



## Central Arkansas Alumnae Chapter

Communications & Public Relations

Date: Thursday, November 10, 2025

Time: 6:00 pm

Meeting Location: Virtual

AGENDA

President Melinda Peer, Presiding

- I. Call to Order (6:05p)
- II. Meditation
- III. Roll Call (Attendance)
  - A. Ceceile Madden
  - B. Kenesha Scott
  - C. Jalesia Austin
  - D. Taco Williams
  - E. Alyssa Robinson
  - F. Alexia McKay (Tampa Alumnae- Communications & PR, Chair)
  - G. Sharonica Hendrieth (Tampa Alumnae- Communications & PR, Co-Chair)

### IV. Communications & Public Relations Business

#### A. Soror Updates

1. Updates/Announcements
  - a. No updates
2. Pending Project Flyers
  - a. No pending flyers

### V. New Business

#### A. Discussion:

1. Committee is operated by the two Sorors. Sharonica does the flyers and marketing, and Alexia does the content and journalism
2. Sorors demonstrated how they use Trello as a story board that would assist in managing chapters events that will need promoting and flyers developed.
3. Tampa Sorors shared that they do have a jotform that they use for all chapter requests and recommends all requests be put in 48-72 hours before actually needing the flyer developed. No same day flyer requests.
4. Discussed process for promo. Committee chair  VP  President
5. Went over the National Branding Guidelines and saw how the Tampa Chapter used this to create their chapters branding guidelines that was shared to all committees
6. NO BOOST POSTING! The Tampa Sorors are paused on this method to promote events.
7. Canva account used is only for Communications & PR committee not a shared account to prevent social flyers being tampered with.
8. Partnerships and how to increase ticket sales
  - a. Getting chapter sorors to share the content. It should not all fall on PR

#### B. Ideas!

1. Spotlight your sorors
  - a. Reclamation Sorors
  - b. Soror Spotlight (awards, accolades, etc.)
  - c. Maternal Awareness

i. Interview women and get testimonies

- d. Profile guests and share on promo flyers and/or captions
- e. Clean up social pages
- f. Have an editorial calendar
- g. Do the assigned days to promote on social media (e.g. Soror Spotlights on Wednesdays for WCW)
- h. Using same flyer but changing color to not post the exact flyer multiple times on your platforms
- i. Do consider doing "Save the Date" promoting to get community members excited for what is to come versus doing a final flyer before the actual event.

VI. Comments/Suggestions

- A. Tampa Sorors will join CAAC committee Sorors for December committee meeting
- B. Will check in to see what changes were made
- C. Discuss analytics and reporting
- D. Q&A

Meeting ended: 7:15 pm

**Next Meeting:** 12/08/25 at 6:00pm (Virtual)