

*Jacksonville Alumnae Chapter*  
**DELTA SIGMA THETA SORORITY, INC.**



*Delta*  *Diamond*

**CELEBRATING 75 YEARS OF  
SISTERHOOD, SCHOLARSHIP AND SERVICE**



# President's Message



*"Greatness is not measured by what a man or woman accomplishes, but by the opposition he or she has overcome to reach his goals." —Dorothy I. Height, 10th National President*

**Greetings Sorors!**

***Spring is here and we are still implementing a complete calendar of stellar projects and programs aligned to our five-point programmatic thrust in a virtual setting. Even in a virtual setting, we are changing lives and impacting our community with our award-winning projects and programs.***

***Your unyielding commitment and hard work during this COVID season have earned us the Dr. Paulette C. Walker Social Action Award and Red Ribbon Chapter Award. The chapter also was awarded the McDonald's Golden Grant in the amount of \$5,000 for our EMBODI program. Soror Brenda Jackson provided funds for the next five years to award a graduating senior with the Brenda Jackson Literary Scholarship. We are truly a blessed chapter.***

***It was truly an honor to be the seated Chapter President as our chapter celebrated its 75<sup>th</sup> anniversary. Our Founders Day Committee led by Soror Stephanie Oglesby and Soror Jackie Bohannon did an outstanding job capturing and commemorating our chapter history through the eyes of our past chapter presidents for the last 75 years. It is because of our members countless hours devoted to sisterhood, scholarship, and service our chapter has shaped itself into the award-winning chapter that exists today. A special thank you to our technology team who has played an integral role in our chapter's success this sorority year by ensuring the chapter programs, projects, and ritualistic ceremonies were implemented in the virtual setting.***

***In this issue of the Delta Diamond, you will enjoy reading our chapter highlights to include articles from Membership Services, Projects and International Awareness and Involvement, Social Action, and Educational Development to name a few. As we will continue to receive health tips during our chapter meetings, I want to encourage you to do your part in curbing the virus by getting your COVID-19 vaccination shot(s). With the mayor lifting the mask mandate in Jacksonville, we need to make sure we continue to be safe from this deadly virus and stay woke to the direction our city is headed....fully opened!***

***Thank you Soror Morton and her committee for another awesome issue of the Delta Diamond.***

***Violets and Pearls,***

***Aurelia***



# Spring 2021

# Delta Diamond

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*Jacksonville Alumnae Chapter  
Delta Sigma Theta Sorority, Inc  
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[www.dstjax.org](http://www.dstjax.org)  
<https://www.facebook.com/dstjax>  
<https://twitter.com/dstjax>  
<https://www.instagram.com/dstjax>*



*From the Journalist—Simone W. Morton*

*Thank you to the many Sorors who contributed to the Spring 2021 edition of the Delta Diamond and the awesome Sorors on the Journalist team. All of your efforts are greatly appreciated.*

*Team: Robbin Frazier, Chanda Nicole Holsey, Audrey Brownlee,  
Sharhonda Rush, Jacque Slater, and Joanne Thayer*



# Jacksonville Alumnae Chapter

## Chartered February 9, 1946

*History provided by Soror Teresa Brown, Historian*

Our award winning, dynamic chapter of Delta Sigma Theta Sorority, Inc. celebrates its 75th anniversary this year.

As part of the chapter's 75th Anniversary celebration, a beautiful floral arrangement was placed at the gravesite of Founder Winona Cargile Alexander on Saturday, January 9, 2021 following the chapter's January virtual sorority meeting.

On Wednesday, January 13, 2021, our beloved sorority's 108th anniversary was a day of social service. As part of our annual Delta Days at City Hall, a virtual panel discussion entitled "From Pandemic to Protest, Reflections to Resolutions" was held with distinguished guest speakers to discuss concerns of police brutality, gun control, education, city government, defunding police and funneling funds to communities. Later that evening, JAC sorors channeled their inner artistic genius with "Elephant in the Room", a virtual paint party.

JAC's two-day chapter anniversary celebration commenced Friday, January 15th with "Friday Night Live", a night of games, fellowship, give-a-ways, and good old Delta fun.

The celebration continued with Saturday's "Jazzin It Up in DST Celebrating 75 Years With JAC", a night of songs from the new Delta Trio, music from Brian King Joseph and the sharing of chapter history from our chapter's past Presidents.

These celebrations would not be possible without the forethought of bold ladies in Jacksonville, Florida during the early years of our great sorority.

Initial steps to charter Jacksonville (FL) Alumnae were taken in 1936 by eight local members of the sorority. A letter dated December 28, 1936, inquired about the chapter establishment. Correspondence from Grand Chapter authorized formation of the Alpha Iota Sigma Chapter on March 4, 1937. Records did not indicate a chapter was established. During a petition to establish an alumnae chapter, a charter was granted under the name Gamma Eta Sigma in 1946. Upon review, the name Alpha Iota Sigma was reissued to the chapter, and the charter given under the name Gamma Eta Sigma was returned to National Headquarters.

On February 9, 1946, the Alpha Iota Sigma Chapter was chartered. The charter members were **Thelma Harris Livingston, Florida Rutledge Cave Alexander, Lillie Belle McKeever Blackshear, Hazel Wiles Overstreet, Mozelle Bruton, Fay Glover Solomon, and Willie Lee Lucas.**



## First Founders Day

*Pictured from left: Anna Bell Bloodworth, Luella White, Thelma H. Livingston, Hazel Overstreet, Florida Walker Alexander, (Founder, organizer and first president), Willie Lee Lucas, Lillie Bell Blackshear, Mozelle Bryton, Ali Thorpe.*

Sorors Leapheart, Thorpe, and White, were actively involved in the process of establishing the chapter. Gwendolyn Leapheart left for Daytona Beach, Florida in 1946 for a job with the National Youth Administration. Ali Thorpe and Luella White came to Jacksonville with their husbands who were African Methodist Episcopal ministers.

Patricia Roberts Harris, Executive Director, mailed correspondence to the chapter dated November 24, 1958 noting the new name as Jacksonville (FL) Alumnae Chapter in accordance with the Grand Chapter amended Bylaws and Constitution.

Founder Winona Cargile Alexander became an active member of the chapter in 1950. She died October 16, 1984. Funeral services were held October 20, at Woodlawn United Presbyterian Church. The chapter was blessed by her knowledge of Delta, wisdom, and counseling. Lottie Donaldson, chapter president, in her remarks at the funeral stated, "We shall remember her as she would wave, smile and say, "Fond greetings to all you dear Deltas, I love you."

The Jacksonville Alumnae Chapter during its seventy-five years, has provided extraordinary service to the community and has provided many thousands of scholarship dollars. Along the way, our chapter has been recognized numerous times by our beloved sorority and the community at-large for the dedicated work we are called to do.



**“Fond greetings  
to all you dear  
Deltas.  
I love you.”**

**Winona Cargile Alexander**, one of the original twenty-two founders of Delta Sigma Theta Sorority, Inc., was born June 21, 1893 in Columbus, Georgia.

She enrolled at Howard University in the fall of 1910. While at Howard she was involved in and an officer with several activities and clubs.

A historic day occurred at Howard University on January 13, 1913, when Winona Cargile along with twenty-one of her female classmates established **Delta Sigma Theta Sorority, Inc.** She served as the sorority's first Custodian of Alpha Chapter.

Alexander graduated cum laude from Howard and taught school in Missouri for one year before becoming the first person of color to enroll at New York School of Philanthropy, now known as the Columbia University School of Social Work. Upon completion of the program, she accepted a position in Jacksonville, Florida as a Social Worker for Colored Indigents with the Duval County Welfare Board.

In 1917, she married Edward Alexander, a Jacksonville attorney. To this union, six children were born. She became active with Laura Street Presbyterian Church and was later ordained an Elder. She held membership with now Woodlawn Presbyterian Church for over 65 years.

Her involvement and participation with Alpha Iota Sigma, now known as Jacksonville Alumnae was truly a wonderful blessing. Her beautiful smile, charming spirit and sparkling personality was welcome warmth to all. She remained a dedicated and active member until health issues slowed her pace.

Founder Winona Cargile Alexander died on October 16, 1984 at ninety-one years of age. Her life was truly a testament of her faith, values, and beliefs.

*Condensed from <https://www.dstjax.org/history>*

## **The Myrtle W. Turner Book Scholarship**



The Delta GEMS Book Scholarship honors past Chapter President (1967-1970) **Myrtle W. Turner** whose passion for books helped establish her lifelong journey as an Educator/Librarian – a role she proudly served for more than 40 years.

The scholarship, officially renamed The Myrtle W. Turner Book Scholarship is awarded to a graduating senior of the Delta GEMS program.

One of the primary objectives of the Delta GEMS program is to teach young girls how to create opportunities for academic success; a philosophy Soror Turner personally adopted at an early age.

After reading *Up From Slavery*, the autobiography of American Educator, Booker T. Washington, Soror Turner was inspired to attend then Hampton Institute, later named Hampton University, which she was able to do after being awarded two four-year scholarships; one from Hampton Institute and one from Delta Sigma Theta Sorority, Inc.

Soror Turner graduated from Hampton in June 1951 with a degree in English with High Honors. She worked various teaching assignments until her continued focus on academic excellence and desire to offer the best of herself to young African-American boys and girls, compelled her to return to school to obtain her Master of English Education degree from Northwestern University in Evanston, IL and subsequently study for her MLS from Florida State University School of Library Science.

*Condensed from The Myrtle W. Turner Scholarship application*

## Selected **SIGNATURE PROGRAMS OVER THE YEARS:**

Δ Jabberwock Δ Musical Concerts Δ Head Start Δ  
Job Opportunity Project Δ Mental Health Series Δ  
Delta Teen Lift Δ Miss Delta Teen Pageant Δ  
Tutorial Program Δ Destiny Starts Today (DST)  
Youth Partnership Δ May Week Δ Junior Arts  
Express Δ Habijax Δ Relay for Life Δ St. Johns  
Horizon House Δ Circle of Love Δ Delta Days at  
the School Board Δ Funded the Building of a Well  
in Malawi Δ Funded the Building of a Water Well  
System Province of Brits, South Africa Δ Delta  
Dears Luncheon Δ Precinct Adoption Δ College  
Tour Δ Clara White Mission Feed the City Δ  
December to Remember Δ DSTJAX Camp  
Sunshine Δ Dr. Betty Shabazz Academy/GEMS,  
EMBODI Δ Voter Registration Δ Restoration of  
Civil Rights Δ Go Red for Women Δ Delta Days at  
City Hall Δ Stay in School Sustainable Reusable  
Hygiene Kits Δ Pinedale Elementary School Garden  
Δ Sisters Network Inc. Gift for Life Block Walk Δ  
Human Trafficking Awareness Δ Northeast Florida  
AIDS Network Dining Out for Life Δ Share and  
Seed Partnership Δ Delta Day at a Black Business Δ  
College Tours Δ College Fairs Δ Mary Help of the  
Sick Mission Hospital Δ Dfree Financial Workshops  
Δ Human Trafficking Awareness Δ Domestic Teen  
Violence Δ Project I.M.P.A.C.T. Δ

## Jacksonville Alumnae **Award Winning Chapter (Partial List)**

- Red Ribbon Award (2019, 2020, 2021)
- Florida Delta Day at the Capitol (2021)
  - Dr. Paulette C. Walker Social Action Award
- McDonald's Golden Grant (\$5,000) for EMBODI (2021)
- 2020 Census Bureau Community Partnership and Engagement Certificate
- Florida Delta Days at the Capitol (2019)
  - Antoya Shuler—Trendsetter Award
  - Social Action Committee of the Year
  - The Dr. Paulette C. Walker Chapter of the Year Award
- National Award—Social Action Committee of the Year (2019)
- Claire White Mission Award (2019)
- JAC Step Team—1st Place Stomp Down (2019)
- Distinguished Service Award: Political Awareness and Involvement (2018)
- May Week Award (2018)
- Newsletter of the Year (2018)
- Chapter of the Year—Large Category



*This an abbreviated list of our chapter's signature programs.*

# Jacksonville Alumnae Presidents

## A Legacy of Excellence

*List of past Chapter Presidents and term(s) of office served:*

Florida Rutledge Cave Alexander\*, 1946-1947  
Thelma Harris Livingston\*, 1947-1949  
Hazel Wiles Overstreet\*, 1949-1950  
Pauline Smith\*, 1950-1951  
Ruby Humphrey\*, 1951-1953  
Olga Bradham\*, 1953-1957  
Lillian Small\*, 1957-1961  
Hettie Mills\*, 1961-1965  
Lillian Small\*, 1965-1966  
Lovenia Solomon\*, 1966-1967  
Myrtle Turner\*, 1967-1970  
Jeanette Robinson, 1971-1972  
Gwendola Jones\*, 1970-1971  
Clara Wilkinson\*, 1972-1974  
Beverly Rao, 1974-1977

Willye Frank Dennis\*, 1977-1980  
Merceda Key, 1980-1981  
Lottie Donaldson\*, 1981-1985  
Lois Gibson\*, 1985-1987  
Barbara Darby, 1987-1991  
Lottie Donaldson\*, 1991-1993  
Barbara Young, 1993-1997  
Barbara Green, 1997-1998  
Joann Manning, 1998-2003  
V. Joanne Thayer, 2003-2007  
Sandra Hull-Richardson, 2007-2011  
Karen Kincade, 2011-2015  
Veronica Tutt, 2015 – 2019  
Aurelia Ray Williams 2019 - Present  
\*(Omega Omega)



*Left to right: Veronica Tutt, Karen Kincade, Sandra Hull-Richardson, V. Joanne Thayer, Barbara Green, Barbara Darby, Merceda Key, Myrtle Turner.*

# Award-Winning JAC!



**President Aurelia  
Ray Williams**



## Jacksonville Alumnae Chapter



*First row seated L->R: Rita Scott (Treasurer), Kimberly Holloway (Assistant Treasurer), Rodericka Webb-Wilkerson (Recording Secretary), LaDeidra Ellis (2nd Vice President), Aurelia Williams (President), Alice Bennett (1st Vice President), Altoria White (Corresponding Secretary), Vera Briggs (Financial Secretary), Laureen Mobley (Assistant Financial Secretary), Jossie McCloud (Custodian)*

# MEMBERSHIP SERVICES



# Twas' the Night Before JAC Christmas...

Submitted by Soror Kimberly Stevens

And all through the city Santa's Helpers were distributing treat buckets with care, adhering to the CDC guidelines with no contact delivery. There were poems and games to prepare in hopes that the Sorors soon would be there. Seventy-eight Sorors came through with great holiday enjoyment until the end was declared!

# Name That Tune

The first game was 'Name That Tune' where Sorors were asked to give the correct title of some of our favorite Christmas songs, and as type A personality Sorors do, the game ended with a request to have a recount on the votes for the winner.



# MEMBERSHIP SERVICES

## Twas' the Night Before JAC Christmas...



Next we had our talented Soror DeeDee Ellis perform a rendition of  
Twas' a Night before JAC Christmas.

She spun an awesome tale of our African culture mixed with items for  
Sorors to find in the upcoming Scavenger Hunt.

Ten items were hidden in the well worded prose and when the poem was  
complete, they dashed away; dashed away all!

The winner was crowned because she was taking the call in her Delta room!

A huge thanks to participants  
and the Membership Retaining committee  
for another amazing event.

# MEMBERSHIP SERVICES

## Spring 2021

### ΔΣΘ Milestone Recognitions



Kimberly Ansley  
Marcia Brown  
Chiquita Bryant  
Felecia Hudson  
Tesha Paul  
Jamila Pope  
Ja'Keshia Brown  
Sabrina Ferguson  
Geraldine Hamilton  
Tammy Hodo  
LaShonda Holloway  
Quilnetta Jones  
Lynda Lewis  
Sharhonda Rush  
Terri Stepter



Patricia Godboldt  
Joyce Jefferson  
Hattie Matthews  
Madeline Scales-Taylor  
Sandra White



# Membership Services Committee

Anniversary Plaques Social Distance Pick-Ups, March 27<sup>th</sup> & March 28<sup>th</sup>

Sorors traveled from the North, East, South, & West of the city to pick-up their 25<sup>th</sup> Year & 50<sup>th</sup> Year Anniversary Plaques. Sorors whose Anniversary Milestone fell during the Pandemic will receive special recognition at the April Chapter Meeting.

*Delta Strong.....Ain't No Stopping Us!*

Teresa Shears-Brazil



Ja'Keshia Brown



Chiquita Bryant



Madeline Scales-Taylor



Terri Stepter



Jamila Pope



Tammy Hodo



Felecia Hudson



Geri Hamilton



Hattie Matthews



Sharhonda Rush



Sabrina Edwards



Sandra White



Chenelle Hunter



Latasha Garrison



Quinnetta West



# PROGRAM PLANNING AND DEVELOPMENT

LaDeidra A. Ellis, Chair

## Spring has “Sprung”, Sorors!

As we progress through 2021, our PP&D committees have proven there's “no stopping them” this sororal year! Despite the challenges presented by the coronavirus and virtual meeting requirements, JAC PP&D has continued to meet the challenge of providing an extensive array of public service and member development initiatives based on the sorority's Five-Point Programmatic Thrust.

### ECONOMIC DEVELOPMENT

The **Economic Development Committee** significantly increased the number of activities on its calendar this year and they still have more events to come!

They continue to promote the concept and practice of **Financial Fortitude** to members of JAC and the Jacksonville community with their upcoming **Whole House Financial Workshop** (April 24th) and **PACE Center for Girls Financial Workshop** (May 25th).

### EDUCATIONAL DEVELOPMENT

The **May Week/Scholarship Committee** hosted a wonderful panel discussion, **“Education Reimagined: Perils of the Pandemic,”** and is now excitedly preparing for its May Week activities.

The **BSA/GEMS and EMBODI Committees** have continued to encourage and inspire young men and women, using hands-on activities, open dialogue, and innovative activities to keep participants engaged during their virtual Program Days.

### INTERNATIONAL AWARENESS AND INVOLVEMENT

The **Projects & International Awareness & Involvement Committee** has continued to develop innovative ways to support its traditional programs, like **December to Remember**, while adding virtual activities such as the upcoming **Project I.M.P.A.C.T**, a two part session scheduled for April 27th & 29th, and funding drives like the **“75 Will Keep Babies Alive!”** initiative to purchase incubators for the Mary Help of the Sick Hospital in Kenya.



## Program Planning and Development



### PHYSICAL AWARENESS AND INVOLVEMENT

While supporting initiatives with our corporate and community partners, including the March of Dimes, NFAN, and the American Heart Association, the **Health and Fitness Committee** has kept us active with their meeting stretch breaks. The committee has now launched the “WW Plus” Program within JAC and formed teams of sorors to encourage and support one another.

### Political Awareness and Involvement

After a fall focused on voter empowerment and action, our **AWARD WINNING Social Action Committee** hosted a day of successful *Delta Day at City Hall* related events. Throughout the remainder of the year, the committee will continue collaborations with other organizations, including Collective Voices and Black Lives Matter, while also supporting and participating in Delta events such as *Delta Days at the Nation’s Capital*.

### OTHER PP&D COMMITTEES

The **Institutional Research Committee** has solidified its position as the “go to” resource for the development of data collection tools and capturing of quantitative information relating to chapter programs. The **Emergency Response Team** is in the process of upgrading our emergency response policies and practices, and **Charitable Partners** continues to monitor relationships with Delta’s dynamic partner organizations.

***The PP&D Committees Aren’t Done  
So Stay Tuned!***

# **FIVE—POINT PROGRAMMATIC THRUST**



# EDUCATIONAL DEVELOPMENT EMBODI



member of the Tampa Alumnae Chapter) and Vanity Duran, presented the grant at the Jacksonville Urban League on February 1, 2021.

EMBODI chair **Soror Rhonda Motley** was interviewed by local news station WJXT. Soror Motley shared the grant will support continued educational programming for young males in the Jacksonville, Florida community. The McDonald's Golden Grant will allow our EMBODI STEM (Science, Technology, Engineering, Mathematics) curriculum to purchase robot kits for each participant. Sorors together with engineers from the Boeing Company, the world's largest aerospace company, assisting virtually, will guide EMBODI participants in building and programming their personal robots.

The EMBODI committee partnered with Duval County police and school resource officers for an informative “Protesting with Police Peacefully” workshop. Other workshops have included “Financial Planning and Money Management”, “Entrepreneurship”, creating websites and recently a “Mental Health Symposium”.

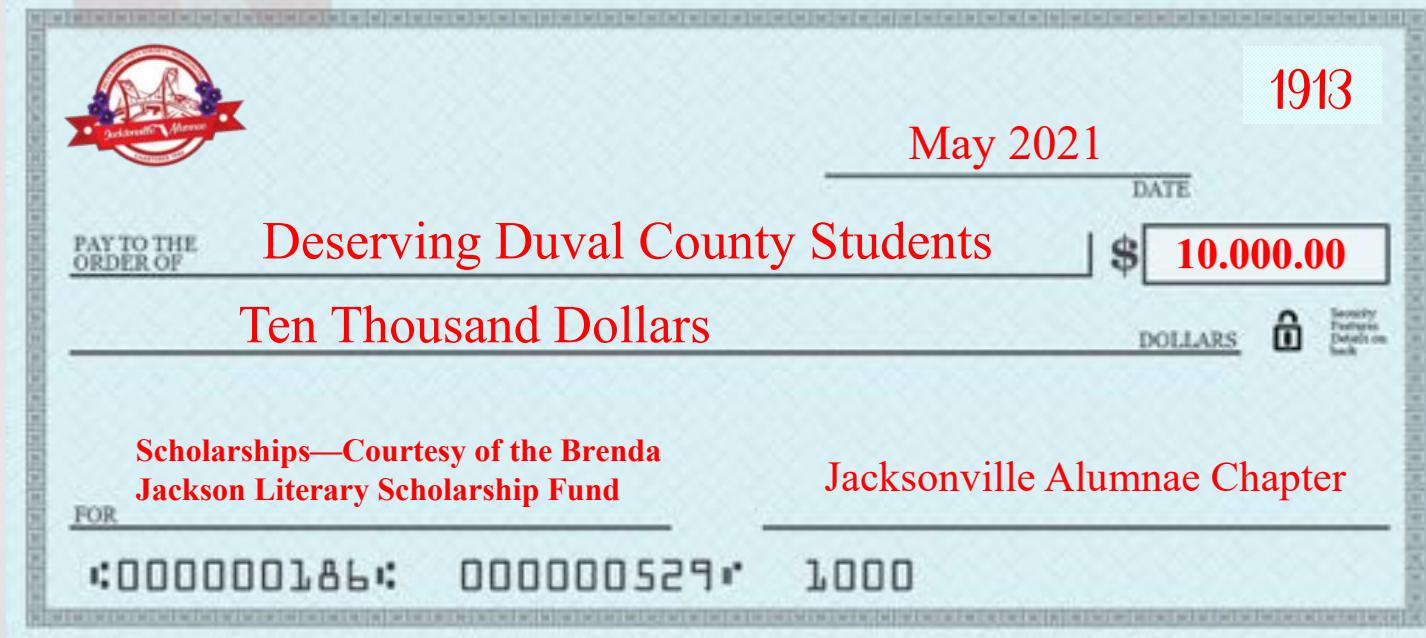
Our sorority’s signature program EMBODI, as implemented by the dynamic Sorors of JAC, is exceptionally achieving the program’s goal of increasing the full potential of our EMBODI participants in developing critical lifetime strategies and skill sets for academic and career success.

# MAY WEEK BRENDA JACKSON LITERARY SCHOLARSHIP



A special thank you to  
Soror **Brenda Jackson** who provided funds for  
the next five years for  
the **Brenda Jackson Literary Scholarship**.

Her gift will support the May Week and  
Scholarship committees with JAC's annual  
scholarships for Duval County students.



Sisterhood, Scholarship, Service

ΔΣΘ

# PROJECTS AND INTERNATIONAL AWARENESS

## December 2 Remember Reimagined

Submitted by Soror Jamesha Moore.



Seeing warm radiant smiles and sharing heartfelt hugs with a family in need is something the Ladies of Delta Sigma Theta Sorority, Inc. did not get to experience this year.

Due to a horrendous pandemic, the much anticipated December 2 Remember was cancelled.

Fret not!

Despite the unpredictable circumstances, we were still able to spread some holiday cheer. We partnered with The JumpStart Pediatric medical daycare to bless thirty families with a \$25 Walmart gift card. The gift cards were placed inside of some festive gift bags which included Christmas cards with genuine personal messages and a tasty candy cane. Soror Jamesha Moore hand delivered these packages to the daycare.

The Projects and International Awareness and Involvement committee was thrilled that in the midst of everything going on in the world today, we could still manage to be a blessing to our community.



# PROJECTS AND INTERNATIONAL AWARENESS

The Projects and International Awareness and Involvement Committee hosted Human Trafficking Awareness Week in recognition of Human Trafficking Awareness month. The events were held the week of January 25-29, 2021 and consisted of a Human Trafficking PSA, social media campaign, an opportunity to be trained to spot, report, and prevent human trafficking, and a Human Trafficking Awareness Symposium lead by **Soror Kruzshander Scott**. The purpose of Human Trafficking Awareness Week was to increase awareness of human trafficking and educate on preventative measures.

The Human Trafficking PSA and social media campaign consisted of daily posts on the chapter's Instagram and Facebook platforms. The posts provided information on what the average person can do to stop human trafficking, the key indicators to identify trafficked victims, and myths and facts on human trafficking.

The Jacksonville Alumnae Chapter website contained information on Human Trafficking Awareness Month and the video "*Breaking the Cycle of Human Trafficking*".

Sorors were asked to repost the information to their personal Instagram and Facebook platforms using **#DSTJAXOnWatch** and **#OnWatchwithDST**. The general public also was asked to share the information using **#IAmOnWatch** and **#FloridaOnWatch** (the state could be changed to reflect another state of residency) to assist with dissemination of the information.

Sorors and the community were asked to participate in training on [www.iamonwatch.org](http://www.iamonwatch.org). The OnWatch training equipped learners to combat human trafficking in communities, and to recognize the signs of human trafficking. Everyone who completed the training received a certificate of completion.

The culminating event of the week was the Human Trafficking Awareness Symposium on January 28 via Zoom. The event featured a presentation by **Kruzshander Scott** who provided very useful information on

human trafficking in the state of Florida and how it has been impacted by the pandemic.

The symposium also discussed what signs to look for in human trafficking and what the average person can do to prevent human trafficking. The event also included a Q & A session and was attended by over 70 people. The information provided was educational, practical and an eye opener for everyone.

Human trafficking is a problem that everyone can help solve. The Projects and International Awareness and

involvement committee provided an opportunity that allowed people to be trained to be "On Watch" for signs and symptoms of human trafficking. These goals were accomplished with the many activities provided during the week.



# HUMAN TRAFFICKING AWARENESS MONTH



**#DSTJAXOnWatch**  
**#OnWatchwithDST**  
**#IAmOnWatch**  
**#FloridaOnWatch**

# SOCIAL ACTION VIRTUAL DELTA DAY AT JACKSONVILLE CITY HALL



As part of JAC's 108<sup>th</sup> Founders Day and 75<sup>th</sup> Chapter Anniversary celebrations, the Social Action committee infused advocacy and action as part of the week's activities. This year's Delta Day at City Hall (DDCH) had two components, a meeting with Jacksonville City Council members and a luncheon speaker forum.

The topic of discussion for the 2021 virtual Delta Day at City Hall was "***From Pandemic to Protest, Reflections to Resolutions***". Questions to City Council members were submitted a week prior for the virtual Zoom session. The questions concerned City Council oversight of the Jacksonville Sheriff's Office, and the rollout of the Covid-19 vaccine.

The virtual Delta Day at City Hall luncheon and speaker forum was moderated by Soror Pat Sams. Our Chaplain Joni Hughes offered prayer, and 2nd Vice President LaDeidra Ellis gave us the welcome and the purpose.

Guest panelists were Dr. Diana Green, Superintendent of Duval County Public Schools, Dr. Kelli Wells, Senior Medical Director for Medical Affairs at Florida Blue, and Jacksonville Police Chief Deloris O'Neal.

Mayor of Atlanta, Soror Keisha Lance Bottoms, although unable to be a speaker live, provided a short video wishing us a happy Founders Day. U.S. Representative, Soror Val Demings (FL-10) gave us a video message. Although confirmed to be with us live, her schedule became busy with Congressional duties that day.

Both DDCH and the speaker forum were positive and informative. As Deltas, we must continue to be the voice and face of social action in our community. Our political and community leaders know that our members hold them accountable to their duties and responsibilities in providing equitable and appropriate services and resources to our community.



# SOCIAL ACTION CENSUS 2020

January 2021

Florida

## 2021 Census Best Practices Showcase



U.S. Census Bureau Atlanta Region  
George Grandy Jr. - Regional Director

United States  
**Census**  
Bureau

Shape  
your future  
START HERE >  
United States  
**Census**  
2020

# SOCIAL ACTION CENSUS 2020

Florida



## Jacksonville Makes Sure that Duval Counts in 2020 Census

*Editor's Note: Dawn Lockhart, Director of Strategic Partnerships, shares the work that the City of Jacksonville did for the 2020 Census. The City of Jacksonville led the local county-wide 2020 Census outreach & media campaign efforts in partnership with over 115 strategic partner organizations and more than 750 community ambassadors. The U.S. Census Bureau Atlanta Region thanks the City for being a great partner.*

Mayor Lenny Curry and his administration launched the Duval Counts Complete Count Committee and developed a community-wide partnerships and media strategy to ensure an accurate count in Duval County. The City of Jacksonville coordinated with existing and new strategic partners to leverage their natural communication and partnership routes to deliver the 2020 Census message and to create momentum and engagement for self-response. To strategically target efforts, the City completed an in-depth analysis of the 2010 Census response rates and Low Response Scores as well as analyzed and reported out 2020 Census self-response data regularly to stakeholders.

The City engaged with over 115 strategic partner organizations within 17 key industries across the public, private, and philanthropic sectors through approximately 105 community meetings/presentations. The City's strategic partners established creative and effective initiatives, such as the Early Learning Coalition of Duval who distributed materials to approximately 16,000 families/providers and launched an "I COUNT" campaign that provided incentives to families/providers.

The City established a community ambassadors' network of local leaders who serve as trusted voices to share the 2020 Census message. It developed the Duval Counts Community Ambassador Newsletter to provide ambassadors with a virtual toolkit to educate and motivate their communities, 19 including sample media content. Overall, the City sent 15 email newsletters to over 750 community ambassadors.



*Reprinted from the U.S. Census Bureau Atlanta Region—Florida Best Practices Showcase Newsletter, January 2021, p. 4.*

# SOCIAL ACTION CENSUS 2020

## Florida

The City of Jacksonville appropriated \$150,000 for a paid localized media campaign to encourage residents to complete the Census, specifically focusing on the hard to count. It also utilized existing media resources and partnerships to share the 2020 Census message with the community at no cost, including hosting a Kick-Off Press Conference led by Mayor Curry with presentations by city officials and local leaders.

In response to COVID-19, the City pivoted its efforts and leveraged the City's COVID-19 response to reach community members in new ways. It placed localized yard signs at testing sites, distributed notifications through its JaxReady Emergency Preparedness system, shared materials through its COVID-19 programs, and Mayor Curry included messaging in frequent press conferences.

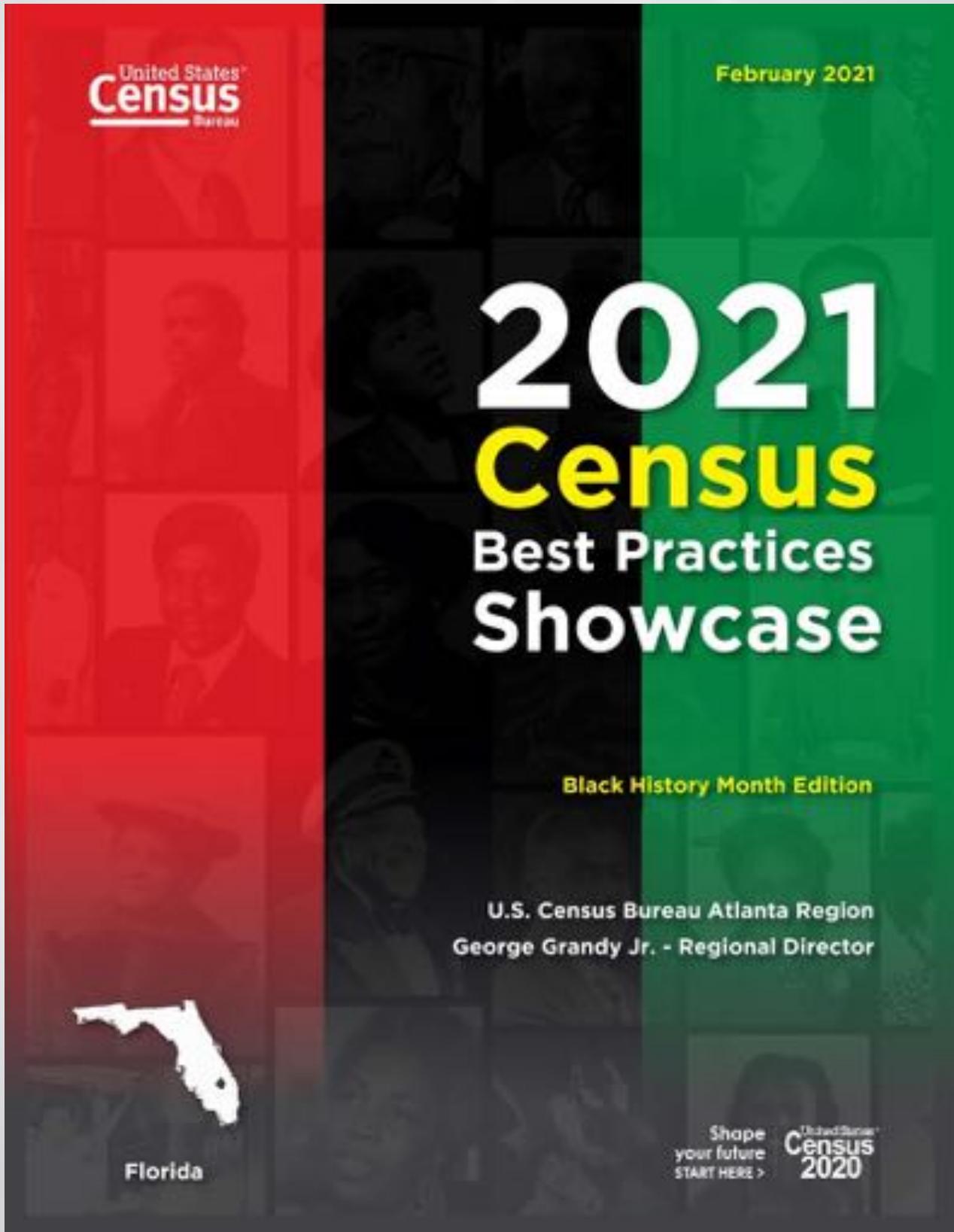
The City of Jacksonville generated broader community engagement during the 2020 Census to create an increase of 4.5 percent in self-response from 2010. Duval County also moved up in rank to Number 11 out of 67 Florida counties from Number 22 in 2010. By investing in this strategy, the City of Jacksonville created an effective, sustainable system for executing a cross-sector, county-wide campaign providing a solid foundation for future Census efforts.



*Reprinted from the U.S. Census Bureau Atlanta Region—Florida Best Practices Showcase Newsletter, January 2021, p. 5.*



# SOCIAL ACTION CENSUS 2020



United States  
**Census**  
Bureau

February 2021

# 2021 Census Best Practices Showcase

Black History Month Edition

U.S. Census Bureau Atlanta Region  
George Grandy Jr. - Regional Director

Florida

Shape  
your future  
START HERE >

U.S. Census Bureau  
**Census**  
2020

# SOCIAL ACTION CENSUS 2020

*Black History Month*

**Florida**



## Jacksonville Deltas Team with Others to Have Huge Impact

The Jacksonville Alumnae Chapter of Delta Sigma Theta Sorority Inc. envisioned a successful campaign to get more people in Duval County counted than 10 years ago. With a mix of social media, old-fashioned grassroots contacts, and collaboration with a large network of local organizations, the members achieved their lofty goal.

Chapter President Aurelia Williams said the early preparatory phase for the 2020 Census helped with their success.

"Our goal was to make sure the community knew why the census mattered, and to advocate for others to bring more dollars into our neighborhoods," Williams said.

The members of the Social Action Committee developed a multi-pronged plan that connected members to area churches and looped in other social and civic organizations so they would have a broad reach in the hard-to-count areas of Jacksonville.

Williams said the organization had to overcome doubts and myths in the community about the census.

"There had been a negative connotation about census," Williams said. The Deltas had a succinct message: "If you don't complete the census, we can lose money coming to our community."

Through Partnership Specialist Victor Cora, the Jacksonville Deltas signed on in August 2019 as one of the earliest partners. Members agreed to Social Action Chairman Pat Sams and member Yvonne McClain were key people.

Cora held a series of meetings to educate them about the Census process, and their pivotal role as trusted voices to engage with leery residents. The chapter also committed to distribute 2020 Census flyers at their events and in the community.

McClain said their strategy was to target area churches. Selected members contacted their pastors and ask them to join as ambassadors. They contacted the pastors every two weeks and spoke with families in each congregation about the importance of completing the census form.



*Reprinted from the U.S. Census Bureau Atlanta Region—Florida Best Practices Showcase Newsletter, February 2021, p. 7.*

# SOCIAL ACTION CENSUS 2020

*Black History Month*

Florida



Later, McClain said, they took a similar approach to senior care facilities and public schools.

Sams said they expanded their reach by partnering with 24 organizations, which was marketed as the Jacksonville Collective Voice Partners. The coalition leveraged connections with the City of Jacksonville and the Duval School District where they held press conferences and radio interviews to spread the word.

"We hit college age students," Sams said. "We wanted to make sure the college students talked to other students in a language they understand."

The collaboration led to an Impact Weekend where members of the different organizations wore their unique attire and had laptops so the public could complete their census forms on the spot. Later, the Deltas conducted events to assist formerly incarcerated individuals and a separate event for homeless people.

"We registered them to vote and then got them to complete the census," Sams said.

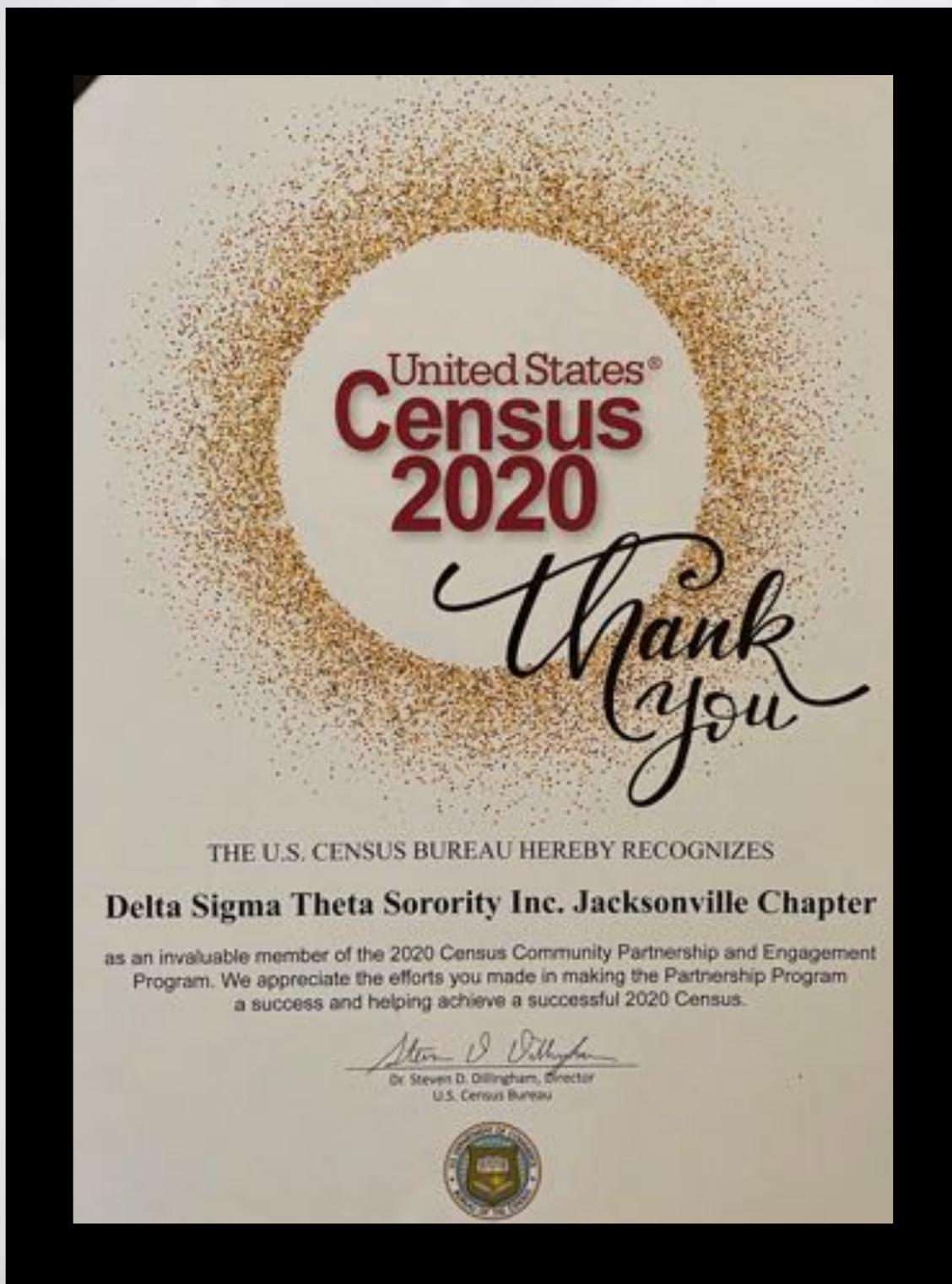
In part, because of the chapter's efforts, Duval County finished with a self-response rate of 67.9 percent, the highest in Florida among counties with a population greater than 950,000. It ranked 11th overall of the 67 counties in the whole state. The county surpassed its 2010 self-response rate by 4.5 percent.

The Atlanta Region Salutes the Jacksonville Alumnae Chapter of Delta Sigma Theta Sorority Inc. for its stellar performance as a 2020 Census Partner.

United States  
**Census**  
Bureau

*Reprinted from the U.S. Census Bureau Atlanta Region—Florida Best Practices Showcase Newsletter, February 2021, p. 8.*

# SOCIAL ACTION CENSUS 2020



# **SOCIAL ACTION IS WHAT WE DO!**

## *Congratulations Sorors!*

**A  
W  
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### *The Dr. Paulette C. Walker Chapter Social Action Award (Alumnae)*

This award recognizes a chapter with exemplary virtual Social Action initiatives from March 1, 2020 through February 28, 2021. It will be awarded in two categories - Collegiate and Alumnae.



*Jacksonville (FL) Alumnae Chapter*

*Jacksonville (FL) Alumnae Chapter*

# Soror Spotlight



On January 11, 2021 **Soror Rita Scott** was appointed to the Jacksonville Urban League Board of Directors. This appointment was the result of a few words of encouragement through a conversation she had with Soror Tammy Hodo. Soror Scott expressed her interest in wanting to expand her community involvement. Soror Hodo mentioned the Jacksonville Urban League was looking for new board members and encouraged Soror Scott to apply.

After researching the organization and finding out how the organization aligned with her personal goals, Soror Scott applied. A few months later, she was accepted to be a part of the board. Soror Scott is looking forward to working with the Jacksonville Urban League to make a positive difference in our community.

The Jacksonville Urban League is a nonprofit, special-service and advocacy organization that works to fulfill its mission of empowering communities and changing lives. The mission is to assist African Americans as well as other underserved communities to secure economic self-reliance, parity, power and civil rights.



**Dr. Barbara Darby** was recently selected as the 2021 Distinguished University of North Florida Alumna. Soror Darby served as past President of our chapter and retired as President of the North Campus and the Nassau Center of Florida State College at Jacksonville. Her recently released book, *My Leadership Journey: Wisdom from the Trenches*, provides a wealth of knowledge from her leadership journey that she shares for the next generation of leaders.

# Soror Spotlight

**Soror Jackie J. Nash, MSW, LCSW**, was recently awarded the 'Lifetime Achievement Award' from the National Association of Social Workers in NE Florida. Soror Nash is a native of Jacksonville, Florida. She received her B.S. degree in Sociology from Edward Waters College and a Masters in Social Work from Florida State University. She spent 40 years working in Social Work from the East Coast to the West Coast and retiring from The State of Florida in 2006. Her specialty is Community Organizing, Medical and Mental Health with 17 1/2 years spent serving the HIV/AIDS community. She was instrumental in setting up HIV/AIDS programs in Brit/Madibeng South Africa from 2000 - 2005. She is a Co-Chair of the Mental Health in the Black Community Conference which has taken place in Jacksonville for 38 years and served as FSU Social Work Supervisor for BSW and MSW students.



She has been recognized for her work through her church, First Timothy Baptist Church, and being the recipient of several awards:

- *The 12 Who Cares Volunteer Award*
- *The Nelson Mandela Award*
- *2003 Outstanding Woman in Public Health*
- *2004 EVE Finalist*
- *2010 Mayor's Commission on the Status of Women*
- *The Sarah Cotton Award*

Jackie has provided executive leadership to several organizations including the National Association of Social Workers, President, Florida Chapter, 2006-2008 and the Jacksonville Chapter of The National Association of Black Social Workers, President, 2009- Present.

Jackie's personal goal is to make a difference in the lives of people. Her present focus is assisting in the development of a Faith-based model to address Behavioral Health issues. It is Jackie's personal relationship with God that drives her to be of service to others.

**Soror Sharhonda Rush, CPA**, was recently elected to the National Board of Directors of Phi Kappa Phi, an invitation only Honor Society that recognizes academic excellence.

As a Phi Kappa Phi member who is passionate about lifelong learning, she campaigned and her election marks the first time a board member holds a national director position who is not in academia.

Sharhonda was also appointed to serve as the Chair of Phi Kappa Phi's Finance and Budget Committee.



# Soror Spotlight



Congratulations to **Soror Chelsea Reeves** for being elected as Chair of the Community Research Advisory Board at Mayo Clinic.



**Dr. Tiffanie L. Williams** was chosen as the 2021 Jacksonville Image Awards "Be the Change, Be Yourself" award recipient. "The award recognizes individuals who, having succeeded against immense odds, herald change and prosperity to enhance and enrich the world. They overcome obstacles to show that, through hard work and humility, societal change is possible." After losing her stillborn son Liam, Soror Williams took her pain and turned it into Liam Lives Foundation, Inc- an organization geared towards providing support services to families who have experienced pregnancy loss and infant death. Her debut memoir entitled "Worth Fighting For" chronicles her loss and how she was able to make meaning and a global impact from her loss. She continues to educate the community on maternal/infant mortality as a member of the Northeast Florida Healthy Start Coalition. In the past, Soror Williams has been asked by UF Health Jacksonville and The University of North

Florida to be a guest lecturer and speaker on her personal loss experience to assist in decreasing racial bias and increasing awareness of the needs of black women in healthcare service delivery.

Dr. Williams is a licensed clinical social worker and provides mental health services through her private practice MasterPeace Counseling Services. Her expertise in the field of mental health offers her opportunities to educate the community through retreats, podcasts interviews, conferences, and speaking engagements.

# Soror Spotlight

**Dr. Chanda Nicole Holsey** is one of the newest advisory board members for the Clay County Florida YMCA's — Dye Clay Family Y and Barco-Newton Family Y, both part of the YMCA of Florida's First Coast network.

The YMCA of Florida's First Coast is celebrating more than 110 years of service to the Northeast Florida community through youth development, healthy living, and social responsibility. The Y is the nation's leading nonprofit strengthening communities in these stated areas whose mission is *To put Christian principles into practice through programs that build healthy spirit, mind and body for all.*

Dr. Holsey shares "as a youth, growing up in inner city Los Angeles, I and my five siblings were enrolled in swim lessons at our local YMCA. We were a lower socioeconomic family; thus, my mother was quite pleased with the ability to enroll all six of her children in swim lessons at a discounted rate. Although, we did not engage in team sports at the Y, the center was a valuable resource for our family and our community, as it was a safe place for us to play and engage with others during my time of being raised in an inner city environment. Through personal experience and living in a community where a local YMCA branch is located, I know the value of this organization. I am impressed with the Y's commitment to help everyone reach their potential, and assert that their focus on youth development, healthy living, and social responsibility aligns with my personal life morals and beliefs. I am so excited to be voted onto the board and look forward to serving the families and communities of Clay County, Florida!"

Congratulations to **Soror Ingrid Montgomery** for being selected by the Jacksonville Chapter of the National Congress of Black Women Inc. as "Shero of the Year 2020-2021" for her dedication and commitment to the 2020 election's "Get Out The Vote Initiative".



# Save the Date

DELTA SIGMA THETA SORORITY, INC. JACKSONVILLE (FL) ALUMNAE CHAPTER PRESENTS

A TASTE OF

# ARTS & LETTERS

A VIRTUAL EXPERIENCE

APRIL 18, 2021 | 4-6 PM



featuring vocalist  
**AKIA UWANDA**

**\$10**

**PURCHASE TICKETS VIA EVENTBRITE**

PROCEEDS SUPPORT DELTA SIGMA THETA SORORITY, INC. JACKSONVILLE (FL) ALUMNAE CHAPTER  
EDUCATIONAL AND CHARITABLE PROGRAMS. FOR ADDITIONAL INFORMATION CONTACT US ONLINE AT:  
[www.dstjax.org](http://www.dstjax.org)

**\$10**

# Save the Date

Jacksonville Alumnae Chapter of Delta Sigma Theta Sorority, Inc.

*invites you to join the*

## **Whole House Workshop**

April 24, 2021 | 10am to Noon

**Click Here To Register**



*The Zoom Session will feature Dynamic  
Speakers providing information to  
**Get Your Whole House In Order!***

Email Questions to: [Dstjaxeconomicdevelopment@gmail.com](mailto:Dstjaxeconomicdevelopment@gmail.com)

# Save the Date

The Jacksonville (FL) Alumnae Chapter of  
Delta Sigma Theta Sorority, Inc.  
Presents

## PROJECT IMPACT

### WORKSHOP

*Improving Mothers Performance  
as (their) Child's Teacher*



**JOIN US FOR A 2-DAY VIRTUAL WORKSHOP DESIGNED TO HELP FAMILIES  
PROMOTE EARLY CHILDHOOD READING HABITS AND IMPROVE LITERACY FOR  
CHILDREN AGES 5 AND UNDER.**



**EARLY LITERACY BEGINS WITH YOU!**

Day 1

Tuesday, April 27, 2021

7pm-8:15pm

Register:

[https://zoom.us/webinar/register/WN\\_hSiKJZIJQYqHDSuBU1mljw](https://zoom.us/webinar/register/WN_hSiKJZIJQYqHDSuBU1mljw)

Day 2

Thursday, April 29, 2021

7pm-8:15pm

Register:

[https://zoom.us/webinar/register/WN\\_hLeR8ciDQdjaxbeYPoHlxQ](https://zoom.us/webinar/register/WN_hLeR8ciDQdjaxbeYPoHlxQ)



**REGISTER IN ADVANCE  
FOR EACH DAY BEFORE  
MIDNIGHT APRIL 24TH**



# Save the Date

**INTERNATIONAL AWARENESS AND INVOLVEMENT**



**HONORING 75 YEARS OF JAC**  
"LET'S GO ALL IN!"

**\$75 Will Keep Babies Alive**

Incubators save the lives of newborn infants  
@ Delta Sigma Theta Sorority, Inc. sponsored  
MARY HELP of the SICK HOSPITAL, Kenya

\$75- SINGLE DONATION, \$25/MONTH IN FEBRUARY, MARCH & APRIL  
OR A DONATION OF ANY AMOUNT WILL BE GLADLY APPRECIATED  
MAIL CHECKS/MONEY ORDERS WITH REMITTANCE FORM  
P.O. BOX 2435 JACKSONVILLE, FL 32203



*Amount  
Raised*  
**\$3,157.50**  
*As of 3/28/2021*

# Save the Date



55th National Convention  
Atlanta, Georgia—Fall 2021

