

**Washington Evaluators
Board Meeting
January 16, 2019**

Attendees: Beeta Tahmassebi, Patricia Shaffer, Giovanni Dazzo, Natalie Donahue, Martha Ann Carey, Melissa Chiu, Val Caracelli, Sean Gerety

Introductions: To begin the meeting, Board Members introduced themselves. Patricia is President-Elect and is still doing some communications work since we haven't found a new Board member yet. Val Caracelli chairs the student conference, a special task force. She liaisons to/works with DC Consortium of Universities in the area. Rodney Hobson and Kathy Newcomer- started a conference for students to build a new generation of evaluators (April/May timeframe). Also former WE president. David Bernstein is Liaison for AEA relations. Emily Banga is the coordinator for Mentor Minutes. Not just for new evaluators, but also for experienced evaluators interested in a new method. Emily Eisenhower coordinates Evaluation Without Borders. Tamara Moss heads the Professional Scholarship work and is a Professor at Howard University. Sean is volunteering with the Communications committee.

Committee Reports

Treasurer – Martha Ann Carey and Beeta Tahmassebi

WE has \$3000 more than last year at this time. PayPal- \$263.83 in fees. They take it before we ever get the money, we're not paying PayPal. Dues: did fine for a year when AEA conference not in DC. About \$4800 (not \$8500 as expected). 2017 Actual may be incorrect- should be about \$6900. Professional dues: \$25, student dues \$15. Haven't changed in a long time, but we are one of the cheapest local affiliates in the country. Others are trying to copy our fee structure- Boston- asked, around \$25. Midwest: \$40-60. We have largest dues paying membership and the most number of events. So we provide more for the dues people pay. Will transfer PNC account. PayPal has a debit card with Nick Hart's and Stephanie Cabell's names on it. Martha Ann has password for PayPal. Giovanni needs it.

Program – Melissa Chiu

Committee meeting tomorrow. Link to Giovanni's goals for the year and also try to align with Committee members' interests. Three new programs types: Deep Dive Discussions, Field Trips, Cultural events/Activity-based networking. What should be open and what is members only? Do want to provide a service to the broader evaluation community, but if spending funds easier to justify spending funds on members. Martha Ann says we have some money to spend. We try to keep a reserve of \$5000. Patricia can do a Visual literacy workshop at National Gallery or anywhere.

Membership - Natalie Donahue

Curt and Natalie have met to go over Apricot systems. Discussed a membership survey. He's still interested in volunteering, as is Adele and Elena and Robin. Organizational members- Curt mentioned we may want to pursue. Currently the benefit is reduced dues- they pay a base fee of \$100 for 5 organizational members. In the past, it was free if the organization provided meeting space, and DC space is typically \$300; so could tap them for 1-2 times a year. However, we found that many organizations are willing to host us anyway. We can also

argue that it's professional development, developing their own thought leadership, networking for their employees. We want to increase the membership base, improve our visibility on the website. There's a link to logos on the WE website. We can promote these organizations. For nonprofit members, there are some that already have 2-3 people. Doesn't make sense for Federal agencies. Had a membership recruitment night a few years ago. Joint with Program Committee. Wild Apricot- Search, membership, communication, emails, events page. \$1440 a year and increasing by \$100-200 this year (March/April). This is our biggest single expense.

Communications- Patricia Shaffer

Metrics- for last 3 years: weekly digest, twitter, website. Last year: LinkedIn. Weekly digest only sent to members- it has decreased in the last year. Published Fridays. Open rate is over 50%, pretty good. Website: there was a slight boost in September. Last year had more traffic on the website. Twitter- number of tweets, number of people who visit our profile. We pick up new followers every month. More tweets in AEA. LinkedIn- has more lasting presence on people's sites. Can get 700 views on a post. Sean - prepares the social media. HootSuite- a free service that helps plan out emails. Could do up to twice as many if we wanted to max out the free account. Next step: be more strategic in content, shape the content, e.g., Diversity and Evaluation issues. Package content around events on the website, and 2 weeks later tweet it, e.g., even a couple of photos, captions, and a paragraph on the event. Content creation could be low hanging fruit. Think about how duplicative Twitter is of the Weekly Digest. Tweet a teaser for things like RFP's and employment opportunities. Think about how much is a membership benefit. We get what we want from LinkedIn (professional) rather than Facebook. LinkedIn mirrors website and twitter. Audience is younger 35-early 40s. Facebook is used by people who are older- we could use, it's more social, shows photos- gives them a sense of community. Some affiliates use Facebook for that reason. Facebook can show events in your area, so people could see there's a professional event happening. DC Link Tank- no longer operates, but used to promote events there. How do we expand beyond our existing contact list? Eventbrite- we tried it and got 5 clicks. We promote on Federal Evaluators, but it continues to be a tough nut to crack- many outside of DC. Some may be on the list but wouldn't say they are evaluators. We struggle to get the Federal Evaluators to join WE. Full Email list is 1500. Often people join then attend a members-only event. If people sign up for an event, they get on our list unless they opt out. Recommend we do analyses on non-active members and what they are clicking on.

Task Forces, Working Groups and Special Initiatives

Students- Valerie Caracelli

WE was integral in spearheading this. Universities When to expect to review papers for the conference, and too short a time frame, because students just came back. Now extended to Mar 1 to write proposals. Budget? We can support the happy hour \$300, appetizers at the bar. Co-sponsor for WE members. If we receive another proposal from coordinating committee, then bring up for a Board vote. The University that hosts- Howard, then George Mason (harder to get to), this year GW and expecting a larger crowd and more proposals. That's as far as they've gotten. What do universities give when they are not hosting, e.g., donuts, boxed lunch, happy hour. Tonic or Bertucci's. Last year in May, this year April 12. Students publish and present, do speed networking, get a keynote speaker- Jean King. There's a panel. Student presentations and posters. 80 first year, 50 second year. Get sign language interpreter, but no Gallaudet students show up. GAO pays for it, it is expensive, but part of the diversity mandate. Graduate Education Diversity Initiative: Need a budget, but need estimates of what the costs are. Scholarship Fund: send a student to AEA conference or else Evaluator Institute.

Plans for 2019

2019 Action Plan, 2017-2020 Strategic Plan: Giovanni Dazzo and Patricia Shaffer

2017-2020 Strategic Plan and 2019 Action Plan: Next month, discuss Strategic plan. Action plan usually discussed in February. Update the action plan from 2018 with Board ideas. Will do earlier in February. Feb 6? Leadership pipeline: Getting Board members- Giovanni's strategy was to get more committee members. Can explore if Treasurer or Secretary needs committee members. Also allows for 9-10 months of service, which is required prior to election. This will improve and sustain Board membership. (To waive the membership fee to volunteers, or to do this would require a change to bylaws.) Improve Information governance: We have a Google Drive. Patricia is cleaning it up. Patricia will invite each of us to the group. Each chair will have their own folder. Board-minutes, etc. There are missing things, like non-profit reports. Gmail: will be labeling emails to sort more quickly. Secretary sorts the email and routes to people. Patricia and Giovanni are backups. Looking at Google for non-profits, which will give us more functionality. Patricia will bring more info on that and questions, like what is our physical address? Want to professionalize the emails, and also make more efficient. (We are all volunteers.) Next meetings: Discussed changes to how we run board meetings- to do more business. Send Committee reports- spend 5-10 minutes reading, or read ahead. Then go over substantive things- questions, discussion, and focus more on initiatives. Committee meetings (or calls): February 20, 2019 to replace usual February Board meeting. Library Express meeting room has been reserved. Suggest Chairs to meet with their Committees.