
Revised 2013

Mary Breaux Wright | International Grand Basileus

“Building on the Principles of Zeta While Blazing New Paths”

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National Director of Protocol

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Greetings,

Whether you recently joined Zeta Phi Beta Sorority, Incorporated or you have been a proud member for decades we are confident and hopeful that the revised protocol manual will ensure compliance throughout the Sorority. This guide is comprehensive but user-friendly. It is intended to assist with planning and executing effective and quality programs and events that will ensure standardization within the Sorority.

Following the guide minimizes mishaps and maximizes results when implementing protocol in your region, state and chapter. It is our hope that you execute your programs with ease, adequately plan for successful conferences and follow protocol at all times. May this manual be a guiding light, as we continue Building on the Principles of Zeta While Blazing New Paths.

Sisterly,

**Sheryl H. Collins**
National Director of Protocol

**Kimberly C. Pope**
National Co-Director of Protocol
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Content</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Proper Use of Sorority’s Name</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Insignia</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Colors and Flowers of the Sorority and its Auxiliaries</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Shield, Logos, and Keepsake of the Sorority</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Sorority Pin and Badge</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Sorority Hymn and Prayers</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Attire</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Image and Appearance</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Attire for Ceremonies and Rituals</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Attire for Zeta Events</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Event Planning</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Conferences and Events</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Protocol for Meetings and Social Activities</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>Receiving Line</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Addressing Sorors and Brothers</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Section</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>Disabilities</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>Communication and Technology</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Email Etiquette</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>Appendices</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>Appendix</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>Sample, Meeting Agenda</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>Sample, Event Program</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>Notification Process</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>Notification Form</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>Meeting Room Styles</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>Seating Chart</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Conflict Resolution</td>
<td>69</td>
<td></td>
</tr>
<tr>
<td>Protocol Test</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>References</td>
<td>71</td>
<td></td>
</tr>
</tbody>
</table>
**Introduction**

Protocol is defined as the official procedure governing affairs of state or diplomatic occasions and the established code of procedure or behavior in any group, organization, or situation. The desired outcome is standardization and uniformity in establishing and implementing protocol. Protocol is an integral component when planning conferences, events and carrying out the business of Zeta.

All members of Zeta Phi Beta Sorority, Incorporated must receive respect from sorors at all times. Past Grand Basileus and all board members and/or officers (hereafter referred to as “principals”) should receive courtesies and the proper protocol extended to them due their respective office. Courtesies should be budgeted for and extended when appropriate. If possible, adjust your budget for miscellaneous expenditures.

The International Grand Basileus is the “first lady” of the sorority and at all times must be accorded all the courtesies and respect that are due her office. The International Grand Basileus should be referred to as ‘Madame Grand’; she should not be referred to simply as ‘soror’. The office of International Grand Basileus is the highest office in Zeta and we should treat it with the utmost respect.

**Proper Use of the Sorority’s Name**

Our Sorority’s name is Zeta Phi Beta Sorority, Incorporated. It should be clearly displayed and never blurred. The Sorority’s name must always be listed first or at the top of banners, invitations, letterhead, programs, souvenir journals and other marketing devices. The region, state, or chapter’s name always follows the Sorority’s name.

Use of the Sorority’s name on contracts, without the expressed written consent from the International Grand Basileus, national headquarters, Zeta’s attorney or the legal advisory team, is strictly prohibited.
Insignia
Colors and Flowers of the Sorority and Its Auxiliaries

The colors of Zeta Phi Beta Sorority, Incorporated are royal blue and white. The official flower is the white rose. The colors of the Amicæ auxiliaries are light blue and royal blue, with light blue serving as the primary color. The official flower of the auxiliary is the white carnation. Reference the Sorority’s Publication and Style Guide for the official PMS designation and color prototypes of the Sorority and its auxiliaries.

The youth auxiliaries:

♦ Archonettes: Navy blue and white ~ Flower: For-Get-Me-Not
♦ Amicettes: Navy blue and white ~ Flower: Tulip
♦ Pearlettes: Baby blue and white ~ there is no flower for the Pearlette auxiliary

Shield, Logos and Keepsake of the Sorority

Only use the approved shield and logos of Zeta Phi Beta Sorority, Incorporated when exhibited in print or visual presentations. The shield and/or logo should never be blurred. As members, it is our responsibility to uphold the integrity of our letters and shield; they should be displayed correctly, and worn respectfully.

The collectible item of the Sorority is the dove. Any other collectible item is discouraged by the Sorority. Refer to the Sorority’s Publication and Style Guide for additional guidance.
**Sorority Pin and Badge**

The official sorority pin and badge are sacred and should not be casually worn.

*Disposal of the sorority pin*: in the event of a soror’s death or expulsion from the Sorority, the pin should be returned to national headquarters or the local chapter (who will then return the pin to national headquarters).

*Disposal of paraphernalia*: items with Zeta insignia’s and other paraphernalia or memorabilia should be transferred or given to other sorors. If one does not choose to adhere to the above, please properly dispose of the materials and do not give them to non-Zetas.

**Sorority Hymn and Prayers**

The Sorority hymn should be sung with spirit and liveliness; it should not be somber or dull. The second stanza should never be sung in public (no exceptions). Most importantly, all sorors should stand when singing the hymn unless there is a physical inability to do so.

The opening and closing prayers should be recited respectfully and in unison. Always place your hand over your heart when reciting the opening and closing prayers.
Attire
Oftentimes, people formulate an opinion of you, merely by assessing your behavior or attire, within five to 10 seconds of meeting you rather than hearing what you speak. Your attitude, appearance and how you present yourself can be advantageous or detrimental to a business relationship or selecting individuals for membership into organizations. You control the way people perceive you.

Ask yourself what images are you projecting and how can it be altered. Consider the following statistics when hosting conferences, events, meetings and preparing for MSIP:

- 55% of the message you send is based on your looks
- 38% of the message you send is based on your body language, voice, tone and inflections
- 7% of the message you send is based on your words

**Attire for Ceremonies and Rituals**

*White:* Renewal of Pledge (Rededication)
Necrology
Membership Selection Intake Process Ritual
Ceremony for chartering and reactivating chapters
Installation of officers (suggested attire)

*Black:* Burial service for sorors

White and black includes handbags, hats (or other headdress), hosiery, and shoes. Select appropriate attire for the occasion, season and weather when wearing white and black.
**Attire for Zeta Events**

Dressing appropriately speaks volumes to one’s character, his position within an organization and his respect for the occasion or the hostess at an event. Always consider the occasion and venue when selecting your attire; if there is uncertainty, dress one level above. It is better to be overdressed than underdressed.

It is customary to read all agendas, invitations and registration materials for the appropriate attire when preparing for Boulé, National Executive Board Meetings, Regional Conferences, state and chapter meetings and other sorority functions.

- **White tie**: The most formal dress; to be worn only after 6 p.m. Ball gown or full-length dress, white elbow-length gloves, hosiery and closed-toe shoes with an appropriate heel height. Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.

- **Black tie**: Formal dress; to be worn only after 6 p.m. Full-length dress or formal dress, hosiery and closed-toe shoes with an appropriate heel height. Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.

- **Semi-formal**: An appropriate length dress should be selected for this occasion (above the ankle but never more than two inches above the knee). Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.

- **Evening**: “Black Tie Optional” attire. Consider the time and venue; adhere to the written dress code on the invitation or whatever has been communicated from the host/hostess. Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.

- **Reception**: Cocktail attire. Consider the time, venue and occasion; some receptions are stand-alone and others precede more formal affairs. Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.

- **Business**: A dress suit, skirt suit or pantsuit, hosiery and appropriate shoes (closed-toe, peep-toe, sling backs all of which need to include an appropriate
heel height). This is usually the standard attire for Zeta business meetings on all levels. Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.

**Business casual:** A pantsuit or coordinated suit separates; a coordinated shirt or blouse, professional slacks with a coordinated blazer. This category is sometimes the same as business, except no hosiery. Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.

**Casual:** Keep in mind that your membership affiliation is Zeta; avoid wearing Zeta t-shirts in public that are faded or torn. Select suitable jewelry to complement your attire; pearls are appropriate for this occasion.
Event Planning
Thorough planning and follow-up are two keys to a successful event, whether it is a social dinner in your home, a committee meeting, a board meeting or Boulé. No matter the occasion, pre-planning is very important. The following areas of consideration should be detailed when extending protocol and social amenities at conferences:

1. Registration
2. Lodging and Room Amenities
3. Floral Arrangements
4. Transportation
5. Hostesses and Escorts
6. Room Configuration
7. Budget
8. Committees
9. Public Relations

These aforementioned areas should be utilized whether planning a chapter or auxiliary event, regional and/or leadership conference, National Executive Board Meeting or Boulé. Some planning activities are more extensive than others depending on the nature of the event. However, any successful event or program involves a reasonable amount of planning and executing.

After determining the logistical component of the conference, you may begin implementing protocol and social amenities. Protocol and social amenities are a vital part of any convention or meeting. Include the protocol and amenities coordinator as a member of the conference planning committee to ensure that all intricate details are covered. Below are best practices when implementing the protocol plan:

- Replicate the dais in a staging area. This allows one to properly seat principals and special guests.
- Order floral arrangements two to three weeks (minimum) prior to the event, depending on the magnitude of the conference.
- Review the master room list and confirm all reservations one week prior to the conference commencement.
- Delegate specific conference duties to all personnel involved, including the local host chapter.
Registration
- Determine who receives complimentary registration.
- Ascertain who handles registration for principals, dignitaries and special guests.
- Confirm the estimated number of principals or dignitaries not included in pre-registration.

Lodging and Room Amenities
- Settle on who receives complimentary lodging and the length of stay.
- Decide who receives room amenities.
- Establish who will purchase the room amenities.
- Determine the best dissemination process of room amenities.

Floral Arrangements
- Verify who receives corsages and the quantity needed per person/per day.
- Establish if silk or fresh corsages are appropriate.
- Decide which colors to order (request the official flower and trim, especially if the dignitary is a member of the National Pan-Hellenic Council).

Transportation
- Decide who receives complimentary transportation.
- Establish a VIP schedule.
- Secure a transportation service company or staff an appropriate number of sorors to handle the transportation needs.

Hostesses & Escorts
- Appoint a hospitality committee to welcome guests to the event.
- Determine the number of hostesses and/or escorts needed for the conference.
- Place the conference agenda, itinerary, and other conference-related information in each principal’s suite or room prior to their arrival. For all other guests, place materials in their rooms soon after their arrival.
- Ensure escorts are available when needed. They must be energetic and appropriately dressed at all times (no jeans, tennis shoes or flip flops).
- Escort guests to and from all functions.
- Ask dignitaries and guests if they would like to receive wake-up calls or reminder calls before each scheduled pick-up (optional).
Room Configuration

- Determine the room layout with the Regional Director or conference planner (u-shaped, classroom-style, theatre style) and ensure there is ample working space.
- Request sufficient audio-visual equipment.
- Arrange for a TDD telephone, if needed.
- Offer assisted listening devices (ALD) in meeting rooms.

Budget

- Develop a realistic budget to cover all expenditures (including unforeseen expenses).
- Allow the public relations chair, financial officers, protocol director(s) and amenities director to give budgetary input.
- Select an affordable menu and always request a vegetarian option. Determine if snacks or refreshment stations are warranted.
- Select an affordable florist (i.e. one who can accommodate a “last-minute” floral request).
- Settle all accounts prior to leaving the conference venue, if possible.

Committees

- Include key personnel on the main committee and adequately staff subsequent committees.
- Follow-up on committee progress by conducting frequent teleconferences or face-to-face meetings.

Public Relations

- Ensure adequate marketing and publicity of the upcoming event.
- Select appropriate sized banners and destination markers.
- Notify city officials and dignitaries (as appropriate).

Protocol for Meetings and Social Activities

1. Dais line-up
2. Dais seating
3. Addressing the assembly (also known as “establishing protocol”)
4. Tent cards
5. Lectern etiquette
6. Duties of mistress of ceremonies
7. Dais introductions
8. Reserved seating
9. Receiving line

**Dais lineup and seating**

Remember to line up and seat all principals/guests as they will appear on the program. If the dais is multi-tiered, lower-ranking principals should be seated on the higher level. The International Grand Basileus is the last to enter the room and is given a special introduction after everyone on the dais has reached their assigned seat.

The presiding officer must ask everyone to “rise and receive our International Grand Basileus…” when it is a Zeta-only event. Otherwise, the presiding officer must ask everyone to “rise and receive our International President…” when it is a public event. The agenda or program should proceed with the next scheduled item after the International Grand Basileus is seated.

**Formal seating (based on a regional conference)**

If the dais is multi-tiered, the head table is considered the lower tier. The presiding officer or mistress of ceremonies is always seated at the first place to the right of the podium or center. The guest of honor sits to the immediate right of the presiding officer. The International Grand Basileus should be seated to the right of the guest of honor. If the occasion is formal, her spouse is seated immediately to her right.

The Regional Director is seated to the left of the podium or center followed by the state directors or others as designated by the Regional Director. Other dais guests, primarily program participants, are seated to the right or left of the principals noted above.

**Establishing protocol – Private setting (Zetas only)**

Establish protocol at the beginning of your event or program. Once protocol has been established there is no need for subsequent presenters to establish it again. The order follows:

- Presiding Officer *(if the presiding officer is not the person to establish protocol)*
- International Grand Basileus
- Past Grand Basilei *(always recognize past Grand Basilei individually and begin with the 18th Grand Basileus before recognizing the 23rd International Grand Basileus)*
- Regional Director *(if she is not presiding)*
- National and Regional officers
- Sorors
- Brothers
- Amicai
- Archonettes, Amicettes, Pearlettes
Establishing protocol – Public setting

- Presiding Officer (if the presiding officer is not the person to establish protocol)
- International President
- Past National Presidents (always recognize past National Presidents individually and begin with the 18th National President before recognizing the 23rd International President)
- Regional Director (if she is not presiding)
- National and Regional officers
- Members of Zeta Phi Beta Sorority, Incorporated
- Brothers of Phi Beta Sigma Fraternity, Incorporated
- Friends (refers to Amicae)
- Youth
- Fellow Greeks
- Guests

Tent cards

The use of tent cards is utilized to identify principals, special guests and program participants. It ensures guests are properly seated and easily identified by escorts, hostesses and the mistress of ceremonies or presiding officer. When multiple persons hold the same position, titles and names are needed. Most importantly, print the name and title on both sides.

Lectern etiquette

- Always leave a program at the lectern to ensure the mistress of ceremonies or presiding officer keeps the program flowing smoothly.
- Avoid leaning on the lectern; good posture commands attention and respect from your audience.

Duties of the mistress of ceremony

- Review the program two to three days prior to the event to familiarize yourself with the program flow and to minimize blunders.
- Prepare to improvise at any given time during the program or event, especially if an emergency arises.
- Identify each program participant prior to the event and arrange designated seating if they are not seated on the dais. Stage a holding area and a mock dais for program participants so they will know their order of entrance and seat on the dais.

Introduction of dais guests and dignitaries

As dais guests are introduced, each individual should rise when their name is called. The presiding officer or mistress of ceremonies may request the audience to hold their
applause until all dais guests have been introduced. It is suggested to rehearse the names of the dais guests and dignitaries prior to the program and if there is uncertainty, please ask for the correct pronunciation.

The proper order of introductions is that of right to left as seated (i.e. right of the mistress of ceremonies). All introductions should be both short and gracious. The introduction of the guest of honor or main speaker may be deferred until the time for the formal presentation but make certain they are acknowledged.

**Introduction of Guests of Honor**

When guests of honor are introduced, they rise and bow only. The highest-ranking guest is introduced first. If guests are asked to extend greetings or offer congratulatory remarks, begin with the guest of the lowest rank and conclude with expressions from the top ranking principal or guest. Remind guests to keep their remarks brief.

**Reserved seating** (Provide adequate seating in front of the dais for the following):

**National meetings**
- Past Grand Basilei
- Spouses or special guests of persons seated on the dais
- National board members and/or officers
- Life Members
  - Others, as designated by the International Grand Basileus or her designee

**Regional Meetings**
- Past Grand Basilei
- Spouses or special guests of persons seated on the dais
- National board members and/or officers
- Regional board members and/or officers
- Life Members
  - Others, as designated by the Regional Director or her designee

**State Meetings**
- Past Grand Basilei
- National board members and/or officers
- State board members and/or officers
- Life Members
  - Others, as designated by the State Director or her designee
**Receiving Line**

A receiving line is customarily assembled whenever a reception is held as a means of introducing principals and greeting guests at an event. You should smile, shake hands, introduce yourself (first name and last name) and keep moving. Refrain from giving items (business cards, gifts, etc.) to dignitaries in a receiving line. Most importantly, avoid discussing sorority business or sorority-related issues in a receiving line. The line-up of principals follows accordingly:

- **Boule**
  - Boule marshal
  - Presiding officer
  - International Grand Basileus
  - Speaker
  - National elected board members
  - Past Grand Basilei*
  - Phi Beta Sigma’s International President

- **Regional conference**
  - Regional marshal
  - Regional Director
  - International Grand Basileus
  - Speaker
  - Past Grand Basilei*
  - Host State Director
  - Host chapter Basileus/Basilei
  - Phi Beta Sigma’s Regional Director

*Past Grand Basilei should always line up or sit in order of precedence (see the aforementioned example).

**Addressing Sorors and Brothers**

- ‘Soror’ is used to address members of Zeta Phi Beta Sorority, Incorporated.
- When referring to a soror with a Doctorate degree, she is referred to as “Dr.” or “soror”; the titles should not be combined. The mistress of ceremony or presiding officer should confirm and rehearse all titles before the beginning of the program.
- When addressing or introducing sorority principals in a public venue, use the English synonym for the officer; never use the Greek title. For example: ‘May I introduce the International President of Zeta Phi Beta Sorority, Incorporated’.
- Always address Phi Beta Sigma members as Brothers or the formal title of Frater.
- When addressing or introducing fraternity principals in a public venue, such as a public program or a reception, use the English synonym for the officer. The Greek title should be reserved for inter-fraternity business.
Courtesies and Amenities
Proper Introductions

It is customary to introduce higher ranking principals to lower ranking principals. The verbiage should be: *Madam International Grand Basileus, may I introduce Madam Chapter Basileus.* It is always appropriate to secure titles and positions prior to the event so that your introductions will be proper and correct.

When extending greetings, always begin with the lowest-ranking principal/dignitary and end with the highest-ranking principal/dignitary. For example, the local chapter basileus should give remarks before the International Grand Basileus gives her remarks. In other words, the International Grand Basileus is the last person who addresses the audience before the conclusion of the program.

Greetings submitted in souvenir journals or other written modes should be arranged from highest to lowest. For example, a greeting from the mayor, governor or International Grand Basileus should be near the front of the booklet.

Officers

Order of precedence:

**National**
- International Grand Basileus
- Past Grand Basilei*
- Board members
- Appointed officers

**Regional**
- Regional Director
- State Directors
- Board members
- Appointed officers

**State**
- State Director
- Board members
- Appointed officers

**Local**
- Chapter Basileus
- Board members
- Appointed officers

*Always recognize past Grand Basilei in order of precedence (see the aforementioned example).
Extending Courtesies to Officers

By virtue of rank in the Sorority, the International Grand Basileus, past Grand Basilei, and principals should receive various courtesies at Boulé, national executive board meetings, regional conferences, state meetings, workshops, programs, receptions and other Sorority events. Each region, state, chapter and auxiliary should make budgetary provisions for these expenditures.

International Grand Basileus

The International Grand Basileus is the ‘first lady’ of the Sorority and at all times should be accorded all the courtesies and extended protocol and amenities due her office. If the Grand Basileus is the official guest of the region, state or chapter, specific courtesies and amenities should be provided as listed below:

- Rise upon her initial entrance and remain standing until she is seated.
- Arrange for pick-up to/from the airport/hotel/venue via private car service or designated sorors.
- Assign an escort for the duration of her stay.
- Furnish a floral arrangement, fruit basket, beverages and refreshments in her suite.
- Provide a white, orchid wrist corsage with blue and white trim. Select white trim only when the specified attire is white.
- Place all conference material (e.g. agenda, bag, conference journal) in her suite.
- Allow her to address the assemblage on all programs and events even if she is not the keynote speaker.
- Inform hotel managers of her visit to ensure that she receives all of the amenities provided dignitaries who visit their establishment.
- Notify community officials and leaders of her visit to the city and afford them an opportunity to meet her.
- Submit articles for print media and other forms of public communication to ensure that she remains visible.
- Offer sight-seeing or other forms of entertainment.
- Present various forms of gifts.
- Reserve her seat on the dais or on the front row at every program.
If the International Grand Basileus visits your community for non-Zeta business (e.g., professional meetings, family-oriented functions, other) the following amenities are suggested. However, determine if her visit will require an overnight stay.

- Arrange transportation to and from the airport, if possible.
- Provide a floral arrangement.
- Coordinate a meet and greet with the local chapter, if possible.
- Present various forms of gifts.

**Note:** The Regional Director should keep chapters informed of the International Grand Basileus’s visit to the Region. (Please see Appendices for the notification process.)

**Past Grand Basilei and National Elected Board Members**

Past Grand Basilei and national elected board members should be accorded all the courtesies due their position in the sorority. Each region, state, and chapter should make budgetary provisions to cover these expenses. If the past Grand Basileus or elected national board members is the official guest of the region, state or chapter, provide specific courtesies and amenities as listed below:

- Arrange for pick-up to/from the airport/hotel/venue via private car service or designated sorors.
- Assign an escort to accompany all past Grand Basilei to and from all functions.
- Furnish a floral arrangement and a room amenity, if an overnight stay is required.
- Provide a rose wrist corsage, with blue and white trim. Select white trim only when the specified attire is white.
- Place all conference materials (e.g. agenda, bag, conference journal) in her room.
- Afford her an opportunity to address the body if she is not the keynote speaker.
- Defray conference registration and other expenses (including transportation and lodging) for all past Grand Basilei.
- Offer sight-seeing or other forms of entertainment, if permissible.
- Present various forms of gifts.
- Reserve seating at every program or event.

**National Appointed Officers**

National appointed officers should be accorded all the courtesies due their position in the sorority. Specific amenities should be provided if the national appointed officer is an official guest of the region, state or chapter. Extend courtesies as follows:
• Provide an amenity.
• Furnish a room amenity, if an overnight stay is required.
• Offer entertainment to enable them to socialize with sorors and guests.
• Reserve seating near the front of the room.

National board members and/or officers visiting chapters

National board members and/or officers visiting chapters should be introduced by
the chapter basileus, except when she chooses to delegate the responsibility.

Regional Directors

The Regional Director is the ‘first lady’ of the region and at all times should be accorded all the courtesies and deference due her office. The Regional Director is also the representative of the International Grand Basileus for the respective region. Specific amenities and courtesies should be provided if the Regional Director is an official guest of
the state or local chapter:
• Designate sorors to meet her upon arrival.
• Furnish a small fruit basket and a room amenity, if an overnight stay is required.
• Provide a rose wrist corsage, with blue and white trim. Select white trim only when
the specified attire is white.
• Assign an escort to and from all functions.
• Allow her to address the body at all programs and events even if she is not the
keynote speaker.
• Notify community officials and leaders of her visit to the city and afford them an
opportunity to meet her.
• Arrange sight-seeing, if permissible.
• Offer entertainment to socialize with sorors and guests.
• Present various forms of gifts.
• Reserve seating at every program or event.

State Directors

The State Director is the ‘first lady’ of the state and at all times should be accorded
courtesies and deference due her office. Specific amenities should be provided if the State
Director is the official guest of the region, state or chapter. Courtesies which can be
extended are as follows:
• Arrange for sorors to meet her upon her arrival.
• Provide various room amenities, if an overnight stay is required.
• When appropriate, provide a rose wrist corsage, with blue and white trim. Select white trim only when the specified attire is white.
• Present various forms of gifts, depending on the occasion.
• Reserve seating at every program or event.

**Escorts**

An escort should be provided to assist our higher ranking principals. The person of honor should always be on the right side of the escort. Exceptions to this rule include physical challenges (e.g. hearing or vision impairments). The escort must be perceptive to the needs of the principal and allow room for privacy if the principal engages in confidential conversations.

Escorts should arrive 15-20 minutes prior to escorting the principal or at the time specified by the person of honor. The escort must be courteous, friendly and appropriately dressed; when in doubt, dress one level above. The escort should sit near the person of honor and be attentive to their needs. Locate exit signs in the event of an emergency or a mandatory evacuation. Phi Beta Sigma members should be asked to escort when Brothers are on the program and included in the processional.

**Brothers of Phi Beta Sigma**

Phi Beta Sigma’s International President should always be seated next to or near our International Grand Basileus (when appropriate).

• Zetas should rise upon the initial entrance of the International President of Phi Beta Sigma Fraternity, Incorporated and remain standing until he is seated.

• Phi Beta Sigma’s International President should be provided a white carnation boutonniere. Afford him an opportunity to extend greetings or remarks at the appropriate point on the program. When Sigma’s International President is an invited guest, his lodging should be complimentary if it requires an overnight stay. However, if the regional director, state director or local president of Phi Beta Sigma wishes to cover his invoice, he is free to do so.
• The regional director, state director and local chapter president of Phi Beta Sigma Fraternity, Incorporated should be contacted and whenever possible, included in the planning and activities of Zeta events. In turn, Zeta should reciprocate and help Sigma when they host an activity.

• Zetas should make an effort to support Phi Beta Sigma by attending their conferences or local events.

• Zetas should rise, in support of our constitutional bond, when their fraternity hymn is sung.

**Husbands and Significant Others**

The International Grand Basileus’s husband should be included in official functions sponsored by the sorority and, when appropriate, seated next to her. The husband of the International Grand Basileus should be housed with her, accorded courtesies, complimentary entry to each ticketed meal function, and other events held during the conference. Boutonnieres should be provided him as a courtesy; if he is a Sigma, a white carnation must be selected. The same courtesies can be extended to regional directors, state directors and guest speakers.

**Dignitaries**

Dignitaries (including government officials) should always be treated as guests of the sorority. Courtesies can be extended to them as follows:

• Arrange transportation for their arrival and departure (*optional*).

• Provide floral arrangements (*optional*).

• Offer beverages and other refreshments in their rooms (*optional*).

• Introduce the International Grand Basileus to dignitaries and guests.

• Extend invitations to attend meals, public receptions and other forms of entertainment during official affairs of the sorority.
• Permit higher ranking officials in your area to extend greetings or make remarks before the International Grand Basileus gives her remarks.
• Give honorariums or other tokens of appreciation for participating.

**Guest Speakers**

Before deciding on having a speaker it is very important to determine if it is appropriate to have one on the program. The speaker’s portion of the program to include the introduction, the speech and the acknowledgment of or a presentation to the speaker should not exceed 20 minutes at a luncheon, dinner or banquet.

**Invitations and follow-up communications**

• Contact the speaker in person or by telephone but follow-up with a written letter, within two days, which will serve as the official notice.
• Obtain the basileus’ approval before submitting any materials to the printing company and always proof the document before it is printed.
• Professionally print the invitations.
• Include a response card and envelope when mailing invitations, but do not send a response postcard.
• Print addresses directly on the envelope; using mailing labels lessens the formality of the event.
• Send a follow-up notice to the speaker two weeks before the event.

**Guest speaker’s checklist**

• Inform him or her of the venue, date and time of the program.
• Arrange for hotel reservations and travel accommodations.
• Include the host’s name and contact information in the local area.
• Incorporate the event attire in the letter of notice.
• Attach the general subject for the speech in the formal letter (*suggestions may be made*); ask the speaker if he/she needs handouts or props for their presentation.
• Give an estimated time to speak, the length of the speech and approximate size of audience.
• Provide names of other key guests participating in the program, when appropriate.
The local chapter can obtain a photograph of the speaker for placement in the conference or souvenir journal. It is a good practice to obtain a vitae from the speaker for proper introduction at the program or event and for publicity.

**Introducing the guest speaker**
- Given by the presiding officer, mistress of ceremonies, or a designee. The person introducing the speaker remains standing until the speaker has acknowledged the introduction.
- Be brief; only give a synopsis of the speaker’s background but do not read the biography if it is printed in the program.
- Give the speaker’s name and subject of speech last.

**Thanking the guest speaker**
- Express brief words of appreciation but avoid summarizing his or her speech topic.
- Present an honorarium to the guest speaker before he or she leaves the venue (the chapter should specify the allotted amount in its yearly budget).
- Mail a notice of thanks three days after the conclusion of the event.

### Courtesies Extended to our Brothers and Greeks

If we invite Brothers of Phi Beta Sigma, the following is suggested: one night complimentary stay; airport pickup and return. A room amenity is optional. If we are invited to participate, it is suggested that we implement the following as part of our amenity:

**Phi Beta Sigma**
1. Provide a carnation to their highest ranking principal in attendance, or
2. Present a token of appreciation (gift card, cash or gift; depends on the occasion)

**Phi Beta Sigma Conclave and/or Regional Conference**
1. Extend greetings
2. Attend Conclave or Regional Conference
3. Provide a token of appreciation
4. Place an ad in their souvenir journal

**National Pan-Hellenic Council, Incorporated National or Regional Conference (and any of its members)**
1. Extend greetings
2. Attend their national or regional conference
3. Provide a token of appreciation
4. Place an ad in their souvenir journal

**Social Amenities Guidelines**

If the International Grand Basileus, past Grand Basilei or principals become incapacitated or ill, the following are appropriate forms of acknowledgement and well-wishes:

- Deliver flowers (select a colorful/lively arrangement) or a card from the region, state, or chapter
- Prepare food or provide a portable fruit basket (e.g. Edible Arrangements)
- Determine if visitation is suitable

Should hospitalization ensue, please exercise sound judgment before visiting and adhere to visiting hours. If the condition is serious and has been upgraded to a critical state (e.g. ICU or CCU), please ask the family’s permission before visiting. **And by all means, respect the soror's privacy and do not post the condition or updates on any electronic medium or social media outlet. We must respect each other’s privacy and observe all HIPAA laws regarding individually identifiable health information.**

*Death of the International Grand Basileus and Past Grand Basileus* (if she is in your chapter, adhere to the following):

- The chapter basileus should contact the regional director, who will notify national headquarters. The chapter will defer to national headquarters and the national director of necrology.
- The Regional Director should also notify the Regional Director of Phi Beta Sigma Fraternity, Incorporated.
- Provide a written expression of sympathy, send a floral arrangement and/or make a donation in lieu of flowers (if requested by the family).
- National Headquarters will contact the local chapter if assistance is needed (e.g. printing programs, assigning escorts, arranging transportation and securing lodging).
- Specify the burial attire. If your region, state, or chapter’s custom does not include pants, please inform sorors so they are appropriately dressed.
- The region, state, or local chapter should host a repast.
**Death of Regional and State Directors** (if she is in your chapter, adhere to the following):

- If the Regional Director passes, one of the state directors should contact national headquarters and defer to the national director of necrology. If the State Director passes, the Regional Director should contact national headquarters and defer to the national director of necrology.
- The Regional/State Director will contact the local chapter if assistance is needed (e.g. printing programs, assigning escorts, arranging transportation and securing lodging).
- Select an official spray to be used only for regional and state directors, denoting their position of rank in the Sorority.
- Provide a written expression of sympathy, send a floral arrangement and/or make a donation in lieu of flowers (if requested by the family).
- Specify the burial attire. If the region, state, or chapter’s custom does not include pants, please inform sorors so they are appropriately dressed.
- The region, state or local chapter should host a repast.

**Death of Sorors**

- The local chapter basileus should be contacted, who will inform the executive board.
- Defer to the local necrology chair for direction in carrying out the burial logistics. If a soror (or her family) has chosen cremation, follow the burial service as written.
- If the chapter basileus passes while in office, the first anti-basileus should be notified along with the executive board, and the regional and state directors.
- Include the local protocol chair for assistance with specific arrangements.
- Provide a written expression of sympathy, send a floral arrangement and/or make a donation in lieu of flowers if it has been specified by the family.
- Specify the burial attire.

**Death in the immediate family (all sorors):**

- Provide a written expression of sympathy and follow the local chapter protocol concerning immediate family members.

**Life event, such as a birth or a marriage**

1. Gift
2. Gift card
3. Follow the specification on the invitation
Etiquette
There is more to etiquette than just table manners. It is the custom of the culture, organization or religion. It also involves knowing what to do, behaving appropriately and acknowledging the hostess with a gift to show your appreciation for the invitation. Some cultures or religions take offense if certain gifts are presented so please ensure you adhere to their customs and avoid awkward situations. If you attend a company party, a gathering at your girlfriend’s home or a gift-exchange event, please adhere to the following guidelines:

- Dress appropriately
- RSVP, even with a regret
- Be gracious
- Present a gift to the hostess (e.g. gift card, favorite candy, book, etc.)
- Refrain from over-extending your stay
- Avoid gag gifts
- Respect the person’s culture, religious beliefs and traditions

The following section covers table manners, table settings and the dining experience. Remember to engage in pleasant and appropriate conversations at the table. And, be mindful of those seated nearby; you never know who’s related to whom!

Remember the following to ensure a pleasant dining experience. The guest of honor is always seated to the hostess’s right. Most importantly, avoid re-arranging tent cards to suit your personal preferences. Sometimes, the best relationships are formed from those least expected.
Formal Table Setting

(Above the plate, left to right):
Bread and Butter Plate, Butter Knife, Wine or Water Glass

(Plate row, left to right):
Napkin, Salad Fork, Dinner Fork, Salad Plate, Dinner Plate, Dinner Knife.

Informal Table Setting

(Above the plate, left to right):
Bread and Butter Plate, Butter Knife, Wine or Water Glass

(Plate row, left to right):
Napkin, Salad Fork, Dinner Fork, Salad Plate, Dinner Plate, Dinner Knife.
**Mnemonic devices:**

- **LL and RR:** properly trained wait staff will “lower (food) on the left” and “remove on the right”.
- **B and D:** if you raise your forefingers and touch your thumbs with your remaining fingertips, you have formed a “b” with your left hand and “d” with your right hand. This aids in remembering that your bread plate is at the left of your place setting and your drinks (i.e. glasses, cups) are at the right of your place setting.

**Grace before meals**

Giving thanks or ‘saying grace’ is done before the meal is begun.

**Commencement of the meal**

It is polite to delay eating until all guests at the table have been served. Please ensure that the head table, or the table where the International Grand Basileus or other guests of honor, are served first.

- Do remember to say *please* and *thank you* frequently. If you want an item on the table, please ask *would you please pass* the particular item. When you receive the item, respond by saying *thank you*.
- Do silence your cell phones.
- Do pass all items to the right, counter clockwise direction.
- Do taste your food before seasoning it and refrain from asking for a condiment that is not on the table (e.g. hot sauce).
- Do place your napkin in your lap before you start eating.
- Do eat quietly; avoid slurping, smacking your lips, chewing with your mouth open or making other noises while eating.
- Do cut your food one or a few pieces at a time. Only small children may have their entire plate of food cut for them at once so that they can eat it.
- Do take a manageable mouthful of what you are eating.
- Do chew your food sufficiently.
- Do blot your mouth with your napkin but do not wipe your mouth.
- Do wipe your fingers and your mouth frequently with your napkin.
- Do use a new plate/glass each time for buffet service.
- Do not push back your plate when finished; it remains exactly where it is until the person serving you removes it.
- Do not ever put liquid into your mouth if it is already filled with food.
- Do not hold your glass for the server to fill; allow the glass to remain on the table while it is being filled.
- Do not turn your cup upside down over your saucer when refusing beverage service. Do give a silent “no” gesture, or state “no thank you” if asked.
• Do not lean over your plate while eating; bring the utensil to your mouth.
• Do not wipe off the flatware; if you find dirty flatware at your place setting, show your waiter or waitress, and ask for a clean set.
• Do not leave your spoon in your cup as you drink your beverage; it is almost certain to result in an accident.
• Do not leave food on your flatware and wave it about during conversation.
• Do not use the utensils from your place setting in communal bowls and plates.

Conclusion of the meal

The main course knife and fork are placed beside each other on the dinner plate diagonally from upper left to the lower right, in the 4:20 position (referencing a clock). This signals the serving staff that you are finished with your meal and that your plate may be removed. Before you depart, leave the centerpiece on the table unless it has been offered by your hostess. Remember to thank the host before you leave the venue, otherwise you may send a thank you note via mail.

Resting (American style)  Resting (Continental)  Finished (American)  Finished (Continental)

TIPPING

Restaurants

A tip is any amount given to the server AFTER the bill has been paid. In general, 15 percent is normal but some establishments prefer 18 percent. The figure is moving toward 20 percent for excellent service. In family-style restaurants, 15-18 percent is the norm. If restaurants include gratuity on the bill, an additional tip for excellent service is optional but not mandatory.
**Doormen**

Tip $1 to $2 per bag to the doorman who takes your bags. If you are visiting and have no luggage, you naturally do not tip him for simply opening the door for you.

**Bellman**

Tip $1 per bag, but not less than $2 per bag, to the bellman who carries or delivers your luggage to your room/suite. Upon departure, tip the bellman after your luggage has been stowed in your vehicle.

**Maid**

For stays of one night or more, the maid should be tipped $2 per night per person in a large hotel; $1 per night per person in a less expensive hotel. Give the maid his or her tip in person. If the maid is unavailable, put it in a sealed envelope marked “chambermaid.” If you are staying more than one night, tips should be left on a daily basis because chambermaids usually work daily shifts. However, if you desire to be more generous it is at your discretion.

**Salon Services**

These services include hair, manicures, pedicures, massages and facials. It is customary to tip the person who delivered the service. If you typically do not tip your hair stylist throughout the year, a Christmas gift is usually a nice gesture. When other services are rendered, the tip is based on how well the service was performed.
Chapter
Functioning
The chapter basileus has both the responsibility and the opportunity to affect the direction of the chapter by providing leadership, vision and goals to its members. As basileus, she should bring experience, leadership, and dedication to ensure the chapter has a successful year in implementing national programs and projects. The basileus also represents the chapter when dealing with our community partners and external constituents.

- The chapter basileus is the ‘first lady’ and official representative of the chapter and should be afforded appropriate courtesies.
- The chapter basileus should be familiar with the national, regional and local constitution and by-laws, handbooks, forms, policies and procedures to effectively lead the chapter.
- She should always attend national, regional, and state meetings as the chapter’s official representative. Every effort should be made to provide her with the funds necessary to attend these and any other functions designated by the chapter.
- Communication of official business between the national office and the local chapter is conducted through the chapter basileus, who sees that material from the International Grand Basileus is distributed to all members. The basileus should make certain that action required is taken on correspondence from the national office.
- The chapter basileus should:
  - Preside over all meetings
  - Provide a typed agenda (confer with the phylacter for the appropriate format)
  - Set a meeting start and end time; assign a time-keeper
  - Serve as ex-officio on all committees except the nominating committee
  - Set personal goals and objectives for the chapter based on national goals and objectives
  - Review the minutes and committee reports before each meeting
  - Enforce and adhere to the constitution, by-laws, and regulations
  - Appoint special event committees at the beginning of the year (e.g. Founders’ Day, Finer Womanhood, Election Committee)
  - Be informed of all meetings (committee, called, special, etc.)
  - Be aware of and approve all out-going communication, including electronic communication
✓ Approve all chapters’ event invitations, programs, tickets, or other written materials (before they are professionally printed) and make the necessary suggestions
✓ Extend greetings or give remarks at each chapter program

Suggestions for a successful year as basileus

- Give sufficient notice to officers and committee chairs regarding deadlines
- Handle all incoming and outgoing correspondence efficiently
- Bring pertinent documents to all meetings
- Remain organized and create a filing system that works for you
- Ask for help or refer to your mentor when needed

Chapter Meetings

Any soror may attend chapter meetings. The International Grand Basileus, regional director, and principals may attend chapter meeting and functions. However, they should notify the chapter basileus prior to their attendance so that the chapter may extend protocol and appropriate amenities due their office.

Decorum for Conducting Meetings

Remember to handle Zeta’s business meetings in a private area; our meetings should not be conducted in public areas. If necessary, assign a time-keeper to help control the flow of meetings. A door-keeper is also useful when voting is in progress. Beginning and concluding meetings in a timely fashion is one facet of a good leader; this shows your respect of others’ time.

Basileus or presiding officer’s responsibilities:
- Be courteous, diplomatic, unbiased and respectful
- Speak clearly and maintain good posture
- Refer to herself as ‘the chair’ avoiding the use of the first person pronoun
- Use the third person when calling for reports or motions. The next item of business is the ‘... committee report’
- Normally leaves the chair when she wishes to debate, or make a presentation on an issue except at board and committee meetings
- Remain in the chair throughout a meeting; never “turns the meeting over” to another, except in an emergency
• Ask the vice-president to preside when a motion concerning the president is on the floor
• May ask, “What is the body’s pleasure?” or “Is there a motion to ....?” when sorors fail to respond to a motion or action item
• Courteously suggests a proper motion when a soror has difficulty with phrasing
• Suggest circumstances under which a motion may be in order after a soror has made a motion at an improper time
• Rule a motion “out of order” or “not in order at this time”. A soror should never be ruled out of order for having made the motion
• Is kind but firm in making and enforcing chapter rules
• Is professional in handling points of order and appeals
• Consult quietly and unobtrusively with the parliamentarian when advice is needed or requested
• Ask the parliamentarian to explain or interpret a point to the body for clarity
• Present the gavel to the newly installed president at the ‘passing of the gavel ceremony’

Sorors’ responsibility:
• Give full attention to the chair
• Address the chair to gain recognition
• Obtain floor before addressing the body, except in a dire emergency
• Willingly observe the rules of debate, especially as it pertains to the amount of time allowed to each speaker
• Confine remarks to the merit of the pending question
• Address all remarks through the chair
• Never speak out against own motion
• Address the presiding officer as “Madam Chair”
• Refrain from calling out a motion to “Adjourn” or “Question!” when another soror has the floor
• Refrain from disturbing the body and the presiding officer with talking or other disrespectful behavior
• Sorors should always have on hand at all meetings the most recent and properly updated Sorority handbook, Constitution and Bylaws and the most current edition of Robert’s Rule of Order. Chapter Standing Operating Procedures and Standing Rules can also be on hand at all meetings but should never overrule the Constitution and Bylaws.
• Respect others at all times

**Committee Functioning and Planning**

Regardless of the purpose or function of a committee, there are some basic mechanics needed to ensure a successful start and completion. Handling these mechanics in the order suggested will ensure an effective and productive year.

• Prepare personal goals and objectives of your committee and align them with the goals and objectives of the basileus
• Devise a proposed objectives plan and include the following:
  ✓ Names of committee members
  ✓ Dates for meetings during the fiscal year
  ✓ List specific objectives you wish to accomplish and member accountability
  ✓ Reporting dates for members, progress reports, final reports. Include form, if desired
  ✓ Budget projections
  ✓ Functioning protocol: policy, procedures and decorum
• Review its purpose and how it has been run in the past by reading bylaws, archived files, and talking to the basileus or predecessor
• Determine the frequency of your committee reports to the chapter. If there is an upcoming event, report monthly to your chapter
• Find out how many members you are required to have
• Determine from the basileus if you can appoint members
• Be flexible; remember that you are working with volunteers and there is no mandate. All committees should be accountable but no one should be forced to do something that she is not comfortable with.
• Notify committee members of the following:
  ✓ Notice of meeting, date, place and time
  ✓ Copy of proposed objectives and ask them to review and provide feedback
  ✓ Prepare an agenda for each meeting
  ✓ Ask members to bring bylaws, ideas and/or suggestions to the planning meeting
• Prepare an agenda and include the following (see sample attachment; this tool can be used for a committee meeting or a chapter meeting):
  ✓ Call to order
✓ Invocation
✓ Action-items
✓ Discussion
✓ Set next meeting date, time and place
✓ Adjourn

- Report the committee's progress at regular chapter meetings, unless otherwise requested (e.g. called meeting or chapter board meeting). Effective committee functioning is the result of dedication, flexibility, leadership, adequate planning, implementation and teamwork.
**Emergency Preparedness**

In the case of an emergency, whether it is medical or a natural disaster, try not to overreact. In the case of a medical emergency, call 911 or go to the nearest facility for help. If an emergency occurs at a committee meeting, please notify the Basileus if she is not in attendance. If an emergency occurs at an event or formal program, notify the hotel or facility staff and follow all said protocols.

In the case of a natural disaster, a security threat or a weather-related emergency, seek the nearest safe shelter. Ensure that all chapter members and auxiliary members are notified. Properly store and place all chapter documents in a waterproof container, including USBs, or other storage media devices. Refer to the national emergency manual for additional information but always contact your chapter basileus, auxiliary president, state director or regional director if you must evacuate.

If your chapter has an archival center or building, ensure that all windows and doors are reinforced. Monitor the local weather and make certain that you and your family remain in a safe zone.

**Disabilities**

It is recommended that each region, state and chapter provide reasonable accommodations for persons with disabilities. This means securing venues with ramps, in the event someone cannot easily climb stairs or steps and taking other measures to ensure that all guests are comfortable.

Assisting sorors or others with disabilities can seem tricky. Always be general when offering help; use statements such as ‘please let me know if I may help in any way’. Talk directly to the person and not their aide or assistant if they are visually impaired.

Most importantly, avoid calling attention to the person with the disability; exercise discretion at all times. If someone has an assistive or mobility device, always ask if she needs assistance. If there is a specially-trained animal involved, do not pet the animal, talk to the animal or feed the animal without the person’s permission.
Communication and Technology


**Communication**

*Communicating official business*

Communication of official business from the International Grand Basileus is conducted through national headquarters, the executive director, the national board, regional directors, state directors and chapter basilei, who ensures that the information is distributed to the membership. The basileus should make certain that action required is taken on correspondence from the national office.

*Greek terminology*

Greek wording should be reserved for sorority occasions. Sorors should refrain from using Greek terminology when communicating with external constituents. Examples of the aforementioned include, but are not limited to:

- Membership-related programs
- Public programs and receptions
- Press Releases and Public Service Announcements
- Public mail
- Newspaper articles
- Social media outlets
- Other forms of electronic communication

*Regional Communication*

The regional director is responsible for disseminating information to the region that will keep them informed of the goals and vision of her office, as well as the office of the International Grand Basileus. When preparing for regional conferences or other regional events, make certain to thoroughly proofread all publications before mass production. This is one mechanism to keep Zeta’s name in print media.

The regional publicity chair or team should work with the regional director to make sure the region is aligned with the national publications and marketing team. If your event or function requires a written program, remember to include the name of the International Grand Basileus, the national theme and the regional director on all communication to show respect and honor to those in authority.
**State communication**

The state director is responsible for disseminating information to her state to keep them informed of her goals, the regional director’s goals and state news. Remember to proofread and edit all documents before distribution to the state membership. Always include a greeting or message from the regional director in the publication.

The state’s public relations chair or officer should work closely with the state director when it comes to branding, image and marketing of state materials. If your event or function requires a written program, remember to include the name of the International Grand Basileus, the national theme, the regional and state director on all communication to show respect and honor to those in authority.

**Local communication**

The chapter basileus should approve all correspondence (written and electronic) before it is distributed to the chapter membership. For the undergraduate chapter both the basileus and the advisor must approve all correspondence and public relations materials before it is mass-produced. Ensure that all communication has been proofread and edited prior to its publication. If your event or function requires a written program, remember to include the name of the International Grand Basileus, the national theme, the regional director and the chapter basileus.

All chapter banners, podium slip covers, posters, and signs should visibly display the Sorority’s name and/or shield/logo and the national theme, when appropriate. Refrain from adding explicit graphics, signs and verbiage. Finer Womanhood should be exhibited in all aspects concerning our affairs, including what we communicate (verbally or non-verbally), how we treat others and how we conduct our business. Use Zeta’s official PMS color when printing invitations, programs or more formal communication to promote uniformity, standardization and consistency throughout the sisterhood. The local public relations chair should be on-hand to assist the chapter in effectively communicating the chapter’s message to the public.

All youth auxiliary advisors should approve all correspondence before it is distributed to the membership and parents or guardians. Only the auxiliary logo should appear on their communication (e.g. agendas, newsletters, raffle tickets, etc); the Sorority’s shield is reserved for Zeta’s usage only.

**Press Release**

A press release or news release is a written communication directed towards members of the media to announce something newsworthy. They are e-mailed, faxed or mailed to
news stations and newspapers in a timely manner. They are typically one-page and include a contact name, title and telephone number in case the news medium needs additional information.

The regional director, state director and chapter basileus should approve all press releases regarding the region, state or chapter. No member is to represent either of the aforementioned offices to “get the word out” about an event.

**Public Service Announcement (PSA)**

Public service announcements are messages conveyed to the general public which raise awareness regarding behaviors toward social issues or changing public attitudes toward certain views. Please remember to include your contact information and follow-up with the intended recipient.

### Social Media

When creating an open Social Media Profile/Page, Group, or Application, consider the following:

- What is the purpose?
- Will it present a positive image of Zeta Phi Beta Sorority, Incorporated?
- How will it be monitored?
- What types of Zeta information will be available?
- What types of pictures will be available?
- Are you accurately representing Zeta?
- Will non-members be allowed to post content?

**DO use Social Media to:**

- Promote sorority and chapter accomplishments or pass on relevant news and information
- Connect with others

Remember to respect all copyright laws and keep posts clean and free of profanity

**DO NOT use Social Media to:**

- Reference alcohol or drugs. This includes references to alcohol or drugs in party photos, on T-shirts, in event names, or on beverage containers.
• Post personal member information without written consent or publicize information, including photographs that can jeopardize the safety of any chapter members, as well as private sorority and chapter business.
• Post copyrighted material from other sources or trademarks owned by third parties unless authorization has been obtained.
• Post private information (i.e. facts and opinions) about the organization in public forums. Discretion is important when protecting the organization, Zeta’s brand, and her legacy.

How you conduct yourself (via pictures and words) is your personal business EXCEPT when Zeta’s name is involved. Be careful using the word “Zeta” (and any symbols thereof) in such a way that will not bring reproach upon the organization.

**Technology**

When using technology, remember selectivity is most important. Everything discussed in Zeta should not be discussed in chat rooms and other online media outlets. Learn to exercise sound judgment by protecting the business of the Sorority.

**Web site**

Design a functional and appropriate Web site for users and guests. Place items in the members-only section of the Web site to restrict Zeta business to sorors. Consult with a graphic artist or Web developer to obtain external feedback on the functionality and flow of the Web site. Make certain to follow Sorority guidelines so that all Websites conform to Zeta’s standards.

The site must contain whatever is appropriate for your region or chapter, but all of them must contain the following: the Sorority’s name, the International Grand Basileus’s name, the national theme, the region and/or chapter name, an abbreviated Sorority history and the region or chapter’s history, board members (pictures are optional), and contact information (use PO boxes instead of physical addresses).

Avoid using complicated Web addresses and explicit names. Our Sorority is a professional and business-oriented organization; hence, the name Zeta Phi Beta Sorority, Incorporated. Web sites should not contain explicit language or photographs; pictures without consent of all parties involved (including youth); and pictures of sorors with adult beverages. Each picture and graphic should be clear, distinct and self-explanatory.
**Cell Phone**

Remember to select a quiet mode on your cell phone when attending formal programs or business meetings. If you must take the call, please quietly excuse yourself and return when finished. If an emergency occurs, please call 911 but refrain from making a scene or becoming chaotic.

When participating in teleconferences, announce yourself at the appropriate time. Mute your phone (*6) to reduce any feedback when there is not an open dialogue. Actively participate, be courteous and respect other callers. The call organizer should select the conference/record mode to record the call if a replay feature is warranted.

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**Email Etiquette**

Here are some tips to keep in mind when conducting Zeta’s business:

1. **Always Respond:** junk mail and forwards is one thing, but you should always respond to a real message, whether it is an invitation to a meeting or a more formal gathering or a ‘hello’ from a soror or a friend.

2. **Officers (on all levels) should have a standard email signature line that includes their name, office and contact information for use in drafting and responding to all official emails.**

3. **Official email addresses** (specifically the user id that is placed before the @ sign should be reflective of the organization and/or office, and not colloquial in nature. For example, zetapres@chapter.org is appropriate but zkittyfinest@email.com is inappropriate. Keep in mind that this email address will be your contact when representing Zeta to external constituents.

4. **Professional job-related email addresses should not be used when conducting official Zeta business.** Any and all exchanges are property of the company and could be used in a court of law.

5. **Keep Zeta work separate from your professional work.** Refrain from including personal information in emails. The IT department has avenues for periodically checking
company emails and the content belongs to the company. If you are unsure of the content, it is best to send a message from your personal account or call the intended recipient.

6. Check your Zeta email address frequently and respect sorors in other time zones. Allow sorors time to respond to you and do not always expect them to respond as soon as they receive the email. If you are sending anything urgent, call the soror and let her know so she can respond accordingly.

7. When sending documents as attachments, use PDF’s since it is typically user-friendly for most computer systems and less susceptible to viruses. Not everyone has access to open MS Publisher documents and other applications which are not a part of the basic MS Office package. PDF also ensures the integrity of your document; it is not susceptible to unauthorized content manipulation. If you are sending a large document, it might be more efficient to mail a hard copy so the recipient does not have to print volumes of pages.

8. Remember that SMS (text messaging) is informal. SMS should not be used for formal invitations or correspondence. The casualness of SMS diminishes the strength and meaning of the message.

9. Always include a subject: do not keep your readers in suspense. Use the subject line to alert the receiver to the subject matter of your message. Also, messages without a subject line sometimes fall into junk or spam folders.

10. Addresses Ad-nauseam: consider using an address book function that does not list all recipients in the “to” header when sending an e-mail to a list of recipients. Subsequently, many people may not like having their email address displayed to others.

11. Avoid rapid responses when you are offended or upset. Take a few moments and cool down before you click the send button. It is better to gather your thoughts and relay only what is intended.

12. If you only check your e-mail once a week, inform recipients in your contact list. Otherwise, they may take offense at not receiving a timely response from you.

13. Watch your language and keep it professional: while our e-mail culture is full of its own shorthand, it is best to always reread your messages before sending to make sure there are no grammatical or spelling errors in your message.
14. Type the content of the email first before you type the recipient list. This will avoid accidentally sending information to the incorrect distribution list.
Appendix

The following pages are samples and are only meant as guides. You may mirror the document; however, the document should be suited according to the needs of your chapter. Always include the Sorority’s name, the name of the International Grand Basileus and the national theme on all printed materials and Web sites, when applicable.

Should you have questions, please contact the national director of protocol and/or co-national director of protocol for additional information. You can also Find us on Facebook. We are available to conduct workshops, provide training, present at regional conferences, state meetings, area workshops and chapter meetings.

National Director of Protocol: Sheryl A. Collins
Southern Region
Lambda Zeta
natlprotocolzphib@yahoo.com
281.450.9861 (CST)

National Co-Director of Protocol: Kimberly C. Pope
Eastern Region
Phi Kappa Zeta
zphibprotocol@yahoo.com
540.903.2133 (EST)
# Meeting Agenda

**Zeta Phi Beta Sorority, Incorporated**  
Chapter name

Chapter Basileus

**Meeting Agenda**  
September 7, 2013 • 11:00 a.m. • Meeting location  
Presiding Officer: Chapter Basileus

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:05</td>
<td>Opening Devotion</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>• Sorority Hymn</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>• Opening Prayer</td>
<td>Designee</td>
</tr>
<tr>
<td></td>
<td>• Meditation</td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td>Reading and Approval of Minutes</td>
<td>T. Howard</td>
</tr>
<tr>
<td>11:20</td>
<td>Correspondence</td>
<td>A. Ammons</td>
</tr>
<tr>
<td>11:25</td>
<td>Reports of Officers and Board</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Executive Board</td>
<td>T. Holmes</td>
</tr>
<tr>
<td></td>
<td>• Financial Officers</td>
<td>J. Victoria</td>
</tr>
<tr>
<td></td>
<td>• Other Officers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>○ Basileus</td>
<td>M. Joubert</td>
</tr>
<tr>
<td></td>
<td>○ First Anti-Basileus (Membership Committee)</td>
<td>R. Holloway</td>
</tr>
<tr>
<td></td>
<td>○ Second Anti-Basileus (Programs &amp; Projects Committee)</td>
<td>J. Dingba</td>
</tr>
<tr>
<td></td>
<td>○ Grammateus (Contact Committee)</td>
<td>M. Norman</td>
</tr>
<tr>
<td></td>
<td>○ Jerveler (Publicity and Public Relations Committee)</td>
<td>J. Boone</td>
</tr>
<tr>
<td>11:45</td>
<td>Reports of Committees</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Standing Committees</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Bylaws</td>
<td>C. Black</td>
</tr>
<tr>
<td></td>
<td>• Courtesies</td>
<td>R. Jones</td>
</tr>
<tr>
<td></td>
<td>• Finer Womanhood</td>
<td>A. Anderson</td>
</tr>
<tr>
<td></td>
<td>• Founders’ Day</td>
<td>B. Brooks</td>
</tr>
<tr>
<td></td>
<td>• Male Network</td>
<td>M. Morris</td>
</tr>
<tr>
<td></td>
<td>• Ways and Means</td>
<td>J. Jackson</td>
</tr>
<tr>
<td></td>
<td>• Other(s)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Special Committees</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Zeta Amicai of (City, State)</td>
<td>N. Brown</td>
</tr>
<tr>
<td></td>
<td>• Youth</td>
<td>D. Jackson</td>
</tr>
<tr>
<td></td>
<td>• Fitness and Wellness</td>
<td>R. Kelly</td>
</tr>
<tr>
<td></td>
<td>• Hostesses</td>
<td>T. Phillips</td>
</tr>
<tr>
<td>12:30</td>
<td>Unfinished Business</td>
<td>K. Allen</td>
</tr>
<tr>
<td></td>
<td>• National Executive Board Meeting</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Agenda Item</td>
<td>Person(s)</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>12:40</td>
<td><strong>New Business</strong></td>
<td>P. Williams</td>
</tr>
<tr>
<td></td>
<td>• Spring fundraiser</td>
<td>Designee</td>
</tr>
<tr>
<td></td>
<td>• Spring school supply drive</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>K. Godwin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Regional Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R. Breaux</td>
</tr>
<tr>
<td></td>
<td><strong>Regional Board Meeting, 2014</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Boulé, 2014</strong></td>
<td></td>
</tr>
<tr>
<td>12:50</td>
<td><strong>Special Presentations &amp; Acknowledgments</strong></td>
<td>Designee</td>
</tr>
<tr>
<td></td>
<td>• Visiting sorors</td>
<td>Designee</td>
</tr>
<tr>
<td></td>
<td>• Birthdays &amp; Milestones</td>
<td></td>
</tr>
<tr>
<td>12:55</td>
<td><strong>Announcements</strong></td>
<td>T. Howard</td>
</tr>
<tr>
<td>1:00</td>
<td><strong>Closing</strong></td>
<td>Designee</td>
</tr>
<tr>
<td></td>
<td>• Chapter Prayer (optional)</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>• Sorority Hymn (second verse)</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>• Closing Prayer</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>• Adjournment</td>
<td>All</td>
</tr>
</tbody>
</table>
Zeta Phi Beta Sorority, Incorporated
Name of Chapter

5th Annual
“Femininity-Text”
Finer Womanhood Brunch

Mary B. Wright, International Grand Basileus
Regional Director’s Name
State Director’s Name
Chapter Basileus’s Name

Name of Venue

Date
This page can contain an abbreviated history of Zeta and/or the speaker’s biography.
Order of Program

Prelude

Welcome

Introduction of Dais

The Occasion

Greetings (Chapter Basileus, State Director)

Brunch is Served

Introduction of Speaker

Speaker (Regional Director)

Remarks (given last, by the International Grand Basileus)

Sorority Hymn

Benediction
Common suggestions for this page (but not limited to):

- Committee members
- Dove
- Executive board members
- Sorority logo (use only approved logos, refer to the Sorority’s Publication & Style Guide)
Notification Process

The following is a guide when the International Grand Basileus visits your region, state or chapter. Please utilize the form provided to assist with preparations.

Step 1
- National Headquarters notifies the Regional Director

Step 2
- The Regional Director notifies the State Director
- The Regional Director notifies anyone under her purview to arrange logistics, extend protocol and prepare amenities

Step 3
- The State Director notifies the local chapter basileus (basilei)
- The local chapter basileus notifies chapter members to arrange logistics, extend protocol and prepare amenities

Inviting the International Grand Basileus

It is suggested to provide a written request when inviting the International Grand Basileus to serve as your guest speaker. Please allow a six-month notification request and follow-up via email and/or telephone. Keep a flexible schedule since her calendar has the potential to fill up quickly with Founders’ Day, Finer Womanhood, conferences and chapter celebrations.

One person should serve as the point of contact. When you receive approval from the International Grand Basileus or National Headquarters regarding her schedule, it is the responsibility of the region, state or chapter to arrange all accommodations (hotel and transportation) and extend the proper courtesies due her office.
COORDINATING INVITATIONS

Principals and Dignitaries (as guest)

Event Notification versus Invitation

An event notification is provided to the International Grand Basileus or Regional Director for informative purposes. This should be specified in the forwarded notification communication.

An event invitation is a formal request for the International Grand Basileus, Regional Director or Past Grand Basilei attendance as GUEST of the Region or Chapter.

A Guest Appearance Questionnaire Form and Check List (Attachment B) have been designed to assist in planning for the International Grand Basileus or Regional Director’s attendance at a regional, state or chapter event.

National President (as guest)

Regional or Chapter Invitation Visit

1. When the International Grand Basileus is invited to attend an event (region or chapter), a formal communication (letter) requesting attendance/program participation should be sent at least three (3) to six (6) months prior to the event to the National Office of the President.

2. Complete the Guest Appearance Questionnaire and forward to National Headquarters or, if directed, to the sitting International Grand Basileus, with the formal communication requesting attendance. The following information may be requested, if needed:

   • Letter/International President’s message
   • Biographical Profile
   • Photograph for publication

3. Fourteen (14) days before the International Grand Basileus’s arrival, written communication (letter) should be sent confirming the itinerary, events and the event attire. Weather reports would be helpful.

4. A few days prior to the event, personal contact with the International Grand Basileus is advised.

   • Choice of accommodations should be inspected before reservations are finalized.
• Email or fax any change in plans prior to her arrival date (follow-up with a telephone call).
• Include time for relaxation in the itinerary.

5. When inviting the International Grand Basileus to a Chapter affair such as a fundraiser or anniversary, the invitation should denote the expenses that the chapter will assume.

Regional Director (as guest)
The protocol provided to the International Grand Basileus should be given to the regional director at regional conferences and chapter functions in her region.

Chapter Invitation Visit

1. When the Regional Director is visiting a chapter at the chapter’s request for a function, travel expenses are paid by the chapter. When there is a membership concern that warrants the attention of the Regional Director, expenses are covered by the region.

2. When the Regional Director is invited to attend a chapter event, formal communication (letter) requesting attendance/program participation should be sent at least three (3) to six (6) months prior to the event.

3. Complete the Guest Appearance Questionnaire and forward to the Regional Director with the formal communication requesting attendance. The following information may be requested, if needed:

• Letter/Regional Director’s message
• Biographical Profile
• Photograph for publication

4. Fourteen (14) days before the Regional Director’s arrival, written communication (letter) should be sent confirming the itinerary, events and the event attire. Weather reports would be helpful.

5. A few days prior to the event, personal contact with the Regional Director is advised.

• Choice of accommodations should be inspected before reservations are finalized.
• Any change in plans should be emailed/faxed prior to her arrival date.
• Include time for relaxation in the itinerary.

6. When inviting the Regional Director to a chapter affair such as a fundraiser or anniversary, the invitation should denote the expenses that the chapter will assume.
GUEST APPEARANCE CHECKLIST
International Grand Basileus/Regional Director

Please complete and return the attached form three (3) to six (6) months prior to your event by email to XXX

City, State: ______________________________________________________
Chapter, Region: __________________________________________________
Arrival Date and Time: _____________________________________________
Departure Date and Time: __________________________________________
Date of Event: ____________________________________________________
Event Theme/Topic: _________________________________________________

Event Type: □ Anniversary? If yes, what year?
□ Fundraiser? If yes, who will it benefit?
□ Other? Briefly describe?
_________________________________________________________________

Breakfast, Lunch, or Dinner: _________________________________________

Speaking Opportunity: (Please check all that apply)
□ Greeting Duration: __________

□ Keynotes – If yes, Please Provide Topic
_________________________________________________________________
Duration: __________

□ Remarks Duration: __________
International Grand Basileus/Regional Director

Will Non-Zetas be in attendance? □ Yes □ No

Attire
(Please provide suggested attire for each event. State any specific colors, etc.)

Additional Information:

Online Contact:
(Name, Cell Phone, Email)

The Chapter/Region requests the following: (Please check all that apply)
☐ International Grand Basileus/Regional Director Biography
☐ International Grand Basileus/Regional Director Photograph __ Black & White __ Color __
☐ International Grand Basileus / Regional Director Letter

The above information is due by: ________________________________

Please forward the above information to:
Name: _______________________________________________________
Address: _______________________________________________________
Email: _________________________________________________________
Phone: _________________________________________________________

Please ATTACH the following items to this document:
• Travel itinerary of the International Grand Basileus/Regional Director
• Any information on the chapter's history
• Any information on the chapter's program and initiatives
Ensure that all computer and audio/visual equipment have been tested prior to the start of your program. Depending on the length of your meeting, you may want to consider a refreshment station so that attendees are comfortable.

**Room Styles**

- **Theatre**
- **Banquet**
- **Working meeting**
- **Classroom (Lessons after Ritual)**
- **Reception, with buffet and cocktail tables**
**Conflict Resolution**

Finer Womanhood and Sisterhood are principles that are dear to our hearts and ones we strive to uphold daily. Should a disagreement ensue and resolution seems distant, please adhere to the following process. Only address issues with members involved.

Sorority affairs should not be disclosed or debated via mail, social media or any other electronic medium. We may not agree on everything, but when we disagree let us keep the spirit of our principles at the core of our discussion, strive for diplomacy and move quickly towards a peaceful resolution.

**Graduate chapters…**
- Members and/or committees report to the chapter basileus; if there is no resolution…
- The chapter basileus should report the issue to the state director; if there is no resolution at the state level…
- The state director brings the matter before the regional director for peaceful resolution.

**Undergraduate chapters…**
- Members and/or committee members report to the chapter basileus. If there is no resolution, then…
- The chapter basileus or chapter members should report the issue to the advisor or the third anti-basileus, who in turn reports it to the sponsoring graduate chapter. If there is no resolution, then…
- The sponsoring graduate chapter shall report the issue to the state director. If there is no resolution, then…
- The state director should bring the matter before the regional director for peaceful resolution.
ZETA PHI BETA SORORITY, INCORPORATED
PROTOCOL TEST

A. TRUE OR FALSE

1. _____ The International Grand Basileus should receive all courtesies due her office since she is the first lady of the sorority.

2. _____ The Regional Director is the emissary of the Grand Basileus for each respective region.

3. _____ The chapter basileus is responsible for distributing all information from national, regional and state levels to chapter members.

4. _____ Protocol is giving respect and recognition to sorors at all times.

5. _____ Greek terminology should be used at all times.

6. _____ When making introductions, always introduce the lowest ranking officers first.

7. _____ The International Grand Basileus enters the room first followed by dais guests.

8. _____ Special courtesies should be extended to all past Grand Basilei, officers, regional directors, state directors, chapter basilei and dignitaries.

9. _____ Sorority pins should only be worn at Zeta meetings.

10. _____ Only Zetas and Sigmas should rise when the Grand Basileus enters the room.

B. FILL IN THE BLANKS

At any sorority function, in what order should the following be addressed?

1. __________ A. Regional Director
                B. Sorors

2. __________ C. Grand Basileus
                D. National and Regional Officers

3. __________ E. Presiding Officer

4. __________

5. __________
References

Zeta Phi Beta Sorority, Incorporated, National Handbook

Torchbearers of A Legacy, 1997 edition

Zeta Phi Beta Sorority 1920 - 1965 edition


Emily Post's Etiquette Book, 18th Edition ~ Manners for a New World

www.businessdictionary.com

www.trimsunlimited.com

www.professionalimagedress.com