



## **Washington Evaluators Board Meeting 4/15/2020 – MINUTES**

In attendance:

Patricia Moore Shaffer, President;  
Beeta Tahmassebi, President-Elect;  
Melissa Chiu, Secretary;  
Josh Joseph, Treasurer;  
Katie Pitts, Program Chair;  
Erin Murrock, Deputy Program Chair;  
Natalie Donohue, Membership Chair;  
Katherine Braga Communications Chair;  
Emily Bango, Community Engagement Chair;  
Bryce Leary, Mentor Minutes;  
Sue Cottrell, New Professional Scholarship Coordinator;  
Laura O'Brien, Evaluation Without Borders Coordinator;  
Val Caracelli, New Professional and Student Coordinator;  
Giovanni Dazzo, Past President;  
Bernice Campbell

Not in attendance:

Charles Gilman, Deputy Membership Chair; Mindelyn Anderson, Special Initiatives Coordinator;

**Wednesday, April 15, 2020** May 2020 WE Board Meeting

Wed, May 20, 2020 6:30 PM - 8:00 PM

Location: Online

Registration type

Board Meeting Registration

### **Agenda:**

1. Welcome & Agenda Review
2. Approval of [Mar. 18 meeting minutes](#)

Approve minutes with modified changes. Josh seconded. APPROVED.

Uploaded to **About** section of webpage-- meeting minutes are there for transparency to members.

### 3. [Treasurer's Report](#)

Josh: This year is tracking like last year, which was banner year. March was driven by new members: 23 new and 6 new student members. There's no sign that COVID-19 is slowing down membership. FYI, it's been around 30 students for a year and a half.

Has wild Apricot improved its tracker for new members? E.g., people who lapse long enough, and rejoin, they are considered new members. We asked Wild Apricot to look into it. --No, they haven't started that function. So some people who look like new members aren't actually; they are lapsed and returning members.

### 4. Committee Reports:

#### a. Communications

Katherine- has been sending/posting Weekly Digest, on Twitter and LinkedIn. Got job posts. **Please send content** or if you have a website you visit and want to add to fresh reads, send along.

To do: the templates.

Laura coordinated the Member spotlights. Beeta commented that she's always admiring the content and work Katherine is doing.

#### b. Community Engagement

##### **New Professional Scholarship Program**

Sue:

## 2020 New Professional Scholarship Program

BACKGROUND	APPLICATIONS	NEXT STEPS
<ul style="list-style-type: none"><li>• Application period:<ul style="list-style-type: none"><li>• March 8 – April 10</li></ul></li><li>• Outreach:<ul style="list-style-type: none"><li>• WE Weekly Digest;</li><li>• WE social media;</li><li>• 12 local colleges and universities</li></ul></li></ul>	<ul style="list-style-type: none"><li>• 8 applicants<ul style="list-style-type: none"><li>• 4 professionals</li><li>• 4 students:<ul style="list-style-type: none"><li>• 2 PhD</li><li>• 2 Masters</li></ul></li></ul></li><li>• 3 Universities:<ul style="list-style-type: none"><li>• George Mason University</li><li>• American University</li><li>• University of Maryland</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Three member panel</li><li>• Will review applicants this week and next</li><li>• Panel meeting to determine winners</li><li>• Notify winners</li><li>• Member Spotlight winners</li></ul>



Put out to local colleges. Handshake or other opportunities within their schools.

Received 8 applications. 4 professionals, 2 students, 2 PHD, 2 master's degree students. Universities: 2 George Mason University, 1 American University, 1 University of Maryland. Last year received 2 applications. So, this year is a stronger showing and more universities.

We will review applicants with 3 member panel, rubric, then determine and notify. Emily, Sue, Giovanni form the panel.

**Question regarding TEI--** Is it virtual or not? It could affect the scholarships. TEI is moving online for the summer, more limited. No 3-day classes, and mostly faculty and instructors already using Zoom. Hoping to have updated schedule next week. Maybe 16-17 classes are still planning to run, but they don't necessarily run if there aren't enough registrations. So, can figure out where to place the scholarship awardees. Can adjust for the cost of metro and lunches, or the cost of courses (same cost for online). Anything else could affect budget for scholarships.

### **Mentor Minutes**

Bryce: We have 7 mentees, and 1 new mentor. Goal is for 10 pairings. 4 have been made and 3 he's still working on, so hopefully will meet the Action Plan Goal.

**Always looking for mentors-** it is not an enormous time commitment, 1 or 2 sessions with mentee.

Laura O'Brien- Emily, Giovanni, Mindelyn- already have seen bigger turnaround.

### **Evaluation Without Borders (EWB)**

Build on Atlanta's best practices. This is a way to build networks and relationships you can build into the future. The 2 member spotlights were great and drew attention to the program.

Have received applications from Bhutan, Haiti, Kenya. Deadline of this Friday, but could move it.

Want to kick things off in early May. Some need it ASAP, some want help in the summer. A few clients- list which of 12 areas where they want support- we want a call on the books to see where you're coming from and haven't heard back (is this a red flag?).

Volunteers: 84 applications since January, including 11 non-members. She reached out and said it's meant for WE members, and a few joined. **AEA President-Elect Tom Grayson applied**; He is not a WE member. WE wants to make it a national program.

Grayson- has had conversations with AEA to make it national. We don't think AEA would subsume it; it's more fitting with the affiliate structure, more a movement/network across US, perhaps internationally. **Should we relax the membership requirement for Tom?** It's an opportunity to bring in other affiliates. Other affiliates look to WE as opportunity for engagement. Last year we received applications from other states-- MS, TX, NY. MS- some don't have an affiliate. **We could be the connector.**

On the other hand, some may not know they have an affiliate entity. Could be a communication and outreach process. We could make the links, develop awareness. How much do we want to invest in other affiliates if they haven't expressed interest yet? Can bring data to next round, e.g., there are X number interested in your state.

Everyone else who isn't member is international.

Can we leverage Grayson's interest and make his participation a promotional opportunity, therefore making it a special case?

It's useful to have a consistent policy. **Maybe add Waiver for AEA Board members?** Can he blog about it?

There aren't enough projects for volunteers.

Capacity-building program at pew in Philadelphia. A lot in nonprofit world is focusing on first responders, their needs, issues with funding. This is a tough time for folks, but it's not anything you're doing wrong or not doing. There is a lot of uncertainty and other things people are focusing on.

We can plan for when closing and open and dedicate outreach resources to that time. Flag it for people when the application opens again. Would like to close the application period, **and not extend deadline twice.** May not look good. Not sure if we leave it open a few more weeks that we would get a significant increase, in this time. We can gather information and applications for the next open period.

For **Social media**- if it's time sensitive, ping those of us on the Board and we will post too, so that it will compound the visibility to the post.

**DECISION:** Keep the deadline we have. Forms stay open and have a note that this round has closed and next round will open mid-summer or Fall. So if people want to apply, we just won't act on it until later.

### c. Membership

Natalie- there are 423 active WE members. 403 professional, 20 students, 42 additional who are affiliated with 11 organizational sponsors. Fielded 4 or 5 people outside of DC who are interested in becoming members. Nigeria, Palestine, Ohio, Missouri, etc. Some are EWB, but we have a lot online, and people see the benefit even if they don't live in DC.

Last year we had discussion about non-local members, but as a special category at a lower rate. There was concern about taking members from other affiliates. That said, we are ok with non-local people becoming members **at full rate**. It is their decision.

**We should think about the mix of online versus in person events. Deep Dives were in person, now online, and it's worked really well.** Aly- first online deep dive- used breakout rooms. Engaged in discussion. It was very encouraging to see that level of engagement in an online format. It went incredibly well.

We have been cancelling things. Program teams, have some things on the Action Plan like new-member happy hours. Do we think about it now, or talk again later in June?

It could be fun to do a **happy hour online**. If we do, need a host or theme to welcome people coming in. Or things to talk about, because can't have those one on one conversations that people do at in-person happy hours. We could keep the size limited.

Breakout rooms can also set up small groups. That could actually work if you have them by theme/sectors. We used to have **sector-specific happy hours** (education evaluators, international development). At one point, Giovanni was told: People don't like to talk with people who don't do what they do. (!)

Deep Dives were limited in the past because we wanted engaging conversations, which are hard to do with many people. Now that it's online, we have breakout rooms and can handle more attendees overall yet maintain the engaging discussions.

**Maybe try to do a virtual happy hour in May.** We'll have an offline discussion about it. Charlie was interested in this.

### d. Programs

Katie is meeting with committee to talk about an event we can work on and transition to online. Can help with the technology and see what capacity is; Can work on waitlist.

Michael Quinn Patton and Donna Mertens Deep Dives—Overwhelmed with interest.

Have had other inquiries, people who know we're doing this series. **If anyone on the board is aware of speakers who have recently published, this is a good time to get a hold of us. Invitation process has been easy.**

Katie, Erin, Patricia will huddle this weekend- any Program ideas?

Beeta would be happy to join the call to think about panels and programs. Also would be game for thinking of something for this summer as a joint TEI/WE online offering.

## 5. Old Business:

### a. [2020 Action Plan](#) – Vote

There's a series of tables in Excel- took format we've used last couple of years. History: Strategic plan was developed in 2017, and each year after it we've had Action Plan- how to accomplish the goals and objectives. This is the final year of the current Strategic Plan. So, **next year need a new Strategic Plan, same year as AEA conference in DC.**

**Motion to accept the 2020 Action Plan. Giovanni seconded. APPROVED.**

Question: action to promote other affiliates' events-- Is there a spot they are listed?

Beeta: working with local affiliate collaborate. Also not aware of a single spot.

Giovanni: there's no such place. The affiliates will share on the local affiliates collaborative email, about 80 people. It's not effective to share on AEA because people don't go/visit there. So it'll have to be manual. There's no place to scrape it from the internet.

There's now a Slack group there, but they don't post there. **Could let them know that if they are interested in WE promotion, to contact Katherine/Communications group.**

Hootsuite.

**VOTE:** All Yay. 13. No nays.

### b. [2020 Budget](#) – Vote, AND

### c. Insurance

Josh: last year was a banner year in terms of revenue. This year's budget is more conservative, balanced, and doesn't assume the 2019 actual. Cuts back by 25% but is more aggressive than prior years. There aren't a lot of substantial differences. Can see where we were conservative.

**Directors and officers insurance.** He hasn't had time to call. We don't have insurance, if we are sued by someone who does an activity, now or in the past, and want to sue the Board, we would be **personally liable** as members of the Board. **Even if the risk is**

**low, the liability is quite high.** Even when we come back to a more normal situation, we are doing a lot of activities. Could be a concern. Feels like it could be important.

Current budget doesn't include a budgeted item. **Want to delay?**

This was a big topic at the local affiliates meeting, many have purchased, but could be extremely expensive. We could have people sign waivers? Could it eliminate risk?

Are there things we are not spending on; is it still accurate given the current situation?

Revisited the budget in between meetings, for programs, events. **We roughly cut it in half, not eliminated.** We can host local field trip, have refreshments at the location.

The Holiday Party is probably not changing and it's a big ticket item.

**We wanted to increase the student/career fair contribution to \$600.** We've under-budgeted at \$300 in the past. Now we're talking about a virtual career fair.

Emily: if TEI is online, no more scholarship money needed for transport, lunch.

We still hold out hope to do an event for Mentor minutes and EWB before the end of the year.

In the past, we have not spent as much as our budget and budget has been (much) less than income. People get value from their dues from programming and funds expended at programs. Giovanni notes: spend the money.

There was a **move to delay** until after we get info on insurance and scholarship. Patricia and Josh to talk, have pre-conversation.

Beeta noted that she does feel comfortable with the budget and just wanted to understand more about it.

#### d. Career Fair

Next step for career fair? It was to be held at end of March. GWU was going to hold it; they closed. As for hosting a virtual career fair, there's a sense of hesitation. People thought we would come back soon, but this pandemic could continue much longer. There's high discomfort with gathering in public places. Mindelyn had suggested using breakout rooms. Bryce has advocated it. **Interested in carrying forth conversation and recommend either do it virtually or do in Fall? Beeta and Val to talk.**

#### 6. New Business

No new business.

#### 7. Adjournment

Patricia noted it's an exciting time. It's the work of all of you. We're still a very active organization in the middle of a pandemic, e.g., Evaluation Without Borders, online programs, Mentor Minutes.

7:50 PM

[END OF MEETING]