The Keys to Membership
A NEWS BRIEF FOR THE SISTERHOOD OF ZETA PHI BETA SORORITY, INC.
MARY BREAUX WRIGHT, INTERNATIONAL GRAND BASILEUS
WINTER 2016 EDITION

In this issue...
• Reclamation 2017
• Chapter News
• New Member Photos
• NEB Report
• Awards
• Initiative Updates
• And much more!
Welcome!

Welcome to the fifth edition of “The Keys to Membership”

As I begin my second term in office as you National Fist Anti-Basileus I must say that the labor of love continues. By no mere stretch of the imagination is this an easy job to have. No matter how hard you may try you cannot please all the membership but my goal has always been to try to please the majority.

I believe I have made significant strides in bringing to the membership a higher level of customer service which they require and rightfully deserve as dues paying members of this organization. The timely responses to your questions and concerns, the acknowledgement of issues that are brought to my attention and the true concern and understanding I have shown throughout my tenure is what I hope resonates with the membership.

I have heard your concerns and I have tried to provide solutions and information to address your needs. It is my sincere hope that the past and present initiates which have been created (Transition Your Talents, the Reclamation campaigns, International Membership Month and the 2016 Membership ID Card Recovery Initiative) have been of some assistance and has added value in addressing the 3 R’s and various membership concerns.

Remember Rome was not built in a day so progress may seem slow but it is still progress never the less and I promise there is much more in store.

Signing off from Membership Central,

Soror Valerie Hollingsworth-Baker
National First Anti-Basileus
Greetings Sorors!

We are in full swing of another Sorority year! This Sorority year is no different than any other for our National First Anti-Basileus, Valerie Hollingsworth-Baker. She is in approval mode and is working tirelessly to get those many packets she receives approved! It is also one of our favorite times of the Sorority Year, Reclamation. Since the National First Anti Basileus’ first term she had provided beautiful campaigns for reclamation that appeal to the hearts of all Sorors! This year is no different. Be sure to check out the Reclamation section in this issue. Enjoy this newest edition of the news brief. It is filled with a wealth of information pertinent to membership. Be sure to check out the awards section in this edition. Is your chapter, state or region featured?

Soror Bridget Bostic
Membership is Key Editor
I have the honor once again of greeting you in the name of sisterhood, and to welcome each of you to another extraordinary and productive year for Zeta Phi Beta Sorority, Incorporated.

The 2017 Reclamation Campaign was launched on, January 16, 2017 at 12:00 AM EST, through our National website and social media outlets.

This year’s theme, “Let your footsteps lead you back to Zeta”, is the official call to action for our inactive members. As active members, we want our inactive members to return home, no matter how long they have been inactive. We want them to know that their sisters are waiting for them, and will welcome them back into the fold with open arms and giving hearts. So as I have always said, “let’s make it count and bring our Sorors back home One Zeta at a time”.

...where new beginnings are memorable treasures!!!
Please feel free to share the announcement, reclamation survey and Power Point presentation all located on the National website (www.zphib1920.org under the membership tab) with our inactive members in your regions, states and local areas where a Zeta chapter is present. These resources are filled with great information and helpful reclamation tips to be utilized by chapters throughout the year.

**In 2016, 1,067 of our inactive members returned home to Zeta.** We surpassed our numbers from 2015, where we reclaimed 960 Sorors. I anticipate that we will surpass our 2016 total in 2017, as we are on FIRE for Zeta! I have faith that we can do it. Collectively, we understand that **“Membership is Key”**, and we need to encourage and promote bringing our Sorors back home. The true key to growth is in our reclamation and retention efforts. We must retain our active members and bring back those who are sitting on the sidelines.

Therefore, please be encouraging to your sisters; let them know that we have missed them, and that they are an asset to the organization. Show them that you care and are welcoming. Celebrate the fact they have decided to return home. Show them sisterly love and celebrate the fact that they have decided to return home. Because as an organization, we need our members to survive.

I continue to pledge my daily commitment to growing Zeta in my thoughts and my deeds. I hope you all are with me because one Soror cannot do it alone. This truly requires a team effort.

**So now my question to you is: Are you still on Team Zeta? Because I am!!!!**

**There is power in membership,**

[Signature]

Valerie Hollingsworth-Baker  
National First Anti-Basileus  
Zeta Phi Beta Sorority, Incorporated
Reclamation Policy

Updated Guidelines for inactive members who are seeking to be reclaimed
From National Headquarters

Date: October 27, 2015

If a Soror has been inactive for several years, Headquarters kindly asks that she continues the process to reunite with a chapter of her choosing and that she provide the following items to help validate her membership:

* In accordance with the by-laws, in the event a Soror is unable to obtain a valid transfer card from the last chapter, or has been inactive for a number of years, a Soror is to provide a notarized statement indicating she was a member in “good standing” at the time she left or was last affiliated with a chapter. Please note that written approval from the State and Regional Directors where said chapter was located may also be requested/required in this process.

*It is recommended that a Soror provide as much information as possible to properly identify herself (including any previous names or addresses that may have been used).

*It is highly recommended that the Soror seeking reclamation obtain a notarized statement from another Soror who is familiar with her (i.e. a line sister, an intake sister, a chapter advisor, etc.). The purpose of this statement is to have another member assist with the verification of membership, good standing, and/or the absence of any known disciplinary issues or concerns for the period during which the reclaimed Soror has indicated.

*A copy of a previous membership card if available

*A copy of a Membership Certificate if available

*Yearbook photos while in college showing Zeta affiliation

*Letter from the sponsoring graduate chapter

*Copy of any programs, honors, or awards that may have been issued in her name from a Zeta chapter and/or a State, Regional, or National level function of Zeta.

There are options and suggestions to help validate and supplement. For instance, one of the most commonly provided is the information from yearbooks which often shows the member's name and names of other Zeta members, the year, and, of course, the school.

Soror Rebecca Jackson
Executive Director, Zeta Phi Beta Sorority, Incorporated
Reclamation Goals 2017

✓ Chapters with 5-25 members should strive to reclaim a minimum of 3 to 5 Sorors

✓ Chapters with 26-50 members should strive to reclaim a minimum of 6 to 10 Sorors

✓ Chapters with 51+ members should strive to reclaim a minimum of 11-15 Sorors
We want to spotlight reclaimed Sorors who had been inactive for 10 or more years!

Please submit a two minute video stating why you wanted to come home to Zeta!

or

Sorors can submit a photo and a statement of why they wanted to come home to Zeta!

Please Email videos and/or photos & statements to: Zetasreclaim@gmail.com
Please encourage all Inactive Sorors to visit the National Website at: www.zphib1920.org to complete the 2017 Reclamation Survey.

All Inactive Sorors who complete the survey will receive a special letter and newly designed graphic from the National First Anti-Basileus.
September 3, 2016 marked an historical occasion for 32 women of Zeta Phi Beta Sorority, Incorporated. The leadership and support of Dr. Mary Breaux Wright, International Grand Basileus, Soror Michelle Porter Norman, Great Lakes Regional Director, and Soror Keisha D. Smith, Kentucky State Director, ensured the vision to continue the growth and development of Zeta Phi Beta Sorority, Incorporated was advanced through the chartering of a 4th chapter for the Kentucky State Association. 32 dynamic leaders propelled an exciting energy of Scholarship, Service, Sisterhood, and Finer Womanhood in the name of Beta Alpha Xi Zeta Chapter in Louisville, Kentucky. The charter members had a common goal to collaborate, continue to excel Zeta’s principles, and utilize their expertise and skill sets. The charter consisted of sorors who enthusiastically reclaimed their commitment to Zeta Phi Beta, transitioned as new and recent graduates, and as experienced members.

The charter members’ public, private, and government experience includes, but is not limited to: Principals/Educators, Captains in the Military, Lawyers, General Counsel for the Louisville Metropolitan Mayor’s Office, Retirees, Fortune 100 companies, Organizational/Agency Executive Board Members, University Director, Nurse Practitioner, and Entrepreneurs.

The Beta Alpha Xi Zeta Chapter actively engaged in Chapter Charter Training with workshops that focused on Generations & Centennial (Michelle Porter Norman); Chapter Management & Bylaws (Keisha D. Smith); Necrology, Rededication, and Zeta Burial Service (Bobbie Qualls); The Significance of Historical Documentation (Norma C. Dartis, National Historian & 18th Great Lakes Regional Director); Protocol, Nominations, Elections, and Installation of Officers (Ira Ebbs); and Zeta Auxiliaries (Dr. Shervita West).

In the Fall 2016, Beta Alpha Xi Zeta Chapter welcomed their first Zeta members immediately following the charter: Soror Ciera Lewis, Soror Heather Watson, Soror Dierdra Beck, and Captain Veronica Simmons.
In March 2015, Central Michigan University administrators and Zeta members, Dr. Traci Guinn Buckley and Amber Johnson, members of the Zeta Omega Zeta Chapter had the opportunity to coordinate a study abroad trip to Costa Rica for students of color. Of the twenty students traveling to Costa Rica, six were members of Zeta Phi Beta Sorority, Inc.-Sigma Kappa Chapter.

While in Costa Rica, the Sorors worked closely with Cultural Experiences Abroad (CEA), a U.S. based organization, with global sites worldwide. Headquartered in Arizona, CEA was founded in 1997 to provide international education opportunities and the highest quality student support for U.S. and Canadian university students interested in exploring global issues worldwide. Each year, CEA sends thousands of students on education abroad programs to locations including Argentina, Chile, China, Costa Rica, Czech Republic, England, France, Germany, Ireland, Italy, South Africa and Spain.

Zeta Sorors/university administrators Guinn Buckley and Johnson, had the opportunity to meet and work closely with CEA Costa Rica Program Director, Maggie Banchs, to plan the program and excursions of the upcoming study abroad trip.

The Sorors returned to Costa Rica in May, prepared to do what Zetas always do; Help Other People Excel. Sorors were able to meet and work with several organizations to educate and inform the community of women’s empowerment, domestic violence and HIV/AIDS. In addition, Sorors provided over 50 items to various organizations to assist with their missions. Although communication presented a challenge at times, there were no barriers when communicating the expressions of gratitude and appreciation from the women of Fundación Mujer and Cenderos as well as the Sorors
CEA Director, Maggie Banchs, quietly witnessed the work of the sorority in the community and later inquired about the sisterhood. “On our last evening in Costa Rica during our farewell dinner, Soror Johnson and I shared the history of the organization, the diversity, work and foundation of our chapter, the services and resources that we provide to all communities both locally and internationally with our new friend,” said Soror Guinn Buckley. “Impressed, Maggie expressed her interest in joining.”

Dedicated and determined to become a part of the sisterhood and seeing the work that was provided to the community, Maggie foresaw the potential future partnerships between CEA, Zeta and the International Dove Foundation, by becoming member.

Nearly a year later, and with the patience, help and guidance of several Sorors, Zeta Phi Beta Sorority, Incorporated, Zeta Omega Zeta chapter, was excited to welcome Sorors Margaret “Maggie” Banchs (as well as her intake sister, Katrina Crawford) into the sisterhood with a special induction that was attended by Michigan State Organization State Director, Tonia Jenkins and members throughout the state.

“I am ready to get to work. I don’t want this to be a memory in a photo book. I love Zeta, my hermanas (sisters) and being a member of Zeta. I want to share Service, Scholarship, Sisterhood and Finer Womanhood with Costa Rica!” says now Soror Banchs.

“Without the wonderful initiatives of our sisterhood and the local and international service that we provide to all, the concept of sororities would remain unknown (and negative) to the Costa Rican community. Through Zeta, we have been able to influence a country that lives by the motto Pura Vida or “Pure Life,” says Soror Guinn Buckley.
In keeping with the “Second to None” tradition, the Southeastern proudly blazed a trail for Zeta. As the first and only member of the Divine Nine to be chartered on the island of Trinidad, Beta Alpha Nu Zeta Chapter will introduce professional women to greek life. Additionally, it will serve as a home for those who came to the United States on a student visa, became Zetas and had no chapter in their homeland.

On June 28, 2016, six women with mixed citizenship (Trinidad, US and dual) came together to make the dream a reality for Southeastern Regional Director, Dr. Yvonne Jefferson-Barnes. Iana Daniels, Nicole Deas, Folayan Giffiths, Michelle Joachim, Arlene Ryan, and Lou Ann Wilkes, came together with the aid of modern technology to charter the chapter. The charter ceremony was conducted in Florida as the Southeastern Region also chartered Beta Alpha Mu Zeta chapter in the Bahamas on the same day. International Grand Basileus Mary Breaux Wright, together with Regional Director, Dr. Jefferson-Barnes, officiated the charter ceremony.

Beta Alpha Nu Zeta Chapter is led by Soror Lou Anne Wilkes, a resident of Trinidad. Soror Wilkes became a member of Zeta Phi Beta Sorority, Incorporated, Psi Alpha Chapter, South Carolina State University in 2008. As a member of Psi Alpha, Soror Wilkes served on several committees; Adopt-a-Child, Fundraising, Community Service, and Youth Committee. She was also the Pan Hellenic representative from 2009 to 2010. Her accomplishments include SC State Honours Program – Shining Star Award (Fall 2010), SC State International Student of the Year (2009 – 2010), Gold Medallion recipient - SC State University Honours & Awards Convocation (2009), UNCF Amtrak Travel Scholarship winner (2009 - 2010), Award for Academic Excellence – Zeta Phi Beta Sorority Inc. South-eastern Regional Conference (Fall 2008 - 2010), Presidential Scholarship recipient - South Carolina State University (2006-2010).

Soror Wilkes graduated from South Carolina State University in 2010 with a Bachelor of Arts Degree in Political Science (Public Administration) and earned a Master of Education Degree in Divergent Learning from Columbia College (Columbia, South Carolina) in 2012. She returned to Trinidad shortly after
Soror Wilkes’ vision for Beta Alpha Nu Zeta (BANZ):

“With the inception of the BANZ chapter of Zeta Phi Beta Sorority, Incorporated, I am reminded that the work of Zeta is for life. It is indeed a privilege and an honor to be part of chartering a chapter of Zeta Phi Beta in Trinidad and Tobago. Having served as a Zeta in the U.S., BANZ chapter gives me the opportunity to serve together with my sisters right here in my native land. There is only so much an individual can do - but together with like-minded, intelligent, progressive women who are all about Zeta’s founding principles of scholarship, service, sisterhood and finer womanhood - we can do so much more. I am passionate about changing lives and will work assiduously to grow our membership, provide opportunities, educate, and serve those in need. I believe BANZ can make a huge impact in the communities that need the most assistance in areas such as literacy, education, poverty-reduction, health awareness and unemployment. Having worked in the public sector for several years, I have been sensitized to some of the agendas, decisions, and procedures that are essential to the growth and efficiency of any economy and its people. I am therefore, truly committed to effecting change and believe that BANZ will make a difference”.
Zeta Phi Beta Sorority, Inc. observed International Membership Month (IMM) during the month of October. This year, the title was changed to International Membership Month to reflect Zeta’s international membership status. Offered by the office of Valerie Hollingsworth-Baker, National First Anti-Basileus, it provided clinics for the membership which educated, inspired and re-invigorated the membership. Utilizing feedback from last year’s survey, two new clinics were created which focused on public relations and marketing, and enhancing the transition of undergraduates to graduate chapters. Also, per survey feedback, the entertaining, informative weekly Zeta Times Crossword Puzzles and Zeta Trivia Pursuit, which reinforced information from the clinics, as well as our Zeta History, respectively, were retained. All chapters were again invited to share their best practices for Retention, Reclamation, with the new addition of best practices for Transition. Several chapters from each region participated in this activity and shared very creative and useful practices. They were honored with spotlights of their submissions and chapter photos on the national website and other social media platforms.

International Membership Month 2016 began its official kick-off on October 3rd, with an inspirational message given by our International Grand Basileus, Dr. Mary Breaux Wright. This was followed by the first membership clinic entitled, “Selling Our Services-Sharing the Work of Zeta with the World”, presented by Soror Kendra Hatcher-King, National Director of PR/Marketing and panelists from the National Marketing Team. Soror Valerie Hollingsworth-Baker was the moderator. According to Soror Hatcher-King, “Advocacy and services is simply what we do as Zetas. Not for the publicity, but to make a difference in the lives of those who need us most.”
However, for the most impact, sometimes we must beat our chests a bit and spread our good works with the world. This will allow us to attract like-minded women to our organization, as well as, sponsors and partners”. This viewpoint was the driving force behind the development of this clinic which addressed how we can promote our national and chapter programs on the local level.

An equally informative and innovative membership clinic entitled, “Transition: Why Zeta Needs U (Undergraduates)” was presented on October 17th by Soror Leigh-Ann Williams, National Third Anti-Basileus, and her panelists consisting of graduate and undergraduate Sorors. Dr. Cheryl Burton, Member of the IMM Think Tank and Project Manager, was the moderator. This clinic encouraged undergraduates to transition to graduate chapters, citing the benefits of this transition, as well as offering tips on financial preparedness, acclimating to the graduate chapter life, and the role of the graduate chapter for transitioning sorors. In addition to fielding questions from participating members in the audience, the panel also shared some of their personal transition experiences.

On each Wednesday during the month of October, members had the opportunity to enhance or test their knowledge of the history of our great sisterhood with questions via “Zeta History Trivia Pursuit”. These were posted on the National website, followed by the posting of the answers on the following Tuesday.

“Friday Facts” featured an encore of the “Zeta Times Crossword Puzzles”, which were created to test the members’ knowledge about facts, based on material presented during the clinics, and as well as other important Zeta-related information.

IMM-2016 culminated with “Zeta Spotlights” during the week of October 24th with the focus on chapters who submitted applications showcasing their creative, effective, and successful approaches to retention, reclamation and/or transition processes. A list of these best practices, along with the Chapters photos were spotlighted in the “Gallery of Honor” on the National Website, as well as via other social media platforms.

We hope that the recognition of these initiatives and practices will promote chapter pride, and inspire other chapters to develop similar or utilize some of the activities for which chapters are being recognized. It is desired that the zeal for Zeta will be recaptured and/or enhanced in such a manner as to retain, reclaim, and transition members.
However, the success of IMM is dependent on the participation and feedback from the membership. A Survey was offered at the end of each session, via Survey Monkey. The results of the survey are shared below.

Summary of Recommendations from Survey Monkey:

1. Highlight members daily
2. Ask reclaimed members what made them return, and what made them leave
3. Observe IMM in May or June to assist with strategic and tactical planning for the following sorority year
4. Repeat IMM activities for greater membership participation
5. Increase membership participation to provide feedback via survey
6. Improve national database to appropriately notify membership of all things Zeta
7. Develop year-long national calendar with scheduled activities to be shared at the beginning of the sorority year to help with planning and increased participation.
8. Consider both member and chapter spotlight with signature programs/initiatives
9. Activities should not be limited to one month.
10. Send reminders of Trivia and Puzzles to increase participation
11. Focus on Zetas who have never been active. How can database be developed to uncover them?

On behalf of the office of National First Anti-Basileus and the IMM Think-Tank Members (Dr. Cheryl Burton, Rev. Dr. Jalene Chase-Sands, Sorors Kendra Hatcher-King, Beverly S. Tatham, Jacqueline Waiters) we thank all who participated and shared their recommendations, which will serve as a guide in developing IMM-2017.
Transition YOUR TALENTS

Zetas Graduate!

Graduating with your Bachelor’s degree this coming sorority year and want to see your picture featured on our National Pages? Send a clear presentable, photo in JPEG format. Include your name, school, degree, and honors earned to: nationalistanti@gmail.com

Transition your talents! The next level of Zeta is waiting just for you!
Raniesha Wassman

Mu Lambda Chapter
Eastern Kentucky University
Richmond, Kentucky
2016 Commencement Speaker
MCNair Scholar
December 16, 2016
Bachelor of Science, Forensic Science Concentration and Minor in Chemistry
Current State: Working on Master’s Degree at Eastern Kentucky University
National FIRST ANTI-BASILEUS

REPORT CARD RESULTS
In any profession where the position is tasked with the responsibility of rendering service, it is imperative that the following are known: (1) the customer or individual(s) to whom the service is delivered; (2) what service(s) is/are dictated by the position; (3) what is required to render the service(s); and, (3) is/are the service(s) being delivered in an effective, efficient, and quality manner. As the National First Anti-Basileus of Zeta Phi Beta Sorority, Incorporated, the office is entrusted with rendering service to the most important tangible asset the organization has – its membership! A comprehensive list of services are required to meet the needs of the corps of women volunteers, benefactors, and representatives who comprise the membership of the organization. Therefore, in her duties of overseeing recruitment, reclamation, and retention of membership, the nuances of performing those duties are much more than processing MIP packets. As customers, it is important that the membership is knowledgeable of the duties of the First Anti-Basileus, has an opinion of how well those duties are being performed, and is afforded an opportunity to be collectively heard on the subject.

The Membership Perception Inventory of Service Delivery is an instrument developed to facilitate the acquisition of the perception of Zeta membership regarding the performance of services by the National First Anti-Basileus. The initial utilization of this medium to solicit member feedback was introduced by this officer (Soror Hollingsworth-Baker) during her first term in 2015. Contents of this first survey served to provide baseline information. Some of those survey items exist in this administration; however, to improve the fidelity (accuracy) of the instrument in representing the duties of the office, as well as providing greater granularity (detailed description) of participant responses, levels of response options were revised (i.e., fewer yes/no; more multiple-choice and essay) and items relevant to the maturation of the metrics under observation and expressed/perceived member concerns, were added.

This report is presented in three sections: Introduction, Summary of Data, and Conclusions/Recommendations. This Introduction section presents background, purpose, scope, and significance of this report. Summary of Data discusses responses to survey items and presents relevant findings from the metrics collected during both administrations of the survey. Survey items are grouped into subcategories of General Member Profile, MIP Support, Customer Service, Communications, and Improvement of Services (including member recommendations for improving the office of National First Anti-Basileus). Finally, Conclusions are drawn based on resulting data and Recommendations are made to aide in the assessment of perceptions regarding the duties of the office of National First Anti-Basileus.

This instrument is believed to be a significant improvement over the first release. Both versions served their purposes, considering the first was intended to introduce the membership to the notion of Customer feedback. The second version included revisions based on member feedback from the first survey. Queries were added to the membership regarding a wide-range of services performed by this National First Anti-Basileus, which she believes should become the standard for anyone holding the office. All feedback, whether positive or negative, was accepted as constructive. All who have took the time to complete the survey must know that their responses are considered invaluable and will be used to continue to shape and improve on the quality of customer service to the sisterhood of Zeta Phi Beta Sorority, Incorporated.
**GENERAL MEMBER PROFILE**

**Survey Participation.** There was a total of 328 respondents to this survey versus 115 respondents to the first survey for an increase in participation of 185.22% (213/115) or by 285.22% (328/115). Of the 328 respondents, graduates significantly outnumbered undergraduates in participation (97% vs 3%, respectively). This is consistent with previous year participation (four total undergrads in 2015 vs nine in 2016).

In survey participation, the “Other” chapter members continue to outperform the members associated with MIP and direct interaction with the National First Anti-Basileus (i.e., First Anti-Basileus, MIP Coordinator, Chapter Undergrad Adviser, Membership Committee member; Regional and State officers would be represented as “Other”). In 2016, Chapter First Anti-Basilei and MIP Coordinators only made up 17% of the respondents. Overall, those participants with direct interaction with the National First Anti composed 36% in 2016 vs 31% in 2015. *It is relevant to note that, although the 2016 survey item requested a “best fit” response, the survey tool must have permitted multiple responses (i.e., “all that apply”) from a participant because a total of 328 respondents was noted; however, a total of 362 responses were recorded or 110% of 328.* It is also important to note that the 2016 form was revised to provide greater fidelity when assessing feedback from individuals directly involved with the National First Anti-Basileus.

The **top three** Regions in member participation in the survey were: Atlantic (23%), Great Lakes (19%), and Southeastern (17%). There was no equivalent metric in the 2015 survey.

**MIP SUPPORT.** Of the 328 total respondents, 290 responded to most of the items. Of those 290, about 53% reported being MIP certified in the September, 2015 – June, 2016 timeframe. Of that 290, **only 11% report being certification trained by the current National First Anti-Basileus.** Over 54% were trained by their Regional and State Directors.

Of the 290 respondents, **70% (204) reported their chapter conducted MIP in the 2015-16 sorority year.** What is significant is the 30% (86) whose chapter did not. This percentage is proportional to the 115 respondents in the 2014-15 survey. In an assessment of member perception of the breadth and depth of the duties/functioning of this National First Anti-Basileus, on a 5-point Likert-type scale, respondents were asked to agree-disagree to the position of National First Anti-Basileus as involving more than simply processing packets. Of 290 respondents, almost 83% agreed and 4% disagreed. There were 17 comments. Four respondents reported having no comment or knowledge. Three noted many duties and long hours. Duties noted included: accessibility, developing and maintaining relationships, conducting training, timely execution of MIP, serve as link between chapter and National, addressing general member concerns, service during and after MIP. **Two members expressed strong concern over failure to receive their membership cards.**

Overall, 61% (176) of the 290 respondents reported enjoying working with the National First Anti-Basileus, 36% had no opinion, and **less than 3% (5) disagreed.** There were 28 comments with 12 respondents reporting no direct interactions with the National First Anti-Basileus. Adjectives expressed included:” clear and concise directives”, “professional respect when giving corrections”, “shows concern”, **show concern”,**
“thorough, accessible, and helpful”, “communication, turnaround, and courtesy were excellent”, “turnaround time awesome, service impeccable”.

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<tr>
<th>QUESTIONS</th>
<th>RATINGS SUMMARY (%)</th>
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<td></td>
<td>AGREE/YES</td>
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<td>Q4. Were you MIP certified in the Sept 2015 - June 2016 timeframe?</td>
<td>53.10</td>
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<tr>
<td>Q6. Did your chapter conduct MIP in the 2015-16 SY</td>
<td>70.34</td>
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<td>Q7. The Nat’l 1st Anti has demonstrated that the position involves more than simply processing MIP packets.</td>
<td>82.75</td>
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<td>Q8. Overall, I enjoyed working w/Nat’l 1st Anti, as it relates to MIP</td>
<td>60.69</td>
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**CUSTOMER SERVICE**

Almost 90% of the respondents reported being at least somewhat familiar with the National First Anti’s efforts to improve quality. It is significant to note that **31% was only somewhat familiar and 11% was not familiar at all.**

When queried regarding timely response to MIP questions/concerns, only 270 (82% of 328) members responded. Of those 270, **about 68% (183) agreed** and **about 4% (10) disagreed.** There were 14 comments and four were not involved in MIP. Comments included: “very open-minded and patient”, “excellent in answering questions and responding”, “expedient in processing materials and responding”. Of the 270 members reporting, **67% (182) felt the concerns over MIP materials were handled promptly and 6% (15) disagreed.** There were nine comments with five being uninvolved in MIP, **three expressed strong concern with the long delay or failure to receive their personal membership cards from several years ago**, and one described the National First Anti as being exceptionally expedient in processing the materials and responding to questions.

When asked to rate their overall experience when interacting with the National First Anti, **almost 88% of the respondents rated her in the Good-to-Superior range; 12% rated Fair-to-Poor.** Of the 34 follow-up responses, **21** expressed no interaction with the National First Anti-Basileus (5) expressed some knowledge based on very positive remarks from Chapter Basilei, First Anti-Basileus, or Membership Coordinator, Other comments spoke of receiving proper direction, “timely, efficient, and sisterly service”, “very member and service oriented”, and “a real pleasure to work with – no question/concern too small”. One respondent noted that she rated the interaction as “poor” because their chapter does not have a 1st Anti and she has not had any interactions with the National First Anti. **One respondent noting meeting the National First Anti at Boule’ and found her to be very nice; however, she had not received her membership card.**
COMMUNICATIONS

**Existing Communication Efforts.** Members were provided a general listing of efforts at improving communications between the Office of National First Anti and the membership and asked to note whether they had resulted in improved communications. Only 204 of 328 respondents (62% response rate) responded to this section. Overall, about 75% (152) reported an improvement; about 3% (6) disagreed. About 77% (158) reported finding the Keys to Membership news brief to be informative while less than 1% (1) did not. International Membership Month was found to be a great forum for highlighting Recruitment, Reclamation, and Retention efforts by 84% (172 of 204 respondents); about 2% (5) did not. Comments included: Not being familiar with/aware of communication efforts, familiar with but no recent interactions (i.e., not getting Dove Notes), have not received copies of “Keys to Membership” News Briefs, “don’t know what Membership Month is”, “sessions need more rigor”. However, one respondent noted using the materials as MIP Coordinator. At least one person wanted to move National Membership Month to Reclamation Month and another thought it should be held in July to coincide with paying dues at the beginning of the sorority year.

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<th>QUESTIONS</th>
<th>RATINGS SUMMARY (%)</th>
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| Q9. I am aware of the Nat’l 1st Anti’s efforts to improve the quality of service delivery to members regarding MIP | Very Familiar: 57.41  2016; 2016  
                       Not at All Familiar: 11.11  2016; 2015  
                       Somewhat Familiar: 31.48  2015 |
| Q10. MIP questions/concerns were responded to in a timely fashion by the Nat’l 1st Anti | AGREE/YES: 67.78  2016; 2016  
                             DISAGREE/NO: 3.70  2016; 2015  
                             NO OPINION: 28.52  2015 |
| Q11. MIP membership material concerns were handled by the Nat’l 1st Anti in a timely manner | AGREE/YES: 67.41  2016; 2016  
                             DISAGREE/NO: 5.55  2016; 2015  
                             NO OPINION: 27.04  2015 |
| Q12. Rate your overall experience when interacting w/the current Nat’l 1st Anti | AGREE: 87.78  2016; 2016  
                       DISAGREE: 95.4  2016; 2015  
                       NO OPINION: 4.07  2015 |
**Respondent Recommended Future Communication Efforts.** The National First Anti-Basileus recommended efforts included: 1) quarterly engagement with the sisterhood with opportunities for the members to ask questions and voice concerns and 2) instructional webinars on completing MIP paperwork for submission. 84% of the 204 respondents liked the idea of the quarterly conference and 67% were in favor of the instructional webinars. Another 12% (25) indicated additional options to suggest.

**Note:** Of the 263 total responses, 144 “nothing additional” responses (55%) resulted. Approximately 79 individuals are believed to have intended to provide valid feedback to this item. There were 79 respondents (of the 204) with one valid suggestion (38.7%): 27 of those provided a second valid suggestion (73%), and 13 of those provided a third valid response (45.5%).

<table>
<thead>
<tr>
<th># INDIVIDUAL RESPONSES</th>
<th># TOTAL RESPONSES</th>
<th>“N/A” RESPONSES</th>
<th># VALID RESPONSES</th>
<th>% VALID RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Response</td>
<td>204</td>
<td>125</td>
<td>79</td>
<td>38.7</td>
</tr>
<tr>
<td>(2) Responses</td>
<td>37</td>
<td>10</td>
<td>27</td>
<td>73.0</td>
</tr>
<tr>
<td>(3) Responses</td>
<td>22</td>
<td>9</td>
<td>13</td>
<td>45.5</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>263</td>
<td>144</td>
<td>119</td>
<td></td>
</tr>
</tbody>
</table>

A review of additional suggestions were divided into two categories – Communication Media and Topics for Discussion. Among those valid communication suggestions include:

<table>
<thead>
<tr>
<th>Dove Notes</th>
<th>Webinars (see above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly Engagement w/sisterhood</td>
<td>Newsletter just for members</td>
</tr>
<tr>
<td>Teleconferences</td>
<td>Twitter</td>
</tr>
<tr>
<td>Text (Alerts)</td>
<td>Email</td>
</tr>
<tr>
<td>Face-to-Face</td>
<td>Workshops</td>
</tr>
<tr>
<td>National 1st Anti at Regional Conferences</td>
<td>Membership specific for grad and undergrad</td>
</tr>
<tr>
<td>Networking w/State Directors</td>
<td></td>
</tr>
<tr>
<td>Engagement with smaller chapters</td>
<td></td>
</tr>
<tr>
<td>Speaking Engagements</td>
<td></td>
</tr>
</tbody>
</table>

Responses also included many suggestions regarding sorority operations and changes to MIP. Although, perhaps outside the scope of this activity, they will be presented here for future consideration by the responsible parties. Many suggestions/requests are related to:

- Soliciting member input to and for changes to the Membership Intake Process (MIP)
- Changes to the MIP Handbook
- Providing periodic status to membership regarding growth stats

Overall, of the 204 respondents 85% (173) rated satisfaction with the communications from the National First Anti-Basileus; 2% (4) were in the dissatisfied range.

**IMPROVEMENT of SERVICES**

**Newly Created PDF-Fillable MIP Financial Forms.** Users were asked to report if they found the PDF forms to be user-friendly. About 56% agreed; and only 1.5% (2) disagreed. It is significant to note that
over 35% of the 203 respondents had “no opinion”. This might be a reflection of the significant number who was not directly involved with MIP.

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>RATINGS SUMMARY*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q21. The newly created PDF fillable MIP Financial Forms A&amp;B are user-friendly</td>
<td></td>
</tr>
<tr>
<td>AGREE</td>
<td>55.66</td>
</tr>
</tbody>
</table>

*Note: It is significant to note that this item allowed for “other” responses which totaled 7.88% of participants. Sixteen responses were made. Of those responses 11 noted that they had not utilized the forms.

User feedback included:

- Type needs to be smaller and should be easily adjusted
- The roster is populated the same amount in every field. Had to recreate the form to stop this.
- It will be nice when we at least have PDF fillable intake packets. Deltas use a CD that is then returned and that the aspirant can’t print form. It doesn’t look professional in 2016 to ask for handwritten or typed forms
- Make area available to type in email address of person preparing the document instead of handwriting it in

Recommended Webinars. Members were asked to submit proposed suggestions for improving communication. There were 204 responses; 96 who did not wish to respond; 108 (53%) are considered valid. Of the 53% (108) valid, 48 submitted a second response, 26 submitted a third response, and 17 submitted four responses. The National First Anti-Basileus has available a complete list of valid suggestions. Enclosed is a summary of the groupings for many of those suggestions:

- MIP refresher; Do’s and Don’ts of MIP; Completing MIP paperwork
- Steps to becoming National First Anti-Basileus
- Activities to build sisterhood for Aspirants; Overall strengthening of sisterliness in members; Conflict Resolution
- Tips to Increase Membership; particular emphasis on 3-R’s strategies for small chapters
- Recruiting, Reclamation, and Retention Strategies
- Leadership abilities
- Image and dress, especially during MIP activities

Recommendations for Improvement of National First Anti-Basileus Services. Members were asked to provide tips/suggestions on how Soror Hollingsworth-Baker can improve on the services she delivers to the sisterhood. Of 328 there were 78 responses (21%). Responses were comments in essay format. The following is a summary of the groupings of those comments:

- Exceptional Job: (25)
  - Continue to be an exemplary of finer womanhood through your provision of service and care to MIP and our sorority
  - Doing a wonderful job. Looking forward to working with you in making Zeta great!
  - Exceptional Job: (25)
  - Continue to be an exemplary of finer womanhood through your provision of service and care to MIP and our sorority
  - Doing a wonderful job. Looking forward to working with you in making Zeta great!
• Membership Card issues (6)
• N/A (13)
• Suggestions (26) (many have already been covered in previous survey responses)
  o Create a database to store membership
  o Provide regular feedback about membership sustainability nationwide
  o Check and recheck membership material delivery
  o Continued webinars and training
  o Focus on reclamation year-round and not just one month
  o Provide electronic forms of new membership materials

CONCLUSION/RECOMMENDATIONS

The results of this survey will be utilized to determine the future focus/emphasis of the duties and service delivery to the membership of Zeta by this National First Anti-Basileus. The goal is quality service delivery. The instrument will also be revised, as necessary, to ensure the metrics are reliable and valid to facilitate a true assessment of member input and their perceptions of customer service. It is also important for members to note that the findings in this report provide a basis for future efforts from this National First Anti-Basileus. Therefore, it is important that as many voices as there are members in the organization are heard in order to prevent a few who are vocal in their desires from dictating the direction that affects many. It is the hope of this office that instead of hearing from about 2% (328) of the population, on the next release of the survey, at least 1000 members will take the time to complete this survey and any others this office might find beneficial in obtaining member feedback.

**Note:** There is a recurring message throughout the survey, regardless of the focus of the area or item, and that is the “missing membership cards”. This is a concern that the FirstAnti-Basileus has recognized for some time and pursued resolution with the International Grand Basileus. In mid-December, 2016, Grand Wright approved the issuance of missing membership cards. Soror Hollingsworth-Baker, developed a survey and introductory letter which was forwarded via the protocol chain to the membership on December 8, 2016. Once the survey closed on January 9, 2017 National Headquarters began to place orders for the missing membership ID cards.

Also, note other areas of concern listed in this survey summary were addressed by the National First Anti-Basileus Membership Report to the National Executive Board. A synopsis of this report can also be found in the news brief.
Welcome to Our...
Newest Sorors!
New Member TOTALS

As of December 31, 2016

Combined number of aspirants approved from September 6, 2016 through December 31, 2016

849

MIP approvals increased by 22.68% from this time last year
TOTALS By Region

1st Eastern-99
2nd Southeastern-75
3rd Great Lakes-60
4th Southern-59
5th Atlantic-57
6th South Central-47
7th Pacific-31
8th Midwestern-14
Total: 442

21.42% increase from this time last year.
TOTALS By Region

1st GREAT LAKES - 97
2nd SOUTH CENTRAL - 81
3rd SOUTHEASTERN - 76
4th ATLANTIC - 53
5th EASTERN - 49
6th SOUTHERN - 20
7th PACIFIC - 19
8th MIDWESTERN - 1

Total: 407

2.08% increase from this time last year.
By Region

1ST GREAT LAKES-157
2ND SOUTHEASTERN-151
3RD EASTERN-148
4TH SOUTH CENTRAL-128
5TH ATLANTIC-110
6TH SOUTHERN-79
7TH PACIFIC-50
8TH MISWESTERN-26

Total: 849

22.68% increase from this time last year.
National
FIRST ANTI-
BASILEUS

REPORT TO THE
NATIONAL
EXECUTIVE
BOARD
As I assume the office of National First Anti-Basileus for a second term, I must say that this term has started off with a bang! Undergraduate, as well as Graduate Chapters across these United States and abroad, have kicked off the MIP season like no other. There have been a number of double-digit intake classes not only coming out of undergraduate chapters, as you would usually expect, but the Graduate chapters have taken up the gauntlet and are submitting double-digit packets in numbers that I have not seen since I became the National First Anti-Basileus in July 2014.

I previously predicted that as we draw closer to our Centennial, the new member numbers were going to increase, if I dare say drastically, over the next few years. This is a non-Boulè year, but at this rate, we may well surpass new membership intake numbers, which is usually expected in a Boulè year.

Since my last report at Boulè 2016, a few items on my to-do list have been accomplished.

- **The National Executive Board approved the MIP Addendum which provides clarification and best practices to the existing MIP manual.** This addendum was disseminated to the sisterhood in October 2016.
- **Next, I began to address going green with some of the MIP forms. First up was the new MIP Financial Forms A and B which were created and then turned into user-friendly PDF fillable versions.** These forms were also disseminated to the sisterhood in October 2016.
- **Also, the MIP Evaluation forms, the Certificate and Request for Membership Material order forms were changed over to PDF fillable versions.** These forms were disseminated to the sisterhood in November 2016.

As I have stated in previous reports, I am a believer in change, because change is good. The changes that I have created to make this job easier to manage have enhanced my ability to focus more on the customer service aspect of this position. I also hope that these changes will make it easier on the membership, as I continue to convert these paper forms into professional and efficient on-line versions.

My report spans the brief interim period of September 6, 2016 – Dec 31, 2016, which will reflect the work that has been accomplished, the initiatives that have been created, and the expectations for the next steps this officer is looking to tackle.

*So, look out on the horizon, because slowly change is coming, and I will continue to do my part to assist in the automation of MIP.*

Enjoy the read!!

Respectfully Submitted,

**Soror Valerie Hollingsworth-Baker**  
National First Anti-Basileus  
Serving the sisterhood from July 2014- July 2018
MEMBERSHIP NUMBERS/TOTALS AT-A-GLANCE

Membership Statistics

<table>
<thead>
<tr>
<th>Total # of Grad Approvals</th>
<th>Total # of Undergrad Approvals</th>
<th>Combined # of Approvals (Grad/Undergrad)</th>
<th>Total # of Chapters who have submitted MIP packets</th>
</tr>
</thead>
<tbody>
<tr>
<td>442</td>
<td>407</td>
<td>849</td>
<td>212</td>
</tr>
</tbody>
</table>

Last year this time there were 692 approvals; The number of approvals was increased by 22.68%.

*As of 12/29/16, the total number of financial chapters was 799. The number of chapters (212) that submitted MIP packets for review as of 12/19/16 represents 26.53% of the total number of financial chapters to date.

Approval/Denial ratio

- 859 total applications reviewed
- 852 aspirants approved = 99.30% approval ratio
- 5 denials = .58% denial ratio
- 3 out of the 852 aspirants decided not to move forward with the process after approval = .35% withdrawal ratio
- 1 application was requested to be sent back before completion of review by a graduate MIP advisor = .11% requested return ratio
- 1 application pending

The official total number of approvals moving forward was 849.

Legacy Statistics

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Lakes</td>
<td>4</td>
</tr>
<tr>
<td>Atlantic</td>
<td>3</td>
</tr>
<tr>
<td>Eastern</td>
<td>3</td>
</tr>
<tr>
<td>South Central</td>
<td>2</td>
</tr>
<tr>
<td>Southeastern</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13</strong></td>
</tr>
</tbody>
</table>

This time last year six (6) Legacy applications were submitted. The number of Legacy applications that were submitted increased by 53.9%
DELIVERY STATS FOR NEW MEMBERSHIP MATERIALS

212 chapters submitted MIP packets representing 859 total aspirants of which only 852 were approved and 3 out of the 852 approved aspirants decided not to move forward with the process after approval and 1 aspirant is pending due to an incomplete packet. Leaving a total of 849 approved aspirants.

- 196 chapters representing 824 aspirants received their membership materials before the scheduled induction ceremony which represents 97.05% on time delivery rate.
- 15 chapters representing 25 aspirants did not receive their membership materials before the scheduled induction ceremony which represents a 2.94% late delivery rate.

**The pending chapter should receive their new member materials on-time for their 1 aspirant once the missing paperwork is submitted.**

**The membership materials shipped by National Headquarters to approved chapters include the following: Sorority Pin, New 2015 Handbook, Membership Certificate (which displays the Membership ID) and the Torch Bearer CD.**

**Membership cards are created and mailed separately by an outside vendor.**

Reason for delays in chapters not receiving MIP materials before induction

- Chapters did not forward the membership material/certificate order forms in a timely fashion (these forms should be submitted with the MIP packet)
- Chapters did not provide an induction ceremony date in time for the order forms to be completed and sent to National HQ by the National First Anti-Basileus
- Materials delivered to incorrect locations (twice)
- Overseas Chapter mailings is still a two-step process which can take a minimum of 15 to 20 business days or more before the package can reach the appointed destination (Please note this time frame takes into consideration there is no hold up with foreign customs)

National HQ has requested for the National First Anti-Basileus to forward the Certificate and Request for Membership Material order forms no later than two weeks prior to the induction date to allow an adequate amount of time to key the information into the National Database and pack up the materials to be shipped via FedEx.

PERFECT MIP PACKETS VERSUS INCOMPLETE MIP PACKETS

- 858 applications reviewed
- 255 perfect packets submitted = 29.68% ratio
- 5 denials = .58% ratio
- 599 applications = 69.73% ratio that required further follow up due to a combination of items listed below in the common missing, incomplete and additional issues section.
### First four months of the Fiscal Year (September – December)

<table>
<thead>
<tr>
<th>First four months of the Fiscal Year (September – December)</th>
<th>Percentage of perfect membership packets received for review</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-2015</td>
<td>2%</td>
</tr>
<tr>
<td>2015-2016</td>
<td>36.11%</td>
</tr>
<tr>
<td>2016-2017</td>
<td>29.68%</td>
</tr>
</tbody>
</table>

There was a **slight decrease of 6.43%** from last year possibly due to the increase of applications and changes in MIP chapter personnel.

**3rd year in a row for most common missing materials**

- Quick Reference Contact Cards
- Chapter Contract - all three pages and sometimes just 1 out of 3
- Personal Statements
- Certificate Order Form
- Request for Membership Materials order form

**3rd year in a row for most common incomplete items**

- Aspirant initials are missing from the first two pages of Application Form #1
- Quick Reference Contact Cards have not been initialed by the Aspirant

**Additional issues**

- Financial Forms A and B with MIP fees are sent directly to TD bank bypassing the National First Anti-Basileus (only 1 for this time period)
- Missing information on money orders – example: missing purchaser address and/or not signed
- MIP Packets sent directly to National Headquarters (2)
- Undergraduate transcript not enclosed when Aspirant has earned a higher degree – example: Master's, Ph.D. (only the graduate degree is sent)
- Undergraduate transcripts do not reflect the current semester courses in progress and course hours
- Undergraduate Advisor's signature is missing from the Advisor's Certification Form
- MIP Packets sent directly to the immediate Past National First Anti-Basileus (only 1 for this time period)
- 1 out of the two questions relating to misdemeanors or felonies were not checked off on page 3 of Application Form #1
- Transcripts are sent opened and not sealed

**New issues added to the listing**

- No shipping fees included or insufficient shipping fees
- Application Form #2 omitted in error
- MIP coordinator information was not filled out on the Indemnification Agreement
• MIP coordinator information was not filled out on the Policy Against Hazing form

Five issues below from the 2015-2016 sorority year have been removed from the listing of issues with MIP Packets for 2016-017. (They did not occur in the first half of the 2016/2017 fiscal year)

• Including chapter tax with the MIP fees
• Money orders made out to the National First Anti-Basileus (which were returned to chapters to be reissued properly)
• Insufficient MIP fees
• Outdated application forms submitted
• Submitting graduate transcripts with less than a 2.5 cumulative grade point average and the 3-year interval time period has not expired

GOING GREEN INITIATIVE FOR MIP FORMS PHASE ONE

Transformed several MIP hard copy forms into professional PDF fillable documents

<table>
<thead>
<tr>
<th>Description</th>
<th>Dissemination Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created a PDF fillable version of the New National Financial Forms A and B</td>
<td>October 20, 2016</td>
</tr>
<tr>
<td>Created a PDF fillable version of the MIP Evaluation form</td>
<td>December 9, 2016</td>
</tr>
<tr>
<td>Created a PDF fillable version of the MIP Certificate Order Form</td>
<td>December 9, 2016</td>
</tr>
<tr>
<td>Created a PDF fillable version of the MIP Request for Membership Materials</td>
<td>December 9, 2016</td>
</tr>
<tr>
<td>Detailed instructions were created to accompany all the above PDF fillable versions in the 4th quarter of 2016</td>
<td>October 20th and December 6th 2016</td>
</tr>
</tbody>
</table>

CREATING PDF FILLABLE MIP LETTERS PHASE ONE

All four letters in the MIP manual will be transformed into professional PDF fillable versions to provide an efficient and less time-consuming task without having to recreate each letter when required. All letters will be transformed and ready for dissemination to the sisterhood in the 1st quarter of 2017.

• Non-Legacy confirming interview letter
• Legacy confirming interview letter
• Inviting non-legacy (letter) to membership
• Inviting legacy (letter) to membership
**DIGITAL TECHNOLOGY UPDATES**

**MIP Online Course of Study**

- To automate the course of study through creating a strategic and robust learning course utilizing the information provided by the National History team. This automated course will allow for our aspirants to participate in live interactive sessions with their MIP coordinators/Undergraduate advisors without having both the aspirants and coordinators physically present at every session. The reviews will be on-line with certificates of completion for each review made available for downloading by each aspirant. Most importantly, the tool will afford us the opportunity to build engaging sessions for aspirants with interactive videos, live chat sessions, etc.

This proposed automation is not to take the place of all face-to-face Course of Study meetings, but is meant to enhance the subject matter as well as making it convenient to meet on-line when face-to-face may not be possible due to conflicting schedules of aspirants and or MIP committee members. MIP On-line Course of Study proposal submitted to the International Grand Basileus for review as of June, 2016.

**Status approved:**

- Work to begin latter part of the 1st quarter 2017

**MIP Online Conversion Status Update**

- MIP On-line proposal submitted to the National Executive Board as of January, 2015 to eliminate the current MIP manual process. The proposal included the creation of a stand-alone database to house all applications which would be created in pdf fillable formats, develop automation of critical reports for banking purposes, as well as for National HQ; which are currently being done manually by the National 1st Anti-Basileus. Creation of work queues, security levels, automated correspondence, and much more to make it easier to do business for the sisterhood and to go green.

  In April of 2015, Soror Rebecca Jackson suggested that she should ask the Avectra representative for an alternative proposal for the automation of MIP which would be fully compatible with the new database.

**Status Pending:**

- The new database system, designed by Avectra, is in the post-production phase. Once it is ready to be rolled out to the membership where members will be able to pay their dues on-line, we will be able to discuss Phase Two, which will be the full automation of MIP. – Tentative date 3rd quarter 2017

**NATIONAL FIRST ANTI-BASILEUS ONGOING PERSONAL TOUCH CAMPAIGN**

- New personalized welcome letter was created for the 2016-2017 fiscal year, which is being sent to each new member as of September 14, 2016, until the end of the current fiscal year. (To date, 782 have been sent out)

- New 2016 Christmas letter was created, which was sent to new members as of December 25, 2016. (To date, 774 have been sent out)
• New 2016 personalized Christmas letter was created for MIP Coordinators and Undergraduate Advisors (201) and were sent as of December 25, 2016
• New Year’s 2017 greeting letter was created, which will be sent out as of January 2, 2016, to new members who were just inducted after December 25, 2016 (To date, 60 have been sent out)
• A new personalized First year Zetaversary letter was created, which is being sent to each new member who was inducted from September 2015 forward. (This is a first from the office of the National First Anti-Basileus) (To date, 405 have been sent out)

2,222 personal touch letters have been sent as of January 2, 2017

NATIONAL FIRST ANTI-BASILEUS MEMBERSHIP COMMUNICATION SCHEDULE

Communication tool - News Brief entitled “The Keys to Membership”

• 5th edition published January 2017
• 6th edition published June 2017

MEMBERSHIP CAMPAIGN/INITIATIVES UPDATES FOR THE 2016-2017 FISCAL YEAR

• 2016 National Membership Month – October 3 – 31, 2016 – Completed
• 2017 Reclamation Campaign – will be officially launched on January 16, 2017
• 2016-2017 Transition your Talents Campaign Phase 1 – was officially launched in October 2016
• The December 2016 Special Event “Membership Card Recovery Initiative” – was officially launched on December 8, 2016 via the protocol chain and will run through January 9, 2017

STRATEGIC GOALS FOR THE 2016-2017 FISCAL YEAR

• Going Green Initiative for MIP forms Phase Two:
  o Creating professional PDF fillable versions of the MIP Applicant Applications and chapter MIP forms – tentative completion 3rd quarter 2017
• The Bridge Project (undergrad to graduate transition) – tentative proposal completion 3rd quarter 2017
• Z-PEP (standardization of embellishment/mentoring as it relates to the 3 “R’s” Retention, Reclamation and Recruitment) – tentative Phase 1 proposal completion 3rd quarter 2017

NATIONAL FIRST ANTI-BASILEUS ACTIVITIES

• Moderated the Membership Clinic on advanced PR and Marketing for the kick-off, of International Membership Month on September 3, 2016 (171 participants)
• Attended the NCNW National Convention in Washington DC on October 7-9, 2016
• Represented the International Grand Basileus and Zeta Phi Beta Sorority, Incorporated at the “Women Veterans Rock!” Rally & Veterans Day Celebration on November 11, 2016 in Washington, DC.
  o Brought greetings to the assembly
  o Assisted in presenting the award to the 2016 Women Veteran of The Year, Major General Linda L. Singh, the 29th Adjutant General – Maryland Army National Guard
  o Brought a special inspirational closing message to the assembly
- Was part of the Zeta delegation that laid a wreath at the Women’s Memorial on November 12, 2016 (National Military Advisory Board annual observance)
- Brought greetings to the Alfred Street Baptist Church Congregation on November 12, 2016 as the National Military Advisory Board of Zeta Phi Beta Sorority, Incorporated closed out their scheduled Veteran’s weekend of activities
- Officiated the Induction Ceremony for the first intake class for Alpha Alpha Omega Zeta Chapter (Westchester, NY) on November 20, 2016

**Summary of MIP Certification Training performed by the National First Anti-Basileus**

<table>
<thead>
<tr>
<th>Region</th>
<th>Date of Certification Training</th>
<th>Venue/Chapters</th>
<th># of members Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic</td>
<td>Friday - 10/14/16</td>
<td>Atlantic Regional Ex. Bd. Meeting</td>
<td>36</td>
</tr>
<tr>
<td>Atlantic</td>
<td>Saturday – 11/19/16</td>
<td>New York Downstate</td>
<td>47</td>
</tr>
<tr>
<td>Eastern</td>
<td>Friday – 12/9/16</td>
<td>Alpha Alpha Lambda Zeta Chapter (UAE)</td>
<td>10</td>
</tr>
<tr>
<td>Atlantic</td>
<td>Friday – 12/16/16</td>
<td>Germany, London &amp; Belgium chapters</td>
<td>12</td>
</tr>
<tr>
<td>Pacific</td>
<td>Friday – 10/28/16</td>
<td>Train the Trainer – Nevada State Director</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>106</strong></td>
</tr>
</tbody>
</table>

**Upcoming Activities**
- Guest host/moderator for the “First” Global Tele-Town Hall for the Centennial Global Day of Service on January 16, 2017
- Launching “30 Minute Thursdays” starting February 2017 – Once a month the National 1st Anti-Basileus will host a Membership Clinic to discuss various topics and issues relating to membership
NATIONAL RECRUITMENT AWARDS

REGION WITH THE LARGEST NUMBER OF NEWLY INDUCTED UNDERGRADUATE MEMBERS

• **Third Place – Southeastern (76)**
• **Second Place – South Central (81)**
  • **First Place – Great Lakes (97)**

REGION WITH THE LARGEST NUMBER OF NEWLY INDUCTED GRADUATE MEMBERS

• **Third Place – Great Lakes (60)**
• **Second Place – Southeastern (75)**
  • **First Place – Eastern (99)**

REGION WITH THE HIGHEST COMBINED TOTAL OF NEWLY INDUCTED MEMBERS (Grad/Undergrad)

• **Third Place – Eastern (148)**
• **Second Place – Southeastern (151)**
  • **First Place – Great Lakes (157)**
Region/State/Chapter with the largest single undergraduate intake

• Third Place: Region – Great Lakes
  State – Ohio
  Chapter – Xi Gamma
  13 New Members

• Second Place: Region - Atlantic
  State - Maryland
  Chapter – Gamma
  14 New Members

• First Place: Region - Eastern
  State – North Carolina
  Chapter – Omega
  16 New Members

A total of 8 undergraduate chapters submitted MIP packets in the double digits.
HONORABLE MENTION GOES OUT TO THE FOLLOWING UNDERGRAD CHAPTERS:

• IOTA THETA – GREAT LAKES (INDIANA) – 11 NEW MEMBERS

• MU DELTA – GREAT LAKES (ILLINOIS) – 10 NEW MEMBERS

• EPSILON THETA – SOUTH CENTRAL (MISSISSIPPI) – 10 NEW MEMBERS

• SIGMA BETA – SOUTH CENTRAL (ALABAMA) – 10 NEW MEMBERS

• IOTA ALPHA – SOUTHEASTERN (FLORIDA) – 10 NEW MEMBERS

REGION/STATE/CHAPTER WITH THE LARGEST SINGLE GRADUATE INTAKE

• THIRD PLACE TIE: REGION - SOUTHERN STATE – HOUSTON TEXAS CHAPTER – LAMBDA ZETA 12 NEW MEMBERS

REGION - EASTERN STATE – VIRGINIA CHAPTER – ALPHA BETA ZETA 12 NEW MEMBERS
Region/State/Chapter with the largest single Graduate Intake Cont.

- **Second Place Tie: Region - Atlantic State - Maryland Chapter – Delta Zeta Zeta**
  13 New Members

  **Region - Southern State – Dallas Texas Chapter – Kappa Zeta**
  13 New Members

- **First Place: Region – Eastern State – Virginia Chapter – Phi Kappa Zeta**
  16 New Members

A total of 6 Graduate Chapters submitted MIP packets in the double digits.

Honorable mention goes out to the following Graduate chapter:
- **Rho Xi Zeta – Southeastern Region (Georgia) – 10 New Members**
MOST IMPROVED UNDERGRADUATE
INTAKE % STATS

- **Second Place – Midwestern (12)**
  Midwestern improved by 200% over last year this same time

- **First Place – Pacific (19)**
Pacific improved by 216.66% over last year this same time

MOST IMPROVED OVERALL INTAKE
(G/UG) % STATS

- **Second Place – Pacific (50)**
Pacific improved their total intake by 28.20% over last year (39) this same time

- **First Place – Midwestern (26)**
Midwestern improved their total by 44.44% over last year (18) this same time
INTERNATIONAL RECRUITMENT

AWARDS

GRADUATE/UNDERGRADUATE INTAKE TOTALS

• THIRD PLACE REGION: ATLANTIC
  AREA: GERMANY
  CHAPTER: MU THETA ZETA (3 NEW MEMBERS)

• SECOND PLACE REGION: EASTERN
  AREA: ABU DHABI, UAE
  CHAPTER: ALPHA ALPHA LAMBDA ZETA (4 NEW MEMBERS)

• FIRST PLACE REGION: SOUTHEASTERN
  AREA: BAHAMAS
  CHAPTER: RHO UPSILON (8 NEW MEMBERS)

• HONORABLE MENTION- REGION: ATLANTIC
  AREA: BELGIUM
  CHAPTER: ALPHA ALPHA THETA ZETA (1 NEW MEMBER)

POWER HOUSE STATE AWARDS

• THIRD PLACE – FLORIDA – 58 NEW MEMBERS
• SECOND PLACE – TEXAS – 71 NEW MEMBERS
• FIRST PLACE – NORTH CAROLINA – 83 NEW MEMBERS