

# 150TH CELEBRATION COMMITTEE CHARTER

## **Purpose**

The 150th Celebration Committee (Committee) is a special committee whose purpose is to assist International Council (IC) in:

- Overseeing and executing the activities and experiences offered to members as a way to celebrate and honor Gamma Phi Beta's 150th anniversary in order to:
  - Celebrate history.
  - Foster pride.
  - Connect with members.
- Serving as a steering committee to subcommittees that execute work; the purpose of this model is to ensure opportunities for member engagement.
- Making recommendations, as appropriate, to IC.
- Collaborating with workforce partners.

## **Objectives and Responsibilities**

### *Communication and Marketing*

- Determine the key messages for member segments, stakeholders and publics.
- Partner with chief marketing officer in creation of a communication plan to include various media platforms.
- Provide chapters with materials to help disseminate key messages.
- Serve as a stakeholder in the development of branding materials for the 150th anniversary.
- Committee will create a time frame for celebration culminating in November 2024 and partner with key staff on this work.

### *Recognition*

- Recognize notable members in Gamma Phi Beta's history who had an impact on the international organization.
- Recognize notable members in Gamma Phi Beta's history who have made a difference in the world around us.
- Create opportunities for chapters to recognize sisters who have had an impact on their chapters.
- Create mechanisms for members to celebrate one another.
- Partner with the Ritual Committee in the development of ritual honoring 150 years of existence.

### *Engagement*

- Propose subcommittees to IC for the 150th celebration. Once confirmed by IC, establish and oversee subcommittees for the 150th celebration. Committee members will serve as chairs of subcommittees. Committees may include areas such as fundraising, recognition, local events or history.
- Define the necessary member competencies needed for each subcommittee.

- Recruit, recommend, onboard and supervise members of subcommittees following established Gamma Phi Beta volunteer appointment processes for board committees. Each volunteer opportunity related to the 150th celebration shall be posted on the website to ensure any Sorority or workforce member is given the opportunity to apply and be considered for the role.
- Partner with the chief development officer in the development and execution of 150th celebration fundraising activities.
- Create an engagement plan that connects all members to Gamma Phi Beta's 150th celebration.

#### *Events*

- Serve as a primary stakeholder and partner to director of conferences and meetings in honoring the 150th anniversary of Gamma Phi Beta at established events (REAL Leadership events, Convention, chapter anniversaries/reunions).
- Create tools for collegiate and alumnae chapters to honor Gamma Phi Beta's 150th anniversary independently.

#### *Educate the Board*

- Provide IC with assessments of any issues that arise with respect to the 150th anniversary.
- Review and make recommendations to IC regarding significant resource investments in support of the 150th anniversary.
- Perform other duties and responsibilities that may be assigned.

#### **Committee Composition**

The Committee shall consist of:

- One chairwoman who is appointed by IC
- One vice chair who is a member of professional staff and is appointed by the executive director
- International President
- Executive director
- One member of IC who is appointed by IC
- One Gamma Phi Beta Foundation Trustee representative who is appointed by IC
- One Facilities Management Company (FMC) Board of Managers representative who is appointed by IC
- Chief marketing officer
- Chief development officer
- Ritual chairwoman
- Up to six appointed Gamma Phi Beta members who may not be current members of the boards of either the Gamma Phi Beta Foundation or the FMC and are appointed by IC

The term of office shall be through December 1, 2024, for all Committee members. All volunteer appointments to the Committee shall be made in accordance with the Sorority's process for board-

appointed committees. All volunteers of the Committee shall be appointed by IC, considering the recommendations of the Committee chairwoman and/or Governance and Personnel Committee (GPC).

International Council and committee chairs will work in partnership to address any Committee member's failure to meet expectations, with IC having the authority to remove a Committee member.

### **Operations**

- The Committee will meet as often as it deems necessary to carry out its objectives and responsibilities, but in any event not less than four times per year. The Committee must have a majority of its members present to conduct a meeting.
- The chairwoman shall preside over the meetings of the Committee.
- Meetings shall occur via conference or video call. When deemed appropriate by IC, the Committee may meet in person.
- The Committee will report to IC on the activities of the Committee as often as it deems necessary to carry out its objectives and responsibilities, but in any event not less than four times per year.
- The Committee may form and delegate to one or more working groups all or any portion of the Committee's responsibilities, provided that no working group shall consist of fewer than two members.
- The Committee shall review and assess its performance annually. The GPC will determine the form and nature of the annual self-evaluation. The GPC will review the results of the annual self-evaluation and share them with the chairwoman.
- The Committee shall review and assess annually whether the charter appropriately addresses the matters that are or should be within its scope and, if appropriate, recommend changes to the charter to IC for approval.

### **Date of Adoption**

This charter was adopted by IC effective July 22, 2021.