

89th South Eastern Regional Conference Delegate Report
Delegate: Soror Amanda C. Outlaw
Report date: April 21, 2021

In preparation for the 89th South Eastern Regional Conference, I attended the first -time virtual attendees training held on April 6 at 6:00 p.m. on Zoom. Ugo would be the platform that would be used to conduct the 89th South Eastern Regional Conference. A review of Protocol for the Virtual Conference was given by Soror Azande Williams. Each registered participant was asked to log in fifteen minutes before the sessions started. Social media etiquette: we were asked to use the official hash tags: #AKA1908,#AKASERC2021,#AKASouthEastern and #AKASERCENTENNIAL, on any post to Facebook, Twitter or any social media outlet. A navigational video was made available so that you could practice before the conference started. Refreshing your browser was needed several times because the system was overwhelmed with over 6,000 registered participants.

The SERC started with a Tour of the States, Alabama, Tennessee, and Mississippi. Great emphasis was put on the HBCU's, historical places in each state and greetings from local officials.

On April 6, 1921 Pi Chapter at Fisk University was chartered. This was also the 100th Anniversary of the South Eastern Region.

To make sure that I attended all the workshops I had registered for I created **My events** for the Regional Conference and put everything in my **conference bag** located on the Ugo platform.

My events included: -√ means attended event

- 1) Pearls and Chucks event – April 9 @ 8:25 p.m.-√
- 2) Walking with the Supreme April 9-10 @ 7:00 a.m. (rained out)
- 3) Vendor showcase – April 10th-11th @ 11:45 a.m.
- 4) Jewels Celebration- April 9 @11:45 a.m. .-√
- 5) HBCU halftime -April 10 @5:55 p.m. .-√
- 6) Regional directors chat .-√
- 7) Ivy Beyond the Wall .-√
- 8) Gospel Explosion with Bishop Marvin Sapp .-√
- 9) Plenary #1 .-√
- 10) Plenary #2.-√
- 11) Plenary #3.-√
- 12) Financial Forum- Soror Martha Perine Beard.-√
- 13) Workshop 05: Exemplifying Excellence Through Sustainable Service .-√
- 14) Workshop15 EAF: Exemplifying EAF Excellence Virtually .-√

The Regional Director's Chat hosted by Soror Erin Pickens included Regional Directors Mary B. Connor, Velma Lois Jones, Nancy Sewell, Adrienne P.K. Washington, Ida K. Martin, Vanessa Rogers Long, Juanita Sims Doty, Cynthia Finch, Mitzi Dease Paige and Jo Celeste

Pettway. Each and one explained that they had worked on other Soror's campaign and was encouraged to run for Regional Director, some by Soror Matilda Grays. Other former Regional Directors spoke about the reasons they ran for the office of Regional Director. My takeaway was that:

- 1) you must know your documents
- 2) you must have the time to run for office
- 3) Take courses first
- 4) participate on committees
- 5) work with your chapter
- 6) Study and be familiar with our Constitution and Bylaws, Manual of Standard Procedure
- 7) Look at your personal obligations: job, family and your community activity
- 8) Organizational skills are paramount
- 9) Are you financially able to participate and run for office.

Workshop 05: Exemplifying Excellence Through Sustainable Service - Through the Year (2020) as we struggle...

Ashley Tarrant (South Eastern Region Representative to International Programs) of Beta Nu Omega Chapter hosted this workshop. This workshop focused on the **Five Targets** and emphasized the outstanding work of South Eastern Chapters that implemented Innovative Excellence: The Push up Challenge (Beta Delta Omega Chapter), National Health Week (Phi Lambda Omega Chapter), Senior Salute (Beta Nu Omega Chapter) and Financial Freedom and Empowerment Webinar (Eta Xi Omega Chapter).

South Eastern posted 17,452 program reports for 2020. **Under Target 1: HBCU for Life** Alpha Kappa Alpha Sorority, Inc. raised 1 million dollars three years in a row. Signature program #CAPS received 2,293 reports from 632 chapters. Exceeded the goal of 5,715 students to 16,988. **Target 2: Women's Healthcare and Wellness**, 1.5 million women were reached with 1.4 million volunteer hours achieved. 1,424 mammograms were provided and 10% were referred for further testing. Walking with the Supreme note that you can send your steps to the Chapter chair for Target 2. The SERC is lacking in participation from chapters.

Building Your Economic Legacy. **Target 5: Global Impact** the need is great for the shirts for Little boys.

Workshop 15 EAF: Exemplifying EAF Excellence Virtually

Every financial member of Alpha Kappa Alpha Sorority, Inc. is a member of EAF by paying the \$10 (membership fee for EAF) in their annual dues which is included in their per capita contribution (February 1 is the deadline). Chapter contributions can be at the Silver, Gold, and Platinum level. Other levels of giving are listed below:

- 1) EAF Philanthropist \$150
- 2) EAF Challenge (Innovators) \$250
- 3) Women and Men of Distinction \$500
- 4) Women and Men of Excellence \$1,000
- 5) Founders Society \$2,000
- 6) Millennium Society \$10,000
- 7) The Endowment Program (Green Diamond Awards) \$20,000
- 8) Workplace giving- if your workplace offers matching a donation from you, they will match your donation. Matching Gifts go to, <https://akaeaf.org>
- 9) Matching gifts from other resources are listed at <https://akaeaf.org/about#partner>
- 10) Smile.Amazon.com- Amazon will give back 0.5% of your purchase and donate to EAF in your name. But you must register for the program @Smile.Amazon.com
- 11) EAF Tea Party raised \$16,000 by each paying \$19.08 for the event.

Did you know that **EAF** is the official philanthropic arm of Alpha Kappa Alpha Sorority, Inc. and there should be an EAF Captain in each chapter?

Delegate Outlaw also attended several workshops after the conference ended. The workshops were recorded and were still available on the Ugo platform. This is a great benefit to anyone who had any difficulties in navigating the platform during the conference, which I did multiple times.

- 1- Constitution and Bylaws with Soror Bonnie Murdah- there are several proposed amendments and each one was discussed in this workshop and presented through our Ivy Leaf newsletter. Risk management was proposed as a standing committee . When ballots come out, we will agree on how the chapter will vote.
- 2- Navigating Membership in the New Normal – Why would a Soror want to transfer to general membership and Why would you stay in a chapter? A great question to ask our own chapter members.
TEAM- training, events, activities and mentoring to keep our Sorors engaged and wanting to stay as an active member.