



## **Washington Evaluators Board Meeting 10/21/2020 – MINUTES**

In attendance:

Patricia Moore Shaffer, President  
Beeta Tahmassebi, President-Elect  
Melissa Chiu, Secretary  
Josh Joseph, Treasurer  
Natalie Donohue, Membership Chair  
Erin Murrock, Deputy Program Chair  
Katherine Braga Communications Chair  
Bryce Leary, Mentor Minutes  
Sue Cottrell, New Professional Scholarship Coordinator  
Val Caracelli, New Professional and Student Coordinator

Guests:

Marian Ware – International Republican Institute, member for 2 weeks  
Tara C – Mercy Corps  
3<sup>rd</sup> guest

Not in attendance:

Giovanni Dazzo, Past President  
Charles Gilman, Deputy Membership Chair  
Katie Pitts, Program Chair  
Emily Bango, Community Engagement Chair  
Laura O'Brien, Evaluation Without Borders Coordinator  
Mindelyn Anderson, Special Initiatives Coordinator  
Esther Nolton

### **Agenda:**

#### **1. Welcome & Agenda Review**

Elections and WE Check-in event was the most successful one in recent memory.

Katherine organized AEA 365 Week- blogs focus on EWB, they are thoughtful pieces.

Task Force: updated Antiracism statement on the homepage

## **2. Approval of [September meeting minutes](#) (Melissa)**

Melissa motioned to approve the minutes from September. Beeta seconded.

VOTE: all ayes, no nays. APPROVED.

## **3. Guest presentation by Fanni Farago, 2020 New Professional Scholarship Recipient**

Postponed to November

## **4. Treasurer's report -- 2020 third quarter (Josh)**

WE membership revenues have been solid through the year, with a small blip in May-June.

\$815 in September, \$730 in August. Up to \$6500 for the year so far. For context, the best year we had was \$6800 in membership dues, prior to last year.

It's a credit to virtual programs-- People are sticking with us.

Total in bank: \$22,000 that's more than we've had ever.

Concern about membership: Started the year with 397 members, now at 387 with 14 in lapsed status. We sent emails 2 weeks ago to all registrants for the 9/11 event, 120 people: not 1 new member. We're trying to get students to join. Some people said they moved but we have virtual events. People have lots of other priorities right now.

We are still pretty solid, but we need to be watchful.

## **5. Old Business:**

### **a. Board election (Melissa)**

To garner more interest in the Meet the Candidates event, we tried a new format: a Check in and looking ahead event on 10/6. Patricia talked about what WE has been up to, Beeta previewed what we're doing next year, then candidates' QnA. We also took the idea from last meeting and encouraged people to ask questions ahead of time on 9/21. The questions form was on the Events page and the Upcoming Events page, in the Event announcement, and on the Digest; removed after the event. Both members and non-members (did it last year too). We held it 5 pm right after work to try to get more people to attend.

We received 8 questions ahead of time, most to president-elect. We edited these to be future focused. Questions covered how candidates would operationalize the anti-racism principles, priorities for next year, membership engagement, diversity in membership sector and industry.

The event was a success, with 34 non-panelists registered, of whom 13 attended. This was many more attendees than in recent years (0). Unfortunately, we didn't record it. Melissa made a note in the SOP to go into Zoom via the account in order to record. The candidates' statements are posted on the Board Elections page <https://washingtonevaluators.org/page-1816525>.

The election opened on 10/7. For members to vote, they must use the email that was sent 10/7 at midnight. Members will not get a second email. This appears to be a known issue with Wild Apricot polls—there is no way to schedule a reminder for non-responders (unlike for events). Melissa suspects it's because they need a way to limit to one vote per member. Voting is open through 10/26. As of today, 30/397 (7.6%) members who received the email have voted. It's likely that the voting rate will be lower than last year (15.4%, 57/369) because 1) the voting period is open for a shorter time—20 days instead of 22 days, 2) there is only one candidate per position so people probably assume it's obvious who will win, and 3) there are no bylaw changes to vote on.

**b. Plan for strategic planning/DEI consultant (vote) (Patricia)**

Last month, Emily, Beeta, and Patricia developed the Diversity Equity and Inclusion (DEI) consultant request for proposals (RFP) with ideas to engage our community, including members and non-members. Draft RFP – Beeta took the largest share of the work – Thank you, Beeta!

We are working off the 2017 strategic plan and we are in different circumstances than 2017.

We will put out the RFP tomorrow and hold Kickoff on the 18<sup>th</sup>; will couch it in a DEI perspective. The tentative schedule is:

**WE Strategic Planning Process (Proposal to WE Board, Oct. 19, 2020)**

<b>Phase 1: WE Community Engagement</b>	
WE Board Meeting: Approve plan for strategic planning and budget/statement of work for DEI consultancy	Oct. 21, 2020
Public release of RFP for DEI consultancy	Oct. 22, 2020
Deadline for proposals for DEI consultancy	Nov. 2, 2020
Consultant recommended to WE Board by ad-hoc planning working group	
Recommendation to board on contract award	Nov. 6, 2020
Deadline for board member votes on contract award	Nov. 9, 2020
Consultant notified of board decision	Nov. 10, 2020
Consultant contract signed	Nov. 13, 2020
Consultant kick-off planning meeting with the entire WE board	Nov. 18, 2020
WE community engagement activities facilitated by consultant,	Dec. 2020 – Jan. 2021
Consultant's report on member feedback and recommendations provided to board	Jan. 20, 2021
<b>Phase 2: Board Planning: To be finalized by 2021 board</b>	
WE Board Virtual Retreat: Finalize strategic framework (i.e., strategic goals and objectives), followed by goal team meetings to finalize strategies	TBD
WE Board Meeting: Initial strategic plan draft for discussion/review	TBD
WE Board Meeting: Strategic plan draft for board review; draft plan posted for three weeks and request for member comments following board meeting	TBD
WE Board Meeting: Strategic plan for board vote	TBD
WE Board Meeting: 2021 action plan development for discussion	TBD
WE Board Meeting: 2021 action plan draft for approval	TBD

To meet the timeline, Patricia will tag a small group of Board members: Patricia, Beeta, Natalie (Membership), Emily (Community Engagement) to review the consultant proposals and recommend to the Board a contractor's proposal.

## Discussion:

We are committed to DEI and will build into the strategic plan for years ahead.

Are we concerned about the availability of a consultant in this short timeframe? A: we have the dates built in, so we probably won't get people who can't make the timeline. It's also not a heavy lift. So, for an independent consultant, they probably could do this. It doesn't require full time focus, as it's more targeted, and we'll see if we need to make adjustments based on the responses we see.

Do we have criteria for saying when we decide not to select anyone? A: We do have evaluation criteria. If no one is qualified because of the timeline, we can put it out again. We should be prepared to pivot.

How do we get the word out? A: The Board's network is diverse.

Patricia proposes to approve the Phase 1 schedule, release the RFP, and establish the small WG to delegate the role of recommending a contract award. Val seconds. **VOTE: All Ayes, no Nays. Approved.**

## 6. New Business

### a. Alternatives to the Holiday Party (Natalie)

Some people join WE because they want to go to the holiday party. Natalie will lead brainstorming on alternatives.

Last year, 95 registered and 70 (78.5%) attended last year, but registration was higher than normal, likely because it was at Old Ebbitt Grill and in person. (Since 2012: 50-69 registered).

Ideas from Charlie Gilman: Breakouts – bingo, quiz, and breakouts into teams

The happy hour in June- 15 people came, and had an ice breaker

For "Speed dating" networking, need a moderator

One person did a well-facilitated zoom trivia event with an improv group, the break out rooms were really fun and it was engaging. It was an improv group in CA, contracted them to do a group, did it by theme, they created the questions, broke us out into groups, went into team rooms and decided on answers to the trivia questions. Had 20 people in the group, they only had 2 rooms. It was engaging.

There are companies and individuals in the DMV who run events like this if we didn't want to manage/put together the games ourselves—there are groups that hosted the trivia night at a bar that are now virtual.

**Why are people coming: food, something to drink, and networking.** People might come to trivia, but the networking piece is important to a lot of people. People had business cards and were there to meet people. What do we want the party to deliver? That will determine how we structure it.

Can do food related options-- could go to a restaurant, everyone gets a code and have it delivered on the same day, or get a box delivered. Other ideas: Food-related prizes, we could do some gift baskets, or gift cards to restaurants. Uber Eats, Doordash etc., have gift cards as well. One person was attending a happy hour where they present a Doordash gift card to order themselves food for the event.

How to host a murder- It's progressive- people go to different rooms.

We have been pondering a Mentor Minutes-hosted speed networking event. Yes, it's hard to manage that many breakout rooms, but if you don't care about matching specific people, you could do multiple rounds of random assignments to keep folks meeting new people.

### **Do Natalie/Charlie want additional support? Or an indication of funding?**

Patricia, Beeta and others agree that we don't charge this year for members. For non-members: charge \$10? Or use it as a recruiting tool? Or open first to members, so that non-members don't fill all the slots?

The holiday party is not necessarily a big recruiting event. Last year, 7 people became members then registered for holiday party, there were 5 guests, and 8 more non-member registrations. We often struggle with the balance between giving value to members and engaging non-members.

Open up to sponsorship? Yes, add a slide or one-pager to promote that organization. (Last year, TEI was a sponsor too.)

Non-members do it for first or last half hour, to network, and the members get to do the fun stuff for a different hour?

Or do a few events that add up to a holiday party as a 'season'- a networking event, one trivia, etc.

Beeta and Bryce are interested in helping.

### **Other ideas:**

Murder Mystery Parties -- They are super fun and there are online versions now

<https://foodhini.com/collections/all-menu-items> - a refugee/immigrant-run food delivery that had a pop up before COVID in Whole Foods Foggy Bottom.

I would be surprised if people would join just to attend the party...it seems more likely people would join if they had a good time.

If participants get some food delivered to them, and we invite them to dress in holiday clothes, it could be enticing.

Raffles are another option that can be set up so one has to be there (virtually)/stay to claim the prize. Getting authors to donate a copy of a new book of theirs could be a good prize, e.g., *Evaluation in Today's World* by Veronica Thomas.

Silent auction –set up before the event- winners announced at the event. This could be how people promote themselves, and we can buy some stuff, a gift card to something. Beginning: you see what is offered up front, then at the end you have to stay till the end of the party to get the prize, e.g., professional endeavors, keepsakes.

### **c. Evaluation 2020 communications campaign (Katherine)**

In the past, we highlighted members who are presenting and promoted their sessions at AEA. We put out tweets last year about the number of members who are participating, etc. This year, will replicate

what Patricia did. We have to create a list of online programs to see who among our members is presenting, at which session and time, and post in tweets. Volunteers?

Conference is extremely scaled back, and people presenting papers are now doing posters. Can we do a data call? A: We tried that approach before: we put it on the digest weekly, maybe 1 person responded.

There is no WE session- last year we did an EWB session. TIGS were only allowed 2-3 sessions this year.

Could we highlight major things happening?

Beeta, Melissa, Patricia, Sue volunteered; Val will take 25 names. Katherine will also send a note out as not everyone on the Board is here tonight. Look for members on the program, don't have to be attending to do this. Please complete the list by Sunday at midnight so Katherine can log in on Monday for the Tuesday starting sessions.

Can still do data call for posters if they are not on the agenda.

WE has a virtual cocktail hour. Patricia is hosting but happy to co-host, and open to ideas for activities. Happy hour to close out AEA- 7 slots left. It's hard to have this conference and not be in person.

#### **b. Programs to close out 2020 (Patricia/Katie)**

Other programs: 2.5 months remaining.

*Evaluation in Today's World: Respecting Diversity, Improving Quality, and Promoting Usability*, by Veronica Thomas, Howard University. Coauthored with Patricia Campbell, a textbook. <https://www.amazon.com/Evaluation-Todays-World-Respecting-Diversity/dp/1544348169> . The CREA conference was packed, very powerful. Patricia may follow up for a brown bag with Veronica Thomas. Val to do e-introduction.

Chera Reid: Social justice and equity. Brown bag? She'd ground her discussion in our antiracism commitments. Looking for a co-facilitator, a host, develop questions. Nov 5.

Mindelyn and Katie talking about a follow-on panel to the emerging evaluator event.

Volunteer recruitment event, bring in new board members and talk about volunteer opportunities for the coming year- in December.

Hannah with TEI.

#### **7. Other Committee Updates (time permitting)**

Read the blogs on AEA 365!

#### **8. Adjournment 19:52**