



Washington Evaluators Board Meeting ()
In attendance:

**WASHINGTON
EVALUATORS**

Name	Role	Absent	Voting Member
Esther Nolton	President	Y	Y
Beeta Tahmassebi	Past President		Y
Natalie Donahue	President-Elect		Y
Jessica Pomerantz	Treasurer		Y
Sana Ahmed Wilder	Secretary		Y
Katherine Braga	Communications Chair		Y
Kirsten Zeiter			Y
Evan Seidner	Program Co-Chair, Scholarships Co-coordinator		
Valerie Caracelli	New Professional & Student Coordinator	Y	
Christian Gineste	Membership Chair		Y
Marie-Ellen Ehounou	Membership Coordinator	Y	
Amgad Farrah	Communications Coordinator		
Joanna Prout	Social Media Coordinator		
Kelly Feltault	Program Coordinator	Y	
Jackie Singh	Program Committee Advisor	Y	
Stacey Merola	EWB Co-coordinator	Y	
Maryfrances Porter	Career Connections Co-coordinator		

Betsy Kaeberle	Career Connections Co-coordinator	Y	
Deb Levy	Scholarships Co-coordinator	Y	
Fanni Farago	Community Engagement Chair		Y
Mindelyn Anderson	EWB Co-coordinator	Y	
Melissa Chiu	Board Advisor	Y	

Guests:

Laura Blaisi (new member)

Agenda (follows [March 2022 Board Meeting](#) slide deck):

1. Welcome and Agenda Review

2. Governance

- **Approval of [last month's meeting minutes](#) (Secretary).**
 - Motion to approve February Board Meeting Minutes: Jessica
 - Seconded the Motion: Beeta
 - Total Present for Vote: 9
 - Total Yeas: 9
 - Decision: APPROVIE

3. General announcements (none)

4. President's Report

- Motion to push back budget requests to April 20th: Natalie
- Seconded the motion: Jessica
- Total Yeas: 9
- Decision: APPROVE

April 1st: Evan and Natalie will be supporting DCSCEP and volunteered

April 29th is an in-person WE-wide (not restricted to the Board) Happy Hour! This is associated with the DCSCEP conference.

5. Treasurer's Report

Our revenue looks a little weak this month because the annual subscription to Wild Apricot was paid.

Board members used to put their own cards up for payments, so that's why we're reimbursing for former president's Zoom expenses. There's also another upcoming reimbursement for holiday books. New members - if there's new costs to incur, there's a form for reimbursement and money can be PayPal'd back to you. Just be sure to use the reimbursement rom

Encouraged Board to look at the 2022 budget (linked in slides) to see what things look like in the past and to make proposals.

4. Committee Updates:

Membership - Down 25 members. Intentionally removed several members that had never paid their dues, some organization sponsors did not renew their membership. Only 60 student members as of today - probably the highest number of student members we've had, roundabouts. Membership numbers shot through the roof last year, likely due to the remote nature of work. Several strategies to discuss during board retreat this weekend.

Communications - Finally got the 2022 Board Webpage up and running. Send updates/edits to Amgad at afar074@gwmail.GWU.edu. There are about 15-20 emails/sources that Communications sources 'Fresh Reads' through. Activity - put your favorite data viz source into the chat to find more sources for Comms!

Natalie brought up a question about why links that she puts in on linkedin @washingtonevaluators appears grayed out later. Will bring this up with Comms when it happens again to identify why the tag isn't appearing

Emerging Social Media Targeting Techniques - Meeting with Membership and Communication occurred to target people who are new to program evaluation and bolster new membership. Brainstormed things you would see on twitter or linkedin if you were new to program evaluation. Looking to establish a standard social media post for LinkedIn and twitter. A user proposed a WE TikTok Dance for this weekend retreat and mentioned Excel TikToks (once you watch one, it never ends)!

Program Committee

Discussed upcoming events (links within slide). Looking for new ideas to explore, any speakers other board members would like to bring in are welcome to be proposed to this team. Hybrid meetings can be tricky - recommendation that it's better to keep events to EITHER virtual or in-person.

Zoom recommendations: recommendation to upgrade to pro. Discussed a one-pager of cloud storage options comparing user-owned documents on OneDrive vs. Google and other cloud storage options for videos.

Community Engagement - Scholarships

The first round's scholarship winner was announced! The rubric skews towards knowing the language of evaluation (jargon). There was a very close runner-up who would've benefitted from the scholarship, financially, but did not have the awareness of evaluation lingo. There were 4 applicants, and the condensed timeline was a challenge. Working towards making the rubric more equitable. Decision was

made to stick to the rubric that was provided to applicants in advance, and revise rubrics for subsequent rounds. The second round will have two recipients; currently encouraging people to participate.

One idea is to offer a discounted or free AEA attendance to recipients. Give participants the choice as to which kind of eval-related training they'd like to attend. Change the application process and requirements for the 3rd round (later in the year, around November, when the AEA conference is upon us). May follow up with Comms and others to think about recruitment and aim for greater scholarship applicants. Criteria is that applicants don't have to be WE member, but must have links to DMV area or WE members outside the DMV can apply (to encourage int'l participation).

EWB

At the last boarding meeting, we were thinking about EWB's 5 year strategic plan. Update is that conversations have led to a more formal proposal and has gone through more edits and rounds. We're thinking about how others can step in and support.

Evaluathon launch event - it's the speed dating event! Bringing together people from non-profits and evaluators to show how EWB can be of help. Activities can be to come with a teaching, learning, or a general share for the event.

Career Connections

The transition has gone well - 16 thought partners and 7 advice seekers. The goal is to match those people this week and make sure they're connected. Before we shut down MM and did the rebrand, we were getting about 1 mentee a week. Solidify some ways to increase recruitment. Some systems in place to keep it on people's minds. In the sign up form for WE, we can ask people if they want to be thought partners or advice seekers. The assumption is that the people that had it in their minds dropped off, if they advertised it more, and that interested parties would climb up.

Next Steps:

- Remember to send Esther your two truths and a lie.
- Look at the 2022 budget (linked in the meeting slides) to see what things look like in the past and to make proposals for 2023.
- Develop EWB timeline for 2022 program implementation and April 27th "Evaluathon" launch event.
- Discuss changing the sign up form at the board retreat to include the sign up for thought partner or advice seeker

ADJOURN 7:35