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The Rho Chi Society

EVP Report
2021 National Convention
March 6, 2021

This report is divided into six sections.

1. Context

This past year has remained an online interactive environment. We have conducted quarterly executive council meetings virtually. We will host our first virtual Rho Chi business meeting for our National Convention on March 6, 2021. We are planning that future business meetings will remain virtual, and we will hold in-person events at the APhA annual meeting for networking of Rho Chi members and celebration of awards winners.

2. Moving the Rho Chi Society to 501c3 status

The National Office successfully transitioned the Rho Chi Society to 501c3 status with the IRS, which allows us to provide tax exemption for donations to the Society. This tax status does require us to transition each Rho Chi chapter to 501c3 status, and we will work with you to accomplish this by December 31, 2021. We recognize the different models under which each university works, and we will support chapters in this transition by providing explicit instructions with examples. We need each chapter to be mindful of this new requirement.

3. Financial status of the Society

The financial viability of The Rho Chi Society is positive, and the audit report attests to this status. Based upon my recommendation in 2020, an increase in the life-time membership fee from \$65 to \$100 began on July 1, 2020. (Notably, life-time membership fees had not increased since 2007.) This recommendation was made because operating expenses for the Society were in deficit for two years and the trend was expected to continue. While cash on hand was available, steps had to be taken to align operating expenses with revenues. The 2020 year end balances were \$151,923.58 in checking and \$500,236.35 in savings.

We added merchandise to rhochi.org and this generated \$1,175 in sales revenue, royalties of \$217, with 67 items sold in 2020.

We have a bylaw change for a National Treasurer on the ballot at this Convention. This officer is intended to provide additional checks and balances for the Society's financial assets. Importantly, the Treasurer is also expected to oversee the investment of savings into other types of accounts to generate additional interest.

The change in our tax status to 501c3 provides opportunity for us to grow our financial investments to support our Centennial celebrations as well as grow our scholarship and award programs. Sponsorships and donations are expected to allow to us to fund our Centennial celebrations with minor impact on our current expenses. Given this positive financial trajectory, I am hopeful that we can extend our student scholarships in the future, either in number and/or amount.

4. The Rho Chi Honor Society 100th Celebration 2021-2022

We look forward to launching our Centennial Celebration activities online, more details can be found on our website. Events will be held throughout 2021 and 2022. Be sure to visit rhochi.org for announcements and updates and join our social media groups! A Centennial history page is being created to capture the 100 years of the Society.

For the Centennial, we will be offering giveaways for each chapter! This September, the National Office will post a form online for each chapter to complete and mark what free centennial gift items they would like to receive for their current members and alumni. Those items will be sent to the chapter advisor in January 2022, with the intention that you will distribute the gifts at a special event celebrating Rho Chi's 100th Anniversary!

5. Announcements

In answer to your questions...

- **National dues** are \$100 per member and include official certificate and keypin. The engraving on keypins includes Greek chapter initials and initiation year, which was effective July 2020 and announced in the Fall 2020 newsletter.
- **Rho Chi honor cords** can be ordered directly from our vendor, Spirit Recognition, through our website. Click Merchandise at the top of the page, and you'll see the link to click.
- **Rho Chi medallions** can be ordered directly from our vendor, Award Concepts, via the Merchandise link on our website. Click Merchandise at the top of the page, Graduation Regalia, Medallion.
- Please note that **annual chapter reports** are required from each chapter through the form on our website by May 15th for award consideration and June 15th deadline
- **Rho Chi chapter record keeping**. It is vital for chapters to retain all documents and pass them down year to year. When advisors leave, these records should stay with the chapter. These are all important records to track your alumni and guide your future chapter leaders. Items to keep on file include:
 - Chapter bylaws and procedures,
 - NEW 501c3 status documentation from university and/or chapter,
 - Chapter meeting minutes,
 - Annual chapter membership election reports submitted to National Office,
 - Annual chapter reports submitted to National Office which contains a list of your chapter officers
 - Annual list of members; we now recommend that you ask members to provide a personal email for future alumni contact as one's university/school email may be deactivated, and
 - Records of payments from members and dues payments to the Rho Chi Society.

6. Update on National Office Priorities (next page)

Thank you all for your commitment to The Rho Chi Society! #rhochiforlife

Update on National Office Priorities

2020-2021 Priorities	Status
1. Support Centennial activities	Launch of Centennial activities online on March 14, 2021 MOU with AACP for final event in July 2022
2. Develop marketing materials for Centennial and chapters	Historical video in production Donor packages being developed New larger keypin adopted Updated Rho Chi Seal Two centennial logos created – chapter design and national design
3. Support the work of the standing committees as well as Task Forces	Bylaw change ballot in September 2020 passed supporting new eligibility criteria Bylaw change ballot at 2021 National Convention
4. Initiate alumni outreach	In Fall 2020, we used social marketing, emails to colleges, etc. to reach alumni to update their profiles at https://rhochi.org/resources/memberlookup.php
5. Increase communications with chapters and support their reporting	Newsletters sent each semester; respond to emails; support advisors
6. Support chapters in using new bylaw eligibility criteria	Provide ongoing consultation to chapters via zoom Develop guidance document by Summer 2021
7. Evaluate support for member database content and functionality requires additional attention	Ongoing
8. Conduct Society's annual business meeting virtually, including 2021 ballots	Scheduled March 6, 2021 Voting March 5-7, 2021 Tentative ballot for Treasurer March 19-21, 2021
9. Host nation-wide virtual Rho Chi Town Hall	Scheduled for April 21, 2021 7p-8p Eastern, with 6 different sessions to attend – each student can attend 3 sessions
2019-2020 Priorities	Status
1. Move day-to-day operations of the National Office to Ann Arbor	Completed Dec 31, 2019
2. Support the work of the standing committees as well as Task Forces established by President Meyer	Completed
3. Implement recommendations from the Communications Task Force to hire a new web designer to implement greater online functionality including member payments, submission of yearly reports, and purchasing of Rho Chi products	Completed, with new website launched with online reports, payments, and merchandise Incomplete, member database content and functionality requires additional attention
4. Initiate and grow our social media presence to engage Rho Chi members, including alumni so that they can mentor and support our active chapter members	Completed LinkedIn https://www.linkedin.com/groups/8845603/ Instagram https://www.instagram.com/rhochisociety/ Twitter https://twitter.com/RhoChiSociety Facebook https://www.facebook.com/groups/593436424548019/ Tag us using #rhochiforlife
5. File articles of incorporation in Michigan and hire an attorney to work with us to change our tax status from 501c7 to 501c3	501c3 status achieved September 10, 2020
6. Develop and execute a cycle of quarterly meetings of the Executive Council and monthly meetings of the National Office and President	Quarterly executive council meetings established Monthly meetings between National office and President occur PRN