



WORNUM CONNECTION PLATFORM

CREATED BY: WORNUM CONNECTION COMMITTEE (2021)



PURPOSE OF MEETING & AGENDA

Purpose:

- Introduce new platform
- Gain insight on how to enhance the platform
- Open up line of communication with all Chapter

Agenda:

- When was this idea birthed?
- Why is the platform important?
- What will you be able to find on the platform?
- Who will operate the platform?
- How will the platform operate?
- Where do we go from here?
- Question & Answers to be held throughout presentation.



**WHEN WAS THIS
IDEA BIRTHED?**

BACKGROUND

- At the 2019 Reunion, the idea to create a website and to use common email addresses were introduced to be used for communication year after year. Since the reunion, through organic conversations amongst family members, we discovered that we can go beyond just creating a website and email addresses, but we can create a platform that can be used in various ways for family to connect outside of the bi-annual reunions. From that revelation, this committee was formed and will continue to grow.
- Issues presented at reunion
 - Cost of mailing reunion registration forms
 - *Chapters would put together a list of elders that do not have access to online forms



WHY IS THE PLATFORM IMPORTANT?

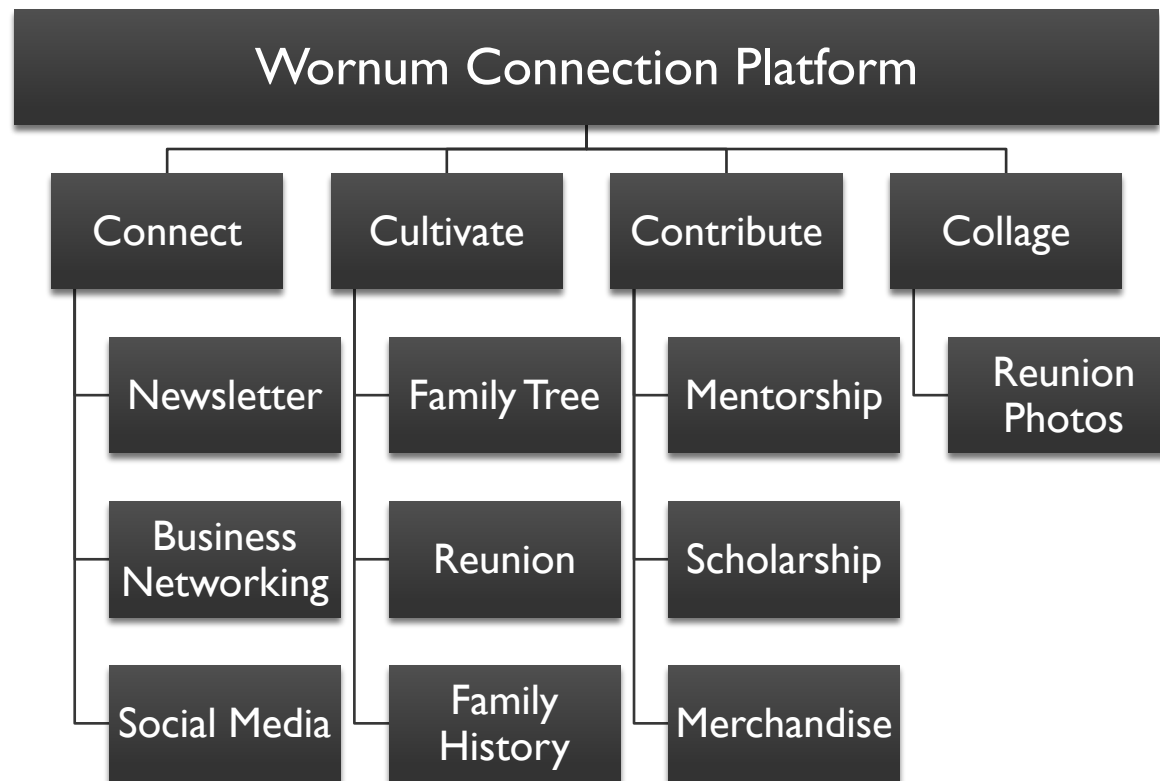
PURPOSE & STRATEGIC VISION





**WHAT WILL YOU BE ABLE
TO FIND ON THE
PLATFORM?**

PLATFORM STRUCTURE – THE FOUR C’S



CONNECT

Newsletter

- A quarterly newsletters, which highlight the following:
 - local events, reunion information and updates, and life events (births, deaths, accomplishments, prayers).

Business Networking

- Central location for family members to submit family members to be added to family tree
- Create and upkeep the Business Networking portal, a database of family run businesses.
- Provide resources for individuals to learn more about starting and growing a business.

Social Media

- Social Media accounts will be used for the following:
 - Aid family members in being socially connected on a regular basis
 - Inform family members of local and national family events
 - Publicize programs or content that promotes mental, emotional, financial, professional or personal growth.

CULTIVATE

Family History

- Provides a place where people can learn the beginnings and the history of the family

Family Tree

- Central location for family members to submit family members to be added to family tree
- Correct information incorrectly reported on previous family tree
- Family members can view family records and a visual representation of the family tree

Reunion

- Serves as the hub for all things related to the upcoming/current family reunion
- Provide information on the upcoming reunion
 - Dates, costs, literary, lodging, registration forms, contact information for the hosting chapter, all updates and deadlines concerning the event, and any needed information or photos following the event.

CONTRIBUTE

Mentorship

- Establish a way for the younger generation to be an outlet to be able to reach out to family they don't have direct access to.
- The business directory would be a tool to aid the mentorship program. If someone is interested in a certain field they can use the directory to see if any family member has any relevant experience.

Merchandise:

- Looking to create an online marketplace for The Wornum Family merchandise. Initially the shop would consist of T-shirts, hoodies, sweatshirts, windbreakers, hats and other trinkets. (A new family crest/logo is in need)

Scholarship:

- Wornum Scholarship fund using the profits from the online merchandise as well as any additional fund raisers for the scholarship.
- The winner of the scholarship could be based on a panel of judges for the best college essay, or a simple raffle.

COLLAGE





Q&A

Please state your Name and Chapter prior to asking question.



WHAT ARE THE FINANCIAL NEEDS FOR THE PLATFORM?

Financials for Platform - Paid through Sept. 2021

Item	Activity	Platform	Paid to date
Hosting - WornumFamily.com	Jul 2019 - Jul 2022	WIX	\$605.31
Domain - WornumFamily.com	Aug 2020 - Aug 2023	WIX	\$38.85
Domain - WornumFamilyReunion.com	Jul 2019 - Jul 2023	GODADDY	\$76.78
Domain - WornumFamilyReunion.info	Jul 2020 - Jul 2021 (deactivated)	GODADDY	\$24.17
Mailbox - info@wornumfamily.com	Aug 2020 - Jul 2022	WIX	\$140.25
Mailbox - info@wornumfamilyreunion.com	Dec 2019 - Sept 2021	WIX	\$150.20
TOTAL OWED AMOUNT			\$1,035.56

Financials - Approx. Yearly Amount

Item	Subscription	Platform	Approx. Yearly Amount
Hosting - WornumFamily.com	1 year @ total \$170 (Renews Jul 2022)	WIX	\$170
Domain - WornumFamily.com	3 years @ total \$40 (Renews Aug 2023)	WIX	\$15
Domain - WornumFamilyReunion.com	2 years @ total \$40 (Renews Jul 2023)	GODADDY	\$20
Mailbox - info@wornumfamily.com	1 year @ total \$80 (Renews Jul 2022)	WIX	\$80
Mailbox - info@wornumfamilyreunion.com	1 month @ total \$7 (Renews monthly)	WIX	\$85
TOTAL YEARLY AMOUNT			\$370

*Amounts above are slightly rounded up



WHO WILL OPERATE THE PLATFORM?

Committee Positions

- President - Mariah Wornum
- Vice President - Taylyse Wornum
- Chapter Liaison - Carlton Wourman
- Subcommittee Liaison - Kwame Agyemang
- Operations Manager - Talen Wornum
- Treasurer - Keanna Hagood
- Secretary - Cherisse Hagood

Subcommittee Positions

- Business Networking
- Family History
- Marketing and Communications
- Mentorship and Scholarship
- Merchandise

*Each subcommittee will have members who support that subcommittee's mission



Q&A

Please state your Name and Chapter prior to asking question.



HOW WILL THE COMMITTEES AND SUBCOMMITTEES OPERATE?

Applying for a Position

Requirements

- Leaders - Must be at least 18 years of age
- Members - Must be at least 16 years of age

Application Questions

- What experience do you have with leadership?
- What experience do you have in this field?
- Please express your motivation to participate, learn and grow in this field.
- What creative ideas do you have to bring to the committee and/or subcommittee?
- On the application, list all of the requirements and qualifications and applicant must agree

Commitments

Term Length

- One (1) Calendar year - January to December

Meeting Schedule

- During the developmental stage all committees will have weekly meetings
- After the skeleton of the subcommittee is developed meetings should be held at least two times a month
- Meeting minutes and agendas must be recorded and uploaded to designated folder

Voting Process

Candidates

- The candidates should submit their completed application by September 1st.
- All the candidates will be listed on the website along with their completed application by October 1st.

Votes

- All Wornum Chapters and the WCC must submit 1 vote per category by November 1st.
- The Chapter president(s) are responsible for submitting the Chapter vote to the WCC.

New positions

- Will be announced by December 1st, new members take office on January 1st.



Q&A

Please state your Name and Chapter prior to asking question.



WHERE DO WE GO
FROM HERE?

NEXT STEPS...

- Wornum Connection Committee
 - Fill positions that are not currently occupied
 - Collaborate with Regional Chapter to work on the future of the platform
- Subcommittees
 - Find individuals that would like to join a subcommittee
 - Create mission statements and goals for each subcommittee
- Chapters
 - Work with individual Chapters to place information on the website
- Reunion
 - Work with president on reunion related topics
 - Building this page so that all are informed on next reunion details

WORNUM CONNECTION COMMITTEE QUESTIONS...

- Is there anything else that the platform should provide?
- How can we support the Chapters?
- Does each chapter desire an @wornumfamily.com mailbox (i.e. GA@wornumfamily.com)?
- When is it appropriate to have meetings regarding this platform with the Regional Chapter?
- Is it sufficient enough to make the financial statements available once per year (following the reunion)?
- Is the family name incorporated? For the sale of merchandise to support the scholarship purpose (tax purposes)
- What year was Ben born?



Q&A

Please state your Name and Chapter prior to asking question.