

February 15, 2017 WE Board Meeting
By Phone

1. Call to Order and Introductions @ 6:00 p.m. (Hart)

2. President's Report (Hart)

- Update on Sine Qua Non Dinners
- Follow-up on AEA-GW-WE Race and Dialogue Discussion on Jan. 30
- Schedule of Activities for 2017 **Attachment Included**
- Board Strategic Plan Meeting in March
- TEI Co-Sponsored Event on March 10
- EVCH

3. President-Elect (Cabell)

- LAC Update

4. Past-President (Bernstein)

5. Treasurer (Carey)

6. Secretary (Jones)

- Approval of January minutes

7. Program Chair (Hart for Dazzo) Attachment Included

- Upcoming Professional Development Events
- Mentor Minutes Launch
- LAWG Update

8. Membership Chair (Kelley)

9. Communications Chair (Shaffer) Attachment Included

10. Task Force Reports (if present)

11. Discussion of Volunteer Recruitment

- Volunteer for Student Conference

12. New Business:

- Budget Proposals: **Attachment Included**
 - EVCH (Dazzo and Hart)
 - LAWG (Dazzo and Hart)
 - Networking Event (Hart)
 - Website RFP (Shaffer and Hart) **Attachment Included with Draft RFP**
 - TEI Event (Hart)
- Appointment: BAE Task Force, Chair TBD **Attachment Included**

13. Other Announcements

- AEA Call for Proposals

WE 2017 Schedule of Events (2-13-2017)

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	27: Katherine Dawes re Research with K Newcomer	23: SQN Dinner Silver Spring/ Takoma TBD: Happy Hour / Networking Dinner (VA)		File 990 (Tsr) Share Strategic Plan with Membership LAWG: Meeting with Kathy (rescheduled from Jan); Communications committees market Eval17; International liaison contacts area businesses for Silent Auction sponsorship
M	9: Retreat / Strategic Planning 15: Board Mtg & Dinner	TBD: Estelle Raimondo re World Bank eval	TBD: Happy Hour TBD: SQN Dinner Alexandria	10: TEI-WE Panel	LAWG: Update AEA-LAWG Liaisons
A	19: Virtual Board Mtg.	TBD: Rodney Hopson TBD: Lisbeth Schorr	TBD: Career/Network Event (Ladel)	2-4: EERS	Approve Strategic Plan LAWG: AEA provides list of local evaluators to WE
M	17: Board Mtg & Dinner	TBD: Justine Augeri re veterans home- lessness eval	May 1: Happy Hour (Kelley Conference) TBD: Happy Hour (MD)		
J	14: Virtual Board Mtg	TBD: Travis re Nonprofit Eval	TBD: Happy Hour / Networking Dinner	TBD: Baltimore Event	LAWG: Update AEA-LAWG Liaisons
J	19: Board Mtg & Dinner	TBD: International Development month	TBD: Happy Hour	16-21: LAWG 365 Week	LAWG: Volunteer outreach for 'Ask me About DC' table
A	16: Virtual Board Mtg	TBD: Health Sector month	TBD: New Member Happy Hour (DC)		
S	20: Board Mtg & Dinner	TBD: Education Sector month	TBD: Happy Hour / Networking Dinner	10-15: LAWG 365 Week	LAWG: Update AEA-LAWG Liaisons; Work w/ AEA newsletter editor to draft article promoting area, conference plans;
O	18: Board Mtg & Dinner	TBD: Nick Hart re CEP			Early Oct: call for nominations Late Oct: Election Local guides are completed and submitted to AEA (late Sept/early Oct)
N	15: Virtual Board Mtg	TBD: Bernadette Wright	TBD: Happy Hour / Networking Dinner	6-11: Eval17, EVCH, LAWG	
D	13: Board Mtg & Dinner	TBD: _____	TBD: Holiday Party		

Program Committee Updates

February 2017

Events

January 2017: Donna Mertens (Topic: Partnerships for Transformative Change)

- Carr Workplaces offers a nice meeting room, but their rooms only hold 25 individuals (including the speaker). They offer a phone and projector, and they threw in free coffee and cookies this time. The phone service allows us to set up a conference call line. I set up a conference call line (freeconferencecall.com, to test this limited, free service). The dial-in seemed to work well.
- Attendance has been tough to gauge for weekday brown bags, with attrition being anywhere from 10-60%. For this event, we only had eight people in person and 10 joined over the phone. Many non-members signed up, but they didn't actually show up (this has become a trend). This is a problem when we have limited space, since we can't leave the registration list completely open (if we left registration open to more than capacity, we would be taking a gamble).
- Still need to submit receipt (\$187).

February 2017: Katherine Dawes (Topic: Survey of Government Employees)

- February 27. Katherine is checking to see if she can reserve a meeting room at the Marvin Center, since she's currently on assignment at GW. If this isn't possible, we'll go with Carr Workplaces again (~\$180-\$200, depending on meeting room).

March 2017: Estelle Raimondo (Topic: World Bank's Project-Level Monitoring and Evaluation System)

- Scheduling for late March. Thinking about hosting a virtual-only option, to test this out.

April 2017: Rodney Hopson (Topic: Nobody Knows My Name Project, recent article on Asa Hilliard); Lisbeth Schorr (Topic: Book presentation—issues around evidence and complex programs)

- Rodney's evening presentation, early or mid-April. Hosting at Petworth Citizen Reading Room (drinks and a discussion) or Petworth Library (discussion and drinks/dinner after), to get people to explore other parts of DC.
- Lisbeth's presentation, late April or early May.

Mentor Minutes

- We've had about half a dozen people sign up as mentors and the same number as mentees.
- Pairing will be happening soon. Invite board members to sign up.
 - Individuals are interested in qualitative evaluation methods, international development, and health consulting.
- Several members have expressed interest over email, but have yet to use the form. We may start populating the form for these individuals, to just have them on the mentor roster.
- Will be drafting a specific email to highlight the initiative, in addition to the weekly digest.

LAWG Update

- Jonathan (co-chair) and I have had several planning meetings. The LAWG committee list has been updated. About a dozen individuals have shown interest and they're selecting their preferred committees.
- In addition to all that was planned in 2013, we'd like to start two initiatives:

Program Committee Updates

February 2017

- (1) connect evaluators to organizations in need of pro bono evaluation services. It allows evaluators (especially those from out of town) to see what evaluation looks like in the DC area, what the DC community needs, and to give back to the city. I ran the idea by AEA (Denise and Zachary) and they were very interested. We already have a liaison/coordinator for that committee, since that one will need to get off the ground as quickly as possible.
- (2) Related to the local guides committee, we're also going to start requesting free group tickets for the Smithsonian museums, and we'll offer those to out-of-town evaluators so they can see the city with others.

Washington Evaluators

Communications Committee Report for January 2017

Social Media Activities.

- Released 4 e-newsletters, renamed Weekly Digest during the past month;
- Released e-blast promoting the AEA Dialogue on Race and Class in America event;
- Live-tweeted the Mertens and AEA events;
- Other topics highlighted across social media platforms included 2017 WE goals and objectives, Mentor Minutes, organizational sponsor opportunities, member spotlights, New Professional and Student Task Force, and the first Sine Qua Non Dinner;
- See page 2 for WE communications metrics for January 2017 and the year prior. Note that metrics for the Weekly Digest have been introduced in this report.

Website Design Update. A draft request for proposals was drafted for WE board review.

Social Media Plan. A discussion was held with Kelly Kennedy, who leads social media efforts for Westat, to generate ideas to improve the effectiveness of WE's social media efforts. Thanks to David Bernstein for setting up the conversation. Some ideas/suggestions discussed included:

- Create a social media plan with clear goals – such as to attract members and to retain members – and develop strategies to accomplish those goals;
- Develop a consistent tone of “voice” to be used across social media platforms, such as “knowledgeable and fun;”
- Plan social media coverage on a monthly basis, using board meetings to confirm program plans or topics to highlight during the coming month;
- Plan for live-tweeting to support each event; recruit WE members who may not be participating in the organization in other ways;
- Don't use the #washeval hashtag; instead encourage WE members instead to include @washeval while live-tweeting events;
- LinkedIn is a more difficult platform for engaging members; post a thoughtful question in the group discussion each week for a month and assess results to determine if it generates interest.

Following the February board meeting, the communications team will work on a social media management plan that will be presented to the WE board.

Washington Evaluators

Communications Committee Report

Through Jan. 31, 2017

Chair: Patricia Moore Shaffer

Members: Margaret Patterson and Latha Swamy

Metric	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Trends
Weekly Digest													
Average distribution count												254	
Average opens												57%	
Twitter (@washeval)													
Tweets	18	24	39	28	54	24	14	41	9	15	22	57	
Impressions	3763	6945	9930	18,200	14,200	8,763	8,075	12,600	2,731	5,107	8,407	15,100	
Profile visits	501	754	866	909	1115	744	736	697	173	307	604	1,133	
Followers (new)	19	27	30	31	35	30	32	29	12	19	25	17	
Website (www.washingtonevaluators.org)													
Unique visitors	-	-	406	420	467	439	490	316	488	395	381	625	
Total views	-	-	2033	1941	2538	2785	3653	2392	2091	2782	2058	3571	
Pages per session	-	-	3.39	3.25	3.63	3.99	4.91	3.26	3.13	3.68	3.35	3.54	
Average session duration	-	-	0:02:48	0:02:47	0:03:33	0:03:45	0:03:59	0:02:09	0:02:19	0:03:56	0:03:01	0:03:21	
LinkedIn													
# of group members	-	-	-	-	-	-	642	681	695	725	729	733	
# of new discussions	-	-	-	-	-	-	1	1	0	1	0	2	

New Business for Feb. 15, 2017 Meeting:

Budget Proposals

The package of five proposals will add \$800 to WE's 2017 budget, approved in Dec. 2016 and amended in Jan. 2017. Each item is subject to different levels of approval, as noted below.

- **Networking Event: \$100.** Sets aside up to \$100 for the program and membership committees, to jointly conduct a networking activity that includes career-recruitment strategies. Expenditures subject to Board approval of date and style of event.
- **Website RFP: \$250.** Sets aside up to \$250 for an RFP to redesign the WE website, including a complete update of the CSS files. The RFP would include implementing the redesign, subject to approval of the Communications Chair, President, and Secretary.
- **Evaluators Visit Capitol Hill: \$100.** Sets aside up to \$100 for WE support for the AEA Evaluators Visit Capitol Hill event, co-sponsored by AEA's Evaluation Policy Task Force and WE. Funds to be used at the discretion of former WE President Brian Yoder for supplies, printing, and other associated EVCH activities.
- **Local Arrangements Working Group: \$250.** Sets aside up to \$250 for WE's coordination of the LAWG in 2017. Funds may be used for activities such as supplies, printing, "Ask Me About Washington DC" buttons, and other associated activities of the LAWG not otherwise covered by AEA.
- **TEI Event: \$100.** Approves up to \$100 for food at a reception before a co-sponsored event on March 10 between WE and The Evaluators Institute in College Park, MD. Following the short networking event, a panel will discuss issues related to evaluation during periods of transition. Expenses subject to approval of the President.

Scope of Work

Web Designer

For posting on Elance

Cost: Fixed cost of \$250

Description: Our small volunteer nonprofit professional association, online at washingtonevaluators.org, seeks a website designer to update the look and feel of the organization's website. The website is built on the WildApricot.com membership management software app. The consultant would be granted administrator access to this website for the duration of this contract.

The website designer is expected to familiarize themselves with the existing website and then to propose changes at a meeting of the Washington Evaluators board to improve the website design. Following board approval, the website designer will execute the changes. The Washington Evaluators board will review and approve the final website changes. The Washington Evaluators communications chair will provide oversight of this contract. The consultant must attend in person or virtually two Washington Evaluators board meetings as a condition of this contract.

Prerequisites: Consultant must have strong English language proficiency; web design experience and, in particular, previous experience working with Wild Apricot, must be demonstrated through submission of a portfolio and description of past projects.

Selection Process: A technical evaluation committee made up of volunteer WE members will review proposals. A short list will be recommended to the board. The Evaluation Criteria and weightings are as follows: Technical Merit – resume/portfolio quality, relevance, and completeness (50 points); Cost (10 points); Washington Evaluators membership (10 points); and experience with web design in the Wild Apricot and membership management environments (20 points).

New Business for Feb. 15, 2017 Meeting:

WE Baltimore Collaboration Task Force

Motion: Establish a Baltimore Collaboration Task Force, through Dec. 31, 2017. The Chair is subject to appointment by the President, with approval by the Board.

Background: In 2016, BAE contacted WE to discuss the possibility of merging the two organizations recognizing that many of their members work in DC but live in Baltimore. Prior to any conversations or considerations of structural changes, increased coordination between the organizations could be viewed as an interim step. As such, this proposal is intended to consider strategies for better serving WE members, and potential WE members currently involved in BAE, who live in the northern suburbs of DC or southern suburbs of Baltimore.

Nine current WE members (N=252) are listed among BAE's membership (N=136), though several former WE members are also listed. Current joint members include: David Bernstein, Ann Breihan, Jennifer Carinci, Sue Griffey, Jade Jackson, Deborah Levy, Kavita Mittapali, Jana Sharp, and Brandie Taylor.

Direction to the Task Force: In coordination with the Program Committee Chair and President, the Task Force shall develop a WE-sponsored event that may be of interest to both WE and BAE members in 2017. The Task Force should develop a proposal for Board approval, to be held over the summer.

After completion of the event, the Task Force shall submit to the Board a report summarizing the participation and recommendations for future coordination between WE and BAE members. Specifically when developing recommendations, the Task Force should consider opportunities for joint membership between the organizations and the feasibility of conducting future events in geographically convenient locations for members of both organizations.

Sunset Date: Dec. 31, 2017, or upon submission of a final report to the Board.

Authority: Article VIII, Section 5 of the WE By-Laws