IN AUGURAL NATIONAL SOCIAL ACTION COMMITTEE REPORT

Presented to the National Executive Board

Soror Kendra Hatcher King
National Social Action Chairperson
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"Building on the Principles of Zeta While Blazing New Paths"
THE PURPOSE OF THE SOCIAL ACTION COMMITTEE

• At the 2016 Grand Boule’ in Orlando, Fla., the sisterhood voted to adopt a new bylaw that established a national social action committee.

• The Social Action Committee shall consist of a National Chairman appointed by the International Grand Basileus.
  • Regions and States may appoint chairmen who work with the national chairman.
  • It shall be the duty of the Social Action Committee to:
    • Develop and coordinate social action programs and projects approved by the National Executive Board; and
    • Stimulate interest in social action and educate chapters on current issues.
RECOMMENDATION: THE FORMATION OF THE NATIONAL SOCIAL ACTION COMMITTEE

Under the direction of Dr. Mary Breaux Wright, the 24th International President, Soror Kendra Hatcher King was appointed to lead the inaugural committee, working with Soror Krysta Jones, recent past National Social Action Director and the current Program Manager for Zeta Phi Beta Sorority, Incorporated, and Soror Teraleen Campbell, current Social Action Coordinator for the Atlantic Region.

In addition to this core team, it is requested that each region and state appoint a social action chairman who will be responsible for disseminating information from the National Social Action Committee, and providing pov’s on new issues and programming, and collecting feedback from the sisterhood.

• Chairpersons should also be available to present social action updates and workshops at regional and state leadership conferences.

• Regional chairpersons will meet quarterly (Feb., May, Aug., Dec.) with the national committee; state chairpersons will meet semi-annually (Aug., Feb.) with the national committee.

• Dr. Rachel Young will continue to serve by researching the issues and policies for the committee, and reporting (activities, reach and impact).

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RECOMMENDATION: GET ENGAGED™: OUR NATIONAL SOCIAL ACTION PROGRAM

Due to the adoption of GET ENGAGED™ by the sisterhood, it is our recommendation that the official social action program of Zeta Phi Beta Sorority, Incorporated will be called GET ENGAGED™.

The program was designed to address the underlying issues in our communities:

• Drive individual and community engagement in the underlying issues that are destroying our communities to make change
• Empower citizens, with an emphasis on women, to get involved in the political process
• Cultivate a culture of mutual respect in our communities; and by fostering collective responsibility among community members

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THE SISTERHOOD IS ‘GETTING ENGAGED’

PARTICIPATION IN GET ENGAGED™/SOCIAL ACTION PROGRAMMING

- GET ENGAGED™ Voting Efforts: 84%
- GET ENGAGED™ Criminal Justice: 33%
- Zeta Day on the Hill - National/D.C.: 31%
- Zeta Day on the Hill - Local or State: 30%
- GET ENGAGED™ #OurGirls Empowerment: 29%
- GET ENGAGED™ Media Diversity: 13%
- None. We have not completed any social action programming: 6%

Q3. Which of the following social action programs has your chapter completed?

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WE DEVELOPED AN EASY-TO-EXECUTE FORMAT FOR GET ENGAGED™ PROGRAMMING

MOBILIZE
Organizing the power of 120,000+ Zetas around focused activity

EDUCATE
Kickoff with a national webinar with recognized subject matter experts to understand the issues in-depth

SERVE
Share our knowledge with the community through related Z-HOPE programs

ADVOCATE
Take action to impact governmental or political change

ACT
Share local concerns with elected and appointed officials, mobilize voting around key issues, and encourage pursuit of elected office and other community leadership positions

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WE WILL EXPAND OUR FOCUS TO INCLUDE POLITICAL ACTION AND REAL-TIME ADVOCACY

CRIMINAL JUSTICE
- Law enforcement engagement
- Policing policies
- #OurGirls empowerment

MEDIA DIVERSITY
- Protection of African American images in the media
- News/entertainment industry education
- Youth media literacy

WOMEN & POLITICS
- Preparation for women to run for elected office
- Preparation to receive political appointments
- Women leadership development

GOTV
- Voter registration
- Voter education about candidates and issues
- Voter protection; voting laws education and advocacy

SOCIAL ACTION ALERTS
- Breaking news
- Advocacy requests
- Updates on national initiatives

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WHILE INTEGRATING ISSUES OF INTEREST INTO OUR SOCIAL ACTION AGENDA

ISSUES OF INTEREST

- Domestic Violence/Violence Against Women: 68%
- Criminal Justice/Legal Justice: 63%
- Mental Illness: 55%
- Elder Care: 55%
- Media Bias Against People of Color: 42%
- Infant Mortality and Prematurity: 37%
- Gender Equality: 31%
- HIV Testing and Other Health Issues: 29%
- Environmental Protection: 23%
- World AIDS Day: 21%

Q5. Social Action can cover a variety of issues. Which of the following issues would you like to see Zeta advocate for on behalf of our communities?

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REALITY TV: ENTERTAINING... BUT NO LAUGHING MATTER

• Presented the AAF Executive Mosaic Council with a $10,000 check to continue media diversity work.

• Validating the white paper results with a quantitative research study conducted by nationally-ranked University of Missouri School of Journalism.

• Data will be used to build a case for the television networks, create programming guidelines, and solicit additional funds for a youth media literacy program and awareness campaign.

• Presentation to media/advertising/entertainment industries by Q4 2017.

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FORMALIZING OUR COLLABORATION WITH THE NAACP

• Our stand with the NAACP extends the Memorandum of Understanding signed with NPHC in 2011.

• We announced our collaboration with the NAACP to implement our GET ENGAGED™ program nationwide in Dec. 2012.

• Since then they have provided the Sisterhood with experts in criminal justice, voter education and registration; as well as civic engagement and marketing materials.

• Meeting to be scheduled with NAACP leadership to further align on program goals and participation.

• Support for the national organization via soror/chapter registration drive.

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WE HAVE THE OPPORTUNITY TO MAKE A GREATER IMPACT IN OUR COMMUNITIES

LEVEL OF COMMUNITY INVOLVEMENT

I volunteer with community-based organizations to help others in need
I make financial contributions to support community organizations and local causes
I express my concerns or support community issues via social media posts
I am a member of civic-minded organizations and actively participate in social action programming
I attend school board, city council, PTA or other local governing meetings
I write/visit/call/tweet my elected officials to express my opinion about local concerns
I am an elected official or aspire to run for office in the future

Q1. What is your level of involvement within your community?

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2017 – 2018 SOCIAL ACTION GOALS

• Establish a social action issues agenda for the Sisterhood to guide national GET ENGAGED™ program development
  • Survey the sisterhood via an online questionnaire
  • Coordinate with the NPHC social action committee, Phi Beta Sigma Fraternity, Incorporated, NAACP and Black Women’s Agenda to shape a broader social action agenda

• Achieve 25% Zeta chapter participation (~200 chapters) of the following GET ENGAGED™ programs/activities:
  • Host at least two (2) national GET ENGAGED™ programs in collaboration with the NAACP or other civic-minded organizations
  • Become an active citizen in your local community. Attend at least two (2) of the following as a chapter: PTA, Board of Education, and City Council meetings; schedule introductory meetings with elected officials that; host Zeta Day at the Capitol, City Council, etc.
  • Conduct at least (1) one training session to educate and encourage local women leaders (Zetas and non-Zetas) to run for political office
  • Cross-educate the local community about the electoral process, voting rights or the power of voting by incorporating into at least one (1) Z-HOPE project or other signature program (i.e., Stork’s Nest, Adopt-a-School, Military Appreciation Week, etc.)

• Research, propose and develop a social action alert system to quickly inform the sisterhood of current events impacting our community and how they can get involved locally.

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THANK YOU!
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