - The goal was exceeded **with 87% of members** responding to the April 2021 SWOT Survey stating that Community Service was a MCL strength.





## MCL Program Committee SMART Goals Highlights



### OUTCOMES

- ◆ **Goal 5:** Program Committee leadership team participates in **100% of** Programming National/Area Membership webinars.
  - The Committee participated in **50%** of National/Area Programming webinars.
- ◆ **Goal 6:** Increase the number of MCL **Program Facet Committee meetings**.
  - **At least 4 Committee meetings** per year by the end of 2021 and **at least 6 Committee meetings** per year by the end of 2022
    - The Programming Committee held **2** meetings in 2021 and **2** Committee meetings to date in 2022 with plans to hold the remaining **4** Committee meetings by the end of 2022
- ◆ **Goal 7:** Ensure **100% timely submissions** of the MCL Program Report to National/Area.
  - The Committee achieved its goal of 100% timely submission of the MCL Program Report to National/Area.



## Strategic Planning Chapter Meeting Report





## Strategic Planning Chapter Meeting Report

# MCL Finance Committee SMART Goals Highlights



- ◆ **Goal 1:** (Accountability Audit) Ensure fiscal accountability by **filing 100% of all financial documents** by National/Area defined deadlines.
- ◆ **Goal 2:** (Budget) Ensure fiscal budgetary accountability by developing and presenting to Chapter for approval **100% of MCL Operations and Program budgets** by National/Area defined deadlines.
- ◆ **Goal 3:** Continue **use of QuickBooks technology** (100% of Operations, Program and Foundation budgets) to improve financial operations.
- ◆ **Goal 4:** Conduct **monthly MCL Finance Committee meetings** (8 meetings) to ensure strong financial oversight and an engaged committee.
- ◆ **Goal 5:** Participate in **100% of Finance National/Area Membership webinars**.





## MCL Finance Committee SMART Goals Outcomes – 2021-2022



### OUTCOMES

- ◆ **Goal 1:** (Accountability Audit) Ensure fiscal accountability by **filing 100% of all financial documents** by National/Area defined deadlines.
  - Filed **100%** of all financial documents by National/Area defined deadlines
- ◆ **Goal 2:** (Budget) Ensure fiscal budgetary accountability by developing and presenting to Chapter for approval **100% of MCL Operations and Program budgets** by National/Area defined deadlines.
  - Developed and presented to Chapter for approval **100%** of MCL Operations and Program budgets by National/Area defined deadlines
- ◆ **Goal 3:** Continue **use of QuickBooks technology** (100% of Operations, Program and Foundation budgets) to improve financial operations.
  - **100%** of Operations, Program and Foundation budgets are managed via QuickBooks since April 2020





## Strategic Planning Chapter Meeting Report

### MCL Finance Committee SMART Goals Outcomes – 2021-2022



#### OUTCOMES

- ◆ **Goal 4:** Conduct **monthly MCL Finance Committee meetings** (8 meetings) to ensure strong financial oversight and an engaged committee.
  - The Finance Committee held **4** meetings in 2021 and **4** Committee meetings to date in 2022 with plans to hold the remaining **4** Committee meetings by the end of 2022
- ◆ **Goal 5:** Participate in **100% of** Finance National/Area webinars.
  - The Committee participated in **90%** of National/Area Finance webinars & financial certification completion



## Strategic Planning Chapter Meeting Report





## Strategic Planning Chapter Meeting Report



# MCL Brand & Marketing Committee SMART Goals Highlights

- ◆ **Goal 1:** Broaden MCL **organizational visibility internally** by increasing MCL impressions in The Links, Incorporated National & Area media (inclusive of social & conventional media).
  - **At least 24 media mentions** in Area communications by the end of 2021
  - **40 media mentions** in National & Area by communications by the end of 2022
  - **60 media mentions** by the end of 2022
- ◆ **Goal 2:** Collaborate with program leaders/activity organizers to **build out key messages and talking points**.
  - ◆ **100% of all media campaigns** are supported by the Brand & Marketing Committee
- ◆ **Goal 3:** Increase MCLs **social media presence**.
  - **At least 4 posts per month** by the end of 2021
  - **At least 6 posts per month** by the end of 2022
  - **At least 8 posts per month** by the end of 2023
- ◆ **Goal 4:** Ensure Committee members become **experts on national branding guidelines**.
  - ◆ **Two Chapter meeting presentations** by the end of 2022
  - ◆ **Three Chapter meeting presentations** per year by the end of 2023
- ◆ **Goal 5:** Participate in **100% of Brand & Marketing National/Area webinars**.





## Strategic Planning Chapter Meeting Report



# MCL Brand & Marketing Committee SMART Goals Outcomes – 2021-2022

## OUTCOMES

- ◆ **Goal 1:** Broaden MCL **organizational visibility internally** by increasing MCL impressions in The Links, Incorporated National & Area media (inclusive of social & conventional media).
  - **At least 24 media mentions** in Area communications by the end of 2021
  - **40 media mentions** in National & Area by communications by the end of 2022
  - **60 media mentions** by the end of 2022
  - Due to the sporadic nature of National & Area media the goals will be revisited for 2022-2023
- ◆ **Goal 2:** Collaborate with program leaders/activity organizers to **build out key messages and talking points**.
  - **100% of all media campaigns** are supported by the Brand & Marketing Committee
    - Media campaigns supported all key programming initiatives, including Legislative affairs, GOTV, HHS, National Kidney month, International Women's Day, and the NAMJ walk





## Strategic Planning Chapter Meeting Report



# MCL Brand & Marketing Committee SMART Goals Outcomes – 2021-2022

## OUTCOMES

- ◆ **Goal 3: Increase MCLs social media presence.**
  - **At least 4 posts per month** by the end of 2021
  - **At least 6 posts per month** by the end of 2022
  - **At least 8 posts per month** by the end of 2023
- The Committee achieved:
  - Goal met of **15 posts total** (Sept. – Dec. 2021) against a target of 16 post (4 posts per month for 4 months Sept. – Dec. 2021) by the end of 2021
  - **6 posts total** through April (Jan. – April 2022) against a target of 48 posts (6 posts per month for 8 months Jan. – Nov. 2022) excluding June- August and December





## Strategic Planning Chapter Meeting Report



# MCL Brand & Marketing Committee SMART Goals Outcomes – 2021-2022

## OUTCOMES

- ◆ **Goal 4:** Ensure Committee members become **experts on national branding guidelines.**
  - **Two Chapter meeting presentations** by the end of 2022
  - **Three Chapter meeting presentations** per year by the end of 2023
    - The Committee exceeded the goal presenting at **4 Chapter meetings** through May 2022
    - The Committee is projected to continue to exceed the goal throughout 2023
- ◆ **Goal 5:** Participate in **100% of Brand & Marketing National/Area webinars.**
  - The Committee has not participated in any National/Area Brand & Marketing webinars to date





## Strategic Planning Chapter Meeting Report

# Status



- Briefed Treasurer on SMART Goals & Plan
- Completed National Strategic Planning (NSP) Committees survey request on April 26 as input to NSP Assembly workshop content prior to **April 28, 2022** deadline
- MCL National Strategic Planning Portal Spring Update completed on April 27 prior to **April 30, 2022** deadline





# Strategic Planning Chapter Meeting Report

## Global Strategic Planning Portal

Welcome to the Global Strategic Planning Portal. Here you will find a user friendly tool to update your chapter's strategic plan.

The Strategic Planning Portal is intended for use by national, area, and chapter strategic planning chairs and chapter presidents.

The Strategic Planning Toolkit has been updated and we hope that you will find it to be a helpful resource.

Access to the portal is given to strategic planning chairs (not committee) and chapter presidents as identified in a member's profile.

Select a Chapter:



Mid-Cities (TX)

| National Priority  | National Goal | Area Goal | Chapter Goal  | Current Percent To Goal | Active On | Created On         |
|--|---------------|-----------|---|-------------------------|-----------|--------------------|
| Priority 4: Promote a culture of organizational excellence and alignment | P4-Goal1      |           | Emphasize and model Core Values incorporating training with the goal of presenting at least 8 of the provided presentations   | 100                     | Yes       | 8/11/2021 12:00 AM |
| Priority 5: Promote a culture of brand awareness                         | PS-Goal1      |           | Collaborate with program leader/activity organizers to build out key messages and talking points, 100% of all media campaigns are supported by the Brand & Marketing Committee. | 100                     | Yes       | 8/11/2021 12:00 AM |
| Priority 1: Promote a culture of friendship and engagement               | P1-Goal2      |           | Diversify chapter membership by increasing under 40 by 30% in 2022  | 95                      | Yes       | 8/11/2021 12:00 AM |
| Priority 3: Promote a culture of fiscal sustainability                   | P3-Goal1      |           | Participate in 100% of Finance National/Area Membership webinars.   | 95                      | Yes       | 8/11/2021 12:00 AM |

## MCL STRATEGIC PLANNING



## FRIENDS TRANSFORMING COMMUNITIES THROUGH SERVICE

Member Portal Home Cart Global Strategic Planning

Sign out Cart Keyword search

**Total Submissions 6**

**Active Submissions 6**

**100 Percent to Goal Submissions 2**

**Submissions By National Priority**

- Priority 1: Promote a culture of friendship and engagement
- Priority 2: Promote a culture of organizational community service
- Priority 3: Promote a culture of fiscal sustainability
- Priority 4: Promote a culture of organizational excellence and alignment
- Priority 5: Promote a culture of brand awareness

| National Priority   | National Goal | Area Goal | Chapter Goal   | Current Percent To Goal | Active On | Created On         |
|---|---------------|-----------|--|-------------------------|-----------|--------------------|
| Priority 2: Promote a culture of transformational community service |               |           | Collaborate with VP membership to ensure 85% of hours derived from programming   | 25                      | Yes       | 8/11/2021 12:00 AM |
| Priority 5: Promote a culture of brand awareness                    | PS-Goal2      |           | Increase MCLs social media presence to at least 4 posts per month by the end of 2021, at least 6 posts per month by the end of 2022, at least 8 posts per month by the end of 2023 | 50                      | Yes       | 8/11/2021 12:00 AM |



## Strategic Planning Chapter Meeting Report

# MCL SMART Goals Outcomes – 2021-2022





## Strategic Planning Chapter Meeting Report

# What's Next



- **Performance tracking** of the chapter's strategic plan and input within the National Strategic Planning Portal





## Strategic Planning Chapter Meeting Report

# MCL Strategic Planning Committee

**Veronica Spencer-Austin, Chair, MCL Chair Strategic Planning**  
**Carolyn “TC” Roberson**  
**Rosalind Bell**  
**Claudia Coleman**  
**Alice Davis**  
**Cherry Elder**  
**Marnese Barksdale Elder**  
**Marilyn Evans**  
**Crystal King**  
**Carol Huntley Little**  
**Kim Powell**  
**Brenda Raney**  
**Lisa Ross**

