

Washington Evaluators Virtual Board Meeting
August 16, 2017

Dial-In Number: (641) 715-0700 Passcode: 804567

Agenda

- 1. Call to Order, Introductions, and Virtual Call Protocols (Hart)**
- 2. Approval of Minutes (Jones)**
 - a. June -- attached**
 - b. July -- attached**
- 3. Communications Chair (Shaffer) – see attached report**
- 4. Membership Chair (Kelley) – see attached report**
- 5. Program Chair (Dazzo) – see attached event calendar**
- 6. Secretary (Jones)**
- 7. Treasurer (Carey) – see attached report**
- 8. Past President (Bernstein)**
- 9. President-Elect (Cabell)**
- 10. President (Hart)**

WASHINGTON EVALUATORS BOARD MEETING

June 21, 2017

6:00pm – 7:30pm

Virtual WE Board Meeting

In Attendance: David Bernstein, Stephanie Cabell, Valerie Caracelli, Martha Ann Carey, Giovanni Dazzo, Nick Hart, Kevin Jones, Robin Kelley, Patricia Moore Shaffer

1. **Call to Order, Introductions:** Nick Hart, President, called the meeting to order at 6:02pm. Nick provided the ground rules for our virtual call, including to mute phones when not speaking, to try to speak one at a time, and to allow presenters to give full presentation before others ask questions.
2. **Approval of Minutes:** Kevin Jones, Secretary, discuss approval of minutes. The May minutes will be sent via email with any edits being sent to Kevin. Minutes are to be approved by proxy via email messages.
3. **Communications Report:** Patricia Moore Shaffer, Chair, provided the Communications Report.
 - WE successfully made its submission for AEA 365 Blog. Giovanni was instrumental in helping to organize writers.
 - Working in partnership with The Evaluator's Institute and will use WE social media to get the word out about July programming. WE members will continue to receive 20% for registering to attend the event. The event will have a reception after the panel. There will be a webcast of the event.
 - The website redesign is moving forward. Patricia thanked all who were able to provide input. The Skyline theme was ultimately chosen. A clone site will be created for individuals to get glimpses of how the site is developing. Changes should be made to the site between June 23 and 25. Our site will need to be taken offline. As such the Friday Digest will be sent on Wednesday.
4. **Membership Report:** Robin Kelley, Chair, provided the membership report.
 - WE currently has 308 members.
 - A need for more new member profiles. Robin will continue to help coordinate, including developing a profile from an organizational or student member.
 - Planning a member Meet and Greet. Proposed dates and locations are July 26, August 2 or August 23 at Bar Deco (beginning at 530pm)
 - After a thorough review of people with expiring memberships, Robin and Nick discussed a plan to help follow up to secure their renewed memberships. Giovanni and Val will assist after Robin has gone through it one additional time.
5. **Program Report:** Giovanni Dazzo, Chair, provided the program report.
 - The schedule of events has been posted, including a virtual brown bag, a mid-July happy hour, and another happy hour for individuals working in international development.

- The brown bag will be our first WE controlled effort using FreeConferenceCall and their webinar feature. Giovanni tested the system and questioned if we should purchase a WE account (at approximately \$5 per month, which also includes 5 gigs of data). After getting additional information, Giovanni will present a proposal for the Board to vote on.
 - Brown bags will continue to be offered as a benefit of membership. WE virtual brown bags will implement a protocol that identifies someone on-site or on-call to troubleshoot and solve any challenges.
 - LAWG activities and planning are going well. Giovanni is waiting on a list of local AEA members who are not a part of WE. Events and membership opportunities will be advertised to this group. Robin shared additional information on the pilot WE agreed to conduct with AEA. Robin received a list from AEA, but will move to request these data quarterly. Anecdotally, it seems that this approach is paying off, as the partnership and regular communication between AEA and WE has its benefits. One observation was that the data were not clear, which made using the data somewhat arduous. This was seen as good feedback to provide to AEA to help support their work with other affiliates. The more that WE does to validate the positive relationship, Nick believes it will help benefit others.
- 6. Secretary's Report:** Kevin Jones, Secretary, provided the Secretary's Report. Minutes sent via email. Please respond if there is any feedback. Also, the Alcohol policy will be posted under a new section for "Bylaws and Policies."
- 7. Treasurer's Report:** Martha Ann Carey, Treasurer, provided the Treasurer's Report. Based on the hand out that was shared, Martha Ann Carey reviewed organizational expenditures.
- There is a line item for a projector. So far there hasn't been a need or plan to use these funds.
 - Nick is interested in Closing the Bank of America account and relying solely on Pay Pal. One limitation is that you can only have two cards, which may not work based on the WE presidential cycles and the time to get new cards. Martha Ann will continue to explore options.
 - MINT will be used to help with monitoring WE accounts.
- 8. President-Elect's Report:** Stephanie Cabell, President-elect, provided this report.
- A draft survey was sent to the Local Affiliates Collaborative to help tease out interests in capacity building offerings. The training is for affiliates and aimed at helping them develop skills for doing more effective local work. The survey will likely be two pages. Send any reactions to Stephanie.
 - The capacity building session will take place from 1-6pm; Kathy Newcomer will kick things off. The SWOT analysis suggested by David will also be added to the agenda. There will also be unstructured formats to allow for spontaneous activities and planning.
- 9. Past President's Report:** David Bernstein, Past President, provided this report.

- David will follow up with AEA to see if there is anything outstanding from WE related to the membership initiative discussed above.

10. President's Report: Nick Hart, Present, provided this report:

- Nick thanked the Board and those present for their work in DC. He noted that we are half way through the year – recognizing that there was more time to get burned out before the conference. He invited people to check in with him if responsibilities were too much or overwhelming.
- Early this month, Nick met with 10 members who never met Nick or one another. Nick believes that the events are working successfully. He was able to observe real time collaborations and planning from those attending.
- Nick reflected on the website and the outstanding progress being made.
- Nick asked Robin and Stephanie to examine the list of people who were on the verge of lapsing.

11. Announcement

- Next board meeting: July 19th, 2017. Location will be announced.
- The Meeting ended at 7:31pm

WASHINGTON EVALUATORS BOARD MEETING

July 19, 2017

6:00pm – 7:30pm

Tenley-Friendship Heights Library

Medium Conference Room (Tenleytown-AU on Red Line)

In Attendance: David Bernstein, Valerie Caracelli, Martha Ann Carey, Giovanni Dazzo, Nick Hart, Kevin Jones, Robin Kelley, Tabitha Kibuka, Sevetra Peoples, Patricia Moore Shaffer, Brian Yoder

1. **Call to Order, Introductions:** Nick Hart, President, called the meeting to order at 6:14pm. He welcomed guest and conducted introductions.
2. **Approval of Minutes:** Kevin Jones, Secretary, will send June minutes with July's minutes. Board members are encouraged to send any edits to Kevin. Minutes are to be approved by proxy via email messages.
3. **President's Report:** Nick Hart, President, provided the following during his report:
 - Update on WE-BAE Task Force: Mary Hyde had productive conversations with individuals in Baltimore. Hyde and others in Baltimore have been reinvigorated to start the Baltimore affiliate group. They will work on relaunching their website and identify potential events for the fall.
 - July 20 TEI-WE Event: WE and TEI will collaborate on another training. It will be held in Rockville, MD. Nick is unable to attend, but has encouraged others from WE to be there.
 - July 27 SQN Dinner: Ester Murbis will host the next SQN dinner at the Bus Boys and Poets located in Arlington, VA. Sign up is low compared to the international happy hour.
4. **President-Elect's Report:** Stephanie Cabell, President-Elect was unable to attend, but provided an update via email. David Bernstein, Past President, provided the LAC update. According to his report, a lot has happened to make the engagement successful. The LAC will host a one day workshop on Tuesday November 7, 2017. WE is responsible for helping plan some of the activities, including a breakfast for all Affiliates. The breakfast discussion topic will discuss how WE can better serve the Affiliates and how the Affiliates can best support AEA. In terms of trainings, there will be approximately four workshops. Nick and David suggested that the group work to develop a strategic plan for the LAC and how they would function as a group.

David provided an update of the Affiliates' dinner. People will need to sign up and pay for their own dinner. WE will support registration by placing the announcement on their website. The announcement will only be shared with the Affiliates. Giovanni Dazzo, Program Chair, will identify a volunteer to set up the website. WE will also collect payments via PayPal, and Nick or Martha Ann will pay for the Affiliates-only dinner.
5. **Past President's Report:** David Bernstein, Past President, incorporated the Past President's Report in his report out for the President-Elect.
6. **Treasurer's Report:** Martha Ann Carey, Treasurer, provided the following information during her report:

- Carey is still trying to gain access into Mint. She was able to update most budget lines. There remains 12 stamps on hand, and \$55 in cash.
 - Nick Hart, President, asked for an update on the larger budget, which Martha Ann provided. In order to keep accurate accounting, Nick will work with Martha Ann on how to update some information via Wild Apricot.
7. **Secretary's Report:** Kevin Jones, Secretary, reported that last month's meeting minutes will be sent via email. Jones reported that he had a new address and would send them from his new email address.
8. **Program Chair's Report:** Giovanni Dazzo, Chair, provided the following information during his Program Chair Report:
- The last event focused on the international development evaluation sector. The event, cosponsored by InterAction, went very well. InterAction is the largest group of NGO working internationally. WE was able to collect information on people who are not in the contact list. Call-in attendance included 100% of those requesting to use the call-in benefit. Members are clearly taking advantage of this. About 20 people participated by attending in-person.
 - Giovanni shared that there is one event that conflicts with the International Happy Hour. Giovanni believes the event will have a lot of interest. To date, there was only one email sharing their concerns with the overlap.
 - August events will focus on the health sector, and may feature a presentation by the Maryland Health Commission Depending on attendees and convenience, it might be held in MD or near 20th and M Streets NW.
 - Jazz in the Garden will take place on August 18th. Information will be sent to WE members. Giovanni shared that the event may not draw a huge crowd but will allow members to connect in and around DC. WE will provide a meeting point and encouraged those planning to attend to meet there. WE will also provide useful tips to help make the event successful, such as bring a blanket.
 - David Bernstein will likely move his SQN dinner from August to November.
 - The Program Committee is planning a baseball game outing with the Nationals. Giovanni received a discount on tickets for a game on 9/13/2017. The cost with the discount for all tickets is \$295 or \$455 without the discount. Giovanni will explore costs. Invites to purchase tickets will be sent to Board and WE members.
 - September's Brown Bags will focus on Foundations and the Nonprofit Sector.
 - Planning has begun for the holiday party season. The Program Committee will begin looking at venues and Winter dates.
 - LAWG update – Ohio group, where the conference will be held I 2018, has reached out for support. Giovanni and Nick working with them.

9. Membership Chair's Report: Robin Kelley, Chair, provided the following report:

- Brian Yates will be featured in the next Membership Spotlight.
- The Membership Committee is looking for a venue for the holiday party. Possibly a new venue.
- Committee also planning a Member Networking event. They would like to find a new location so that this event does not feel like the regular happy hours. "801" – identified venue – is free for the space. There is a cost for appetizers. It is in walking distance from the Shaw Metro Station. It will be held on August 23, 2017 from 5:00pm – 7:00pm.

10. Communications Chair's Report: Patricia Moore Shaffer, Chair, provided the following report:

- The website is complete and under budget by \$250.
- The latest Weekly Digest was sent. The top item to receive interests, based on the number of times the linked was accessed, was the 'The Demand Side of Evaluation'. Based on data, visitors to the link and site are coming from other countries as well.
- Twitter feed and following is growing. There are now over 1,000 Twitter followers.
- WE contributed to the latest AEA365 that is coming out. WE will have another submission in September. Giovanni will host a call with members on what it should be. Rodney Hopkins is likely to make a submission. AEA365 would like it to be about Washington, DC but evaluation related. It may also be a good idea to highlight Members' voices. If WE doesn't receive six submissions, WE will backfill with previous submissions or other content. Suggested content include Committee Chairs writing on subthemes of the conference, Kathy Newcomer's letter, a synthesis of past blog posts, and an 'Ask DC' blog post.

11. Student and New Professional Task Force Chair's Report: Val Caracelli shared next steps related to the development of the new taskforce and ideas that could shape how it functions and the defined audience. They will focus on the Ambassador's List to ensure a real consortium of institutions are represented. They would bring Ambassadors together and do an assessment or learning engagement on how to get more people involved. They will plan at least one event next year. David suggested that WE use the AEA TIG definition for new professionals to keep it consistent with the national body. Giovanni suggests that Val work with the AEA TIG to advertise the event.

12. Eval Action Taskforce Report: Brian Yoder provided shared information related to Eval Action. It started 4 years ago. When AEA is in Washington, DC, WE coordinates an engagement that allows conference-attending Evaluators to visit their Congressional Representative. Over 60 evaluators participated 4 years ago during the middle of the government shut down. Currently, there are 86 people who signed up for Eval Action. This is a result of advertisements to the members and support of the TIG leaders. The next steps include following up with AEA on additional ways to advertise the event. There will also be a webinar in September.

13. Scholarship Task Force's Report: Tamarah Moss was unable to make it. Report will be provided next month.

14. Announcements:

- Brian Yoder shared that he has received international responses around visiting Washington, DC for AEA and Eval Action. Brian asked about resources to help their support, as WE would not be able to provide direct support. Giovanni and David shared information on resources provided by Evaluation Partners, but noting their processes could be more systematic and timely. AEA has a letter on their website for international attendees. Through LAWG, the blog welcomes international attendees; information about the silent auction to raising funding support; the evaluation buddy program; and, Evaluation Without Borders, where international attendees can volunteer to assist local NGO with their evaluation needs
- Next board meeting: August 16, 2017. It is a virtual meeting. Information on dialing in will be sent after registering.
- The meeting concluded at 7:43pm.

Washington Evaluators

Communications Committee Report for July 2017

Social Media Activities

- Topics highlighted across social media platforms (members' emails, Twitter, LinkedIn, website) included: WE events, volunteer opportunities, membership, and member spotlights; and other evaluation professional development opportunities, including the July program of The Evaluators' Institute.
- 4 Weekly Digests were issued during the month of July.
- Last month, we had 1,216 unique website visitors, the highest monthly rate during the past year. 62% of website users were between 25 and 44 years of age, and 58% of users were female.
- On LinkedIn, our top post promoted the Independent Consultants Networking Dinner, earning 356 views. As of the end of July, we had 896 friends on LinkedIn.
- Our top tweet during the month of July promoted EvalAction, earning 1,270 impressions. As of August 8, we had 1,022 followers.
- See page 2 for WE communications metrics for July 2017 and the year prior.

AEA365 Blog

- The next LAWG AEA365 week is September 10-15, 2017; deadline for submission is Aug. 20. David Bernstein is curating the blog posts for this week.

Washington Evaluators

Communications Committee Report

Through July 31, 2017

Chair: Patricia Moore Shaffer

Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Trends
Weekly Digest														
Average distribution count							254	263	271	274	289	299	310	
Average opens							57%	56%	56%	54%	55%	55%	55%	
Twitter (@washeval)														
Tweets	24	14	41	9	15	22	57	30	112	61	55	73	74	
Impressions	8,763	8,075	12,600	2,731	5,107	8,407	15,100	10,800	19,000	11,300	13,600	15,700	16,800	
Profile visits	744	736	697	173	307	604	1,133	727	999	417	457	576	544	
Followers (new)	30	32	29	12	19	25	17	32	23	17	30	41	47	
Website (www.washingtonevaluators.org)														
Unique visitors	439	490	316	488	395	381	625	501	904	577	648	569	1,216	
Total views	2785	3653	2392	2091	2782	2058	3571	2,843	5,033	2,937	3,756	5,666	6,567	
Pages per session	3.99	4.91	3.26	3.13	3.68	3.35	3.54	3.5	3.6	3.28	3.67	5.9	3.53	
Average session duration	0:03:45	0:03:59	0:02:09	0:02:19	0:03:56	0:03:01	0:03:21	0:03:29	0:03:23	0:03:05	0:03:28	0:05:07	0:03:08	
LinkedIn														
# of group members	-	642	681	695	725	729	733	750	763	804	834	848	896	
# of new discussions/posts	-	1	1	0	1	0	2	4	5	2	5	6	8	

August Membership Report

Membership

As of August 16th, there were **319 active members: 258 professional regular, 18 two-year professional members, 2 lifetime members (1 contact level members), 12 organizational members and 28 student members.** Of this number, 15 professionals joined/renewed within the last 30 days and 1 student joined. There are 14 overdue memberships counted in this number (5 professionals and 0 students).

Table A. Members Status (as of August 16, 2017)

Total	Organizational members	Active Professionals (including, contact, lifetime and two-year members)	Active Students	Student Renewal Overdue	Renewals Overdue
331	12	295	24	0	Wilhelmina Bratton
					Katherine Dawes
					Amie Lulinski
					Kavita Mittapali
					Kenneth Hittel
					Kristin Moore
					Laura Nissley
					Emma Pennisi
					Michele Tarsilla
					Iris Wagstaff
					Joe Wholey
					Chavon Renee Wilkerson
					Ladel Lewis

The Meet 'n Greet's date will be moved to August 30th. The Committee has met and is now exploring a new venue-the HIVE-in Foggy Bottom. There are still a few things to work out, such as the cost. It costs \$250 to rent a portion of the HIVE's rooftop, which is the total budget for the program; thus, we will not have enough funds to purchase food. We are considering other options to raise money, we will decide this week.

We have had email exchanges with the former Program Committee regarding the membership spotlight of students. We will continue to work out the next member to spotlight.

We had a brief conversation with the Past WE President, David Bernstein, and the AEA Executive Director on the evaluation of the AEA and WE pilot membership project and next steps. We will continue to work together on a joint report.

WE 2017 Schedule of Events (8-14-2017)

Month	Board Meeting	Professional Dev.	Network/Social	Other Events	Deadlines or Other Notes
A	16: Virtual Board Mtg	29: Greg Matthews (and happy hour)	30: New Member Happy Hour (DC) 9: Consultants Dinner 18: Jazz in the Garden		LAWG: Volunteer Outreach
S	19: Board Mtg & Dinner	Early-Sept: Travis re Nonprofit Eval Late-Sept: Nick Hart re CEP Rec.	13: Baseball TBD: Happy Hour / Networking Dinner TBD: SQN Dinner Southeast (TBD)	10-15: LAWG 365 Week 19: EvalAction coffee break 21: AEA-EPTF-WE CEP forum (tentative) 22: EvalAction registration closes	LAWG: Update AEA-LAWG Liaisons; Work w/ AEA newsletter editor to draft article promoting area, conference plans; Secretary: Plan for Elections Selection of Scholarship Recipient 8-15: AEA sends out reminder EvalAction emails
O	11: Board Mtg & Dinner	TBD	TBD: SQN Dinner Southwest (TBD) TBD: SQN Dinner Northwest (TBD)	TBD: Baltimore Event w/ BAE	Early Oct: Call for WE Board Nominations Late Oct: WE Board Election LAWG: Local guides are completed and submitted to AEA (late Sept/early Oct) EvalAction: Training Event and Logistics
N	15: Virtual Board Mtg	TBD:	TBD: Happy Hour / Networking Dinner	6-11: Eval17, EVCH, LAWG 9: Affiliate Event	Early Oct. Certify Election Results
D	13: Board Mtg & Dinner	TBD:	TBD: Holiday Party		Report of New Professional/Student TF Sunset of BAE-WE TF Final report and Sunset of Scholarship TF

Brownbags/Seminars Ideas: Justine Augeri re veterans homelessness eval;; Katherine Dawes re Research with K Newcomer;; Siobhan Green re Sonjara, Inc.; : Estelle Ramiando, World Bank

Events to schedule: TBD: Mystery Dinner (Ladel), TBD: Career/ Network Event (Ladel)

WE 2017 Schedule of Events (8-14-2017)

Completed Events

Month	Board Meeting	Professional Dev.	Network/Social	Other Events	Deadlines or Other Notes
J-17	18: Board Mtg & Dinner ✓	24: Donna Mertens ✓	25: SQN Dinner Capitol Hill ✓	30: AEA Race and Class in America Dialogue ✓	EOY report (Nick/David) ✓ New President Letter to Members (Nick) ✓ Board Transition + New Appointments ✓ Launch Mentor Minutes (Jan. 23-27) ✓ LAWG: Jan. 12 call w/ AEA; Jan. 27 dinner w/ Board; finalize committee assignments ✓
F	15: Virtual Board Mtg ✓		23: SQN Dinner Silver Spring/ Takoma ✓		File 990 (Tsr) ✓ LAWG: Meeting with Kathy (rescheduled from Jan); Communications committees market Eval17; International liaison contacts area businesses for Silent Auction sponsorship ✓ EVCH: Develop plans with EPTF ✓
M	9: Retreat / Strategic Planning ✓ 15: Board Mtg & Dinner ✓	22: GAO event ✓	26: SQN Dinner Alexandria ✓	6: AEA Proposal Review Happy Hour (Capitol Hill) ✓ 10: TEI-WE Panel and Happy Hour (College Park) ✓	LAWG: Update AEA-LAWG Liaisons ?? EVCH: Begin marketing and recruitment ✓ Website Renewal (Tsr) ✓
A	19: Virtual Board Mtg. ✓	6: Rodney Hopson ✓	27: Networking Dinner ✓	2-4: EERS ✓ 29: Race/Class Virtual Watch Event ✓	Share Strategic Plan with Membership; Member Comments on Strategic Plan (2 wks) ✓ LAWG: AEA provides list of local evaluators to WE Membership: Emails about organizational sponsorship ✓ 19: Scholarship Task Force Presentation ✓
M	17: Board Mtg & Dinner ✓	11: Lisbeth Schorr ✓	5: Happy Hour (DCSCEP) ✓	16: SQN Dinner – PG County ✓	17: Approve Strategic Plan @ Board Meeting ✓
J	21: Virtual Board Mtg ✓	27: Virtual Brownbag with Bernadette Wright & Steven Wallis ✓	15: SQN Dinner NW DC (Nick) ✓		LAWG: Update AEA-LAWG Liaisons ✓ LAWG: Submit AEA 365 Posts ✓
J	19: Board Mtg & Dinner ✓	13: Carlise Levine and Stephen Porter (@InterAction) ✓	12: Happy Hour ✓ 27: SQN Dinner Arlington (Esther Merves) ✓ 27: International Dev Happy Hour ✓	16-21: LAWG 365 Week ✓ 20: TEI-WE Panel ✓	LAWG: Volunteer outreach for 'Ask me About DC' table Update of New Professional/Student TF ✓

Treasurer's Report

Total money as of 7/31/2017 \$12, 426.07

 includes \$7,607.85 in PayPal and \$4,818.22 in B of A

WE still has the \$55 cash and 12 stamps, unchanged over the last several months.

No expenses paid the past month.

Reservation payments for AEA dinner (David B.) have been rec'd.

WASHINGTON EVALUATORS INCOME

	<u>Jan 1 to Aug 16, 2016</u>	<u>Jan 1 to Aug 16, 2017</u>
Summary		
Events		683
Membership	3,635	5,860
Donations	50	100
Grand Total	3,685	6,643

Events

EvalAction: Evaluators Visiting with Policymakers abou (1 yr mbshp)		150
2017 AEA Affiliate Leadership Dinner-AFFILIATE OFFIC		413
Take me out to the ball game: Baseball at Nationals Par		120
Total	-	683

Membership

Professional Membership (1 Year) New	1,700	1,950
Renewals	1,725	2,225
Level changes		50
<i>Subtotal</i>	<i>3,425</i>	<i>4,225</i>
Student Membership New	195	195
Renewals	15	90
<i>Subtotal</i>	<i>210</i>	<i>285</i>
Organizational Sponsorship New		300
<i>Subtotal</i>		<i>300</i>
Professional Membership (2 Year) New		900
Level changes		150
<i>Subtotal</i>		<i>1,050</i>
Total	3,635	5,860