

**Washington Evaluators Virtual Board Meeting**  
**June 21, 2017**

**Dial-In Number: (641) 715-0700 Passcode: 804567**

**Agenda**

- 1. Call to Order, Introductions, and Virtual Call Protocols (Hart)**
- 2. Approval of Minutes (Jones)**
  
- 3. Communications Chair (Shaffer) – see attached report**
- 4. Membership Chair (Kelley)**
- 5. Program Chair (Dazzo) – see attached event calendar**
- 6. Secretary (Jones)**
- 7. Treasurer (Carey) – see attached report**
- 8. Past President (Bernstein)**
- 9. President-Elect (Cabell)**
- 10. President (Hart)**
  
- 11. Other Reports**

## Washington Evaluators

### Communications Committee Report for May 2017

#### *Social Media Activities*

- 4 Weekly Digests issued during May.
- Topics highlighted across social media platforms (members' emails, Twitter, LinkedIn, website) included: WE events, volunteer opportunities, membership, and member spotlights; and other evaluation professional development opportunities, including the upcoming July program of The Evaluators' Institute.
- Of note, WE's Twitter followers have been steadily increasing in number (944); we should anticipate reaching 1,000 followers prior to Evaluation 2017.
- See page 2 for WE communications metrics for May 2017 and the year prior.

#### *Website Design Update*

- Board members provided feedback on website design earlier this month. The contractor then produced a clone site of the new website design, which was distributed in early June to board members for feedback.
- In order to complete the transition to the new design, the website will be offline from June 23-26. The Weekly Digest will be released early this week on Wednesday, June 21, to inform members about the outage. A notice of the planned outage was placed on the website home page on June 18.

#### *AEA365 Blog*

- The LAWG prepared posts for the upcoming AEA365 week of July 16-21, 2017. The schedule of posts is as follows:
  - Introduction by Nick Hart
  - Explore Washington, DC, by Patricia Moore Shaffer
  - DC organized group tours by Hilary Cook
  - Welcoming international and out-of-town guests by Jonathan Jones
  - Evaluation without Borders by Giovanni Dazzo
  - EvalAction by Brian Yoder
- The next LAWG AEA365 week is September 10-15, 2017.

# Washington Evaluators

## Communications Committee Report

Through May 31, 2017

Chair: Patricia Moore Shaffer

Metric	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Trends
<b>Weekly Digest</b>														
Average distribution count									254	263	271	274	289	
Average opens									57%	56%	56%	54%	55%	
<b>Twitter (@washeval)</b>														
Tweets	28	54	24	14	41	9	15	22	57	30	112	61	55	
Impressions	18,200	14,200	8,763	8,075	12,600	2,731	5,107	8,407	15,100	10,800	19,000	11,300	13,600	
Profile visits	909	1115	744	736	697	173	307	604	1,133	727	999	417	457	
Followers (new)	31	35	30	32	29	12	19	25	17	32	23	17	30	
<b>Website (www.washingtonevaluators.org)</b>														
Unique visitors	420	467	439	490	316	488	395	381	625	501	904	577	648	
Total views	1941	2538	2785	3653	2392	2091	2782	2058	3571	2,843	5,033	2,937	3,756	
Pages per session	3.25	3.63	3.99	4.91	3.26	3.13	3.68	3.35	3.54	3.5	3.6	3.28	3.67	
Average session duration	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	0:03:29	0:03:23	0:03:05	0:03:28	
<b>LinkedIn</b>														
# of group members	-	-	-	642	681	695	725	729	733	750	763	804	834	
# of new discussions/posts	-	-	-	1	1	0	1	0	2	4	5	2	5	

**WE 2017 Schedule of Events (6-20-2017)**

Month	Board Meeting	Professional Dev.	Network/Social	Other Events	Deadlines or Other Notes
J	21: Virtual Board Mtg	27: Virtual Brownbag with Bernadette Wright & Steven Wallis	15: SQN Dinner NW DC (Nick)		LAWG: Update AEA-LAWG Liaisons LAWG: Submit AEA 365 Posts ✓
J	19: Board Mtg & Dinner	Week of July 17: Carlise Levine and Stephen Porter (@InterAction)	12: Happy Hour 27: SQN Dinner Arlington (Esther Merves) Late-July: International Dev Happy Hour	16-21: LAWG 365 Week 20: TEI-WE Panel	LAWG: Volunteer outreach for 'Ask me About DC' table Update of New Professional/Student TF
A	16: Virtual Board Mtg	TBD: Greg Matthews	TBD: New Member Happy Hour (DC) TBD: SQN Dinner Rockville (David?) TBD: Jazz in the Garden TBD: Networking Dinner (Virginia)	TBD: Baltimore Event w/ BAE	LAWG: Volunteer Outreach
S	20: Board Mtg & Dinner	TBD: Travis re Nonprofit Eval	TBD: Happy Hour / Networking Dinner TBD: SQN Dinner Southeast (TBD)	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	11: Nick Hart re CEP Rec.	TBD: SQN Dinner Southwest (TBD)		Early Oct: Call for WE Board Nominations Late Oct: WE Board Election LAWG: Local guides are completed and submitted to AEA (late Sept/early Oct) EvalAction: Training Event and Logistics Selection of Scholarship Recipient
N	15: Virtual Board Mtg	TBD:	TBD: Happy Hour / Networking Dinner	6-11: Eval17, EVCH, LAWG 9: Affiliate Event	Early Oct. Certify Election Results
D	13: Board Mtg & Dinner	TBD:	TBD: Holiday Party		Report of New Professional/Student TF Sunset of BAE-WE TF Final report and Sunset of Scholarship TF

**Brownbags/Seminars to Be Scheduled:** TBD: Travis re Nonprofit Eval ; TBD: Justine Augeri re veterans home-lessness eval; TBD: Katherine Dawes re Research with K Newcomer; TBD: Siobhan Green re Sonjara, Inc.; TBD: Estelle Ramiando, World Bank

**Events to schedule:** TBD: Mystery Dinner (Ladel), TBD: Career/ Network Event (Ladel)

**WE 2017 Schedule of Events (6-20-2017)**

**Completed Events**

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 ✓		23: SQN Dinner Silver Spring/ Takoma ✓		File 990 (Tsr) ✓ LAWG: Meeting with Kathy (rescheduled from Jan); Communications committees market Eval17; International liaison contacts area businesses for Silent Auction sponsorship ✓ EVCH: Develop plans with EPTF ✓
M	9: Retreat / Strategic Planning ✓ 15: Board Mtg & Dinner ✓	22: GAO event ✓	26: SQN Dinner Alexandria ✓	6: AEA Proposal Review Happy Hour (Capitol Hill) ✓ 10: TEI-WE Panel and Happy Hour (College Park) ✓	LAWG: Update AEA-LAWG Liaisons ?? EVCH: Begin marketing and recruitment ✓ Website Renewal (Tsr) ✓
A	19: Virtual Board Mtg. ✓	6: Rodney Hopson ✓	27: Networking Dinner ✓	2-4: EERS ✓ 29: Race/Class Virtual Watch Event ✓	Share Strategic Plan with Membership; Member Comments on Strategic Plan (2 wks) ✓ LAWG: AEA provides list of local evaluators to WE Membership: Emails about organizational sponsorship ✓ 19: Scholarship Task Force Presentation ✓
M	17: Board Mtg & Dinner ✓	11: Lisbeth Schorr ✓	5: Happy Hour (DCSCEP) ✓	16: SQN Dinner – PG County ✓	17: Approve Strategic Plan @ Board Meeting ✓

WASHINGTON EVALUATORS BUDGET 2017 (6-20-2017)

2016 Actual 2017 (approved 3/17) 2017 Actual ytd

**REVENUE**

Annual Membership Dues			
Professional Members 1 year	5,575	5,500	2,575
Professional Members 2 years	100		700
Student Members	270	300	225
Organizational Sponsors	0	1	300
SUBTOTAL, Dues	5,945	5,801	3,800
Holiday Party Registration	1,035	750	0
Donations	50	0	0
Other	0	0	0
<b>TOTAL REVENUES</b>	<b>7,030</b>	<b>6,551</b>	<b>3,800</b>

**EXPENDITURES**

<b>General Events</b>	<b>1,834</b>	<b>1,350</b>	<b>0</b>
Holiday Party	1,734	1,350	0
VOPE/IOCE Events	100	0	0
<b>Fees</b>	<b>317</b>	<b>400</b>	<b>237</b>
DC Non-Profit Registration	0	80	80
IRS Non-Profit Registration	0	0	0
Bank Fees	20	50	0
PayPal	297	270	157
<b>Administrative Expenses</b>	<b>596</b>	<b>90</b>	<b>0</b>
Printing and Shipping	488	50	0
AEA Ribbons	70	0	0
Website Registration	38	40	13
Wild Apricot Subscription	0	0	0
Wild Apricot PrePay	0	0	0
Other	0	0	0
<b>Committees</b>	<b>591</b>	<b>3,750</b>	<b>1,112</b>
<i>Membership</i>			
Recruitment Event	212	250	0
<i>Program</i>			
Networking & Social Events	97	400	0
Professional Development	218	1,000	187
Student Events	64	300	300
Projector Purchase	0	200	0
TEI Co-Sponsored Event	0	100	0
<i>Communications</i>			
Website RFP	0	1,500	625
<b>Temporary Committees</b>	<b>0</b>	<b>1,058</b>	<b>0</b>
Eval Action	0	100	
LAWG	0	250	
Scholarship Task Force	0	708	0
<b>TOTAL EXPENDITURES</b>	<b>3,338</b>	<b>6,648</b>	<b>1,349</b>

Revenue less Expenditures		-97	
End of Year Assets (EOY)	10,191		
Current Assets	---		12,446.65
Reserve Fund	4,000	5,000	

PayPal account 7628.43

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**Washington Evaluators 2017 Annual Action Plan, STATUS UPDATE (6/19/2017)**

**List of 2017 Action Items**

<b>Obj</b>	<b>Action</b>	<b>Lead</b>	<b>Status</b>
1.1	The Washington Evaluators President, with approval of the Board, will establish the New Professional and Student Task Force in 2017, charged with developing a strategy for Board consideration and future execution.	* President	Ongoing
1.1	In 2017, Washington Evaluators will assist in publicizing the call for proposals, registrations, and awareness about the broader evaluation community in DC for the DC Consortium Student Conference on Evaluation and Policy (SCEP), specifically supporting the conference's job fair and networking events.	* Communications Chair	Complete
1.1	In 2017, Washington Evaluators will assist in publicizing the calls for proposals and announcements of other conferences relevant to program evaluation with an emphasis on student participation.	* Communications Chair	Ongoing
1.1	In 2017, the Washington Evaluators Board and the New Professional and Student Task Force will review the existing University Ambassadors program to determine whether program modifications are merited in 2018.	* President and Task Force Chair	Ongoing
1.1	The Washington Evaluators President, with approval of the Board, will establish the Scholarship Task Force in 2017, charged with developing a proposal for a new scholarship to be awarded with the express purpose of supporting new professionals in the field. If approved by the Board, the scholarship will first be awarded in 2017.	* President and Scholarship Task Force Chair	Ongoing
1.2	In 2017, the American Evaluation Association has prioritized efforts to engage in a series of national dialogues to "reflect and promote positive actions on the deeply rooted, and structurally intertwined issues behind the headlines that propel racial, ethnic, and class disparities in our own society." Washington Evaluators will work with AEA to co-sponsor a dialogue in the Washington, DC-area and to promote further dialogue.	* President	Complete – 1 event left to advertise
1.2	The American Evaluation Association recognizes that "Evaluation is an essential function of government." <sup>1</sup> Washington Evaluators will contribute to efforts that recognize the role of evaluation in improving government policies by co-sponsoring an initiative with AEA's Evaluation Policy Task Force to encourage professional to promote evaluation to policymakers.	* EvalAction Task Force Chair	Ongoing
1.2	In 2017, the LAWG will provide opportunities for evaluators to experience DC, outside of the conference setting, including scheduled tours of Washington attractions and volunteer evaluation opportunities with local organizations. The LAWG will execute activities through a range of volunteers who contribute to local orientation, tours, communications (e.g., AEA365), and participate in subcommittees.	* LAWG Co-Chairs	Ongoing
1.3	The Washington Evaluators President, with approval of the Board, will establish the Washington-Baltimore Collaboration Task Force in 2017, charged with coordinating and executing an event of mutual benefit to the two organizations. After the event, the Task Force will develop recommendations to the Board for future coordination and collaboration between the two organizations.	* President and Washington-Baltimore Collaboration Task Force Chair	Ongoing
1.3	In 2017, the Board will explore the possibility of establishing a joint membership program to encourage active roles for individuals who work in the DC area and live in the Baltimore region. Such an initiative would be deliberately designed so as to enhance BAE membership rather than reduce.	* President and Washington-Baltimore Collaboration Task Force Chair	Ongoing
1.3	The President-Elect of Washington Evaluators will serve as the designated Board member to represent the organization to the LAC, and will actively participate in monthly meetings of the LAC in 2017.	* President-Elect	Ongoing
1.3	In 2017, Washington Evaluators will contribute to the successful execution of a training and development event for AEA's affiliates, offering the expertise of Washington Evaluators Board members in supporting other affiliates from across the country.	* President-Elect and Past-President	Under Development

<sup>1</sup> American Evaluation Association (AEA). 2013. A Roadmap for a More Effective Government. Washington, D.C.

**Washington Evaluators 2017 Annual Action Plan, STATUS UPDATE (6/19/2017)**

<b>Obj</b>	<b>Action</b>	<b>Lead</b>	<b>Status</b>
1.3	During the spring of 2017, the Communications Chair will assist in promoting the Eastern Evaluation Research Society's (EERS) annual conference.	* Communications Chair	Complete
1.3	In the spring of 2017, the President will advertise the number of Washington Evaluators members participating in EERS, as a conference participant or attendee. Information will be posted on the Washington Evaluators website and disseminated through social media.	* President	Complete
1.4	In 2017, Washington Evaluators will increase total membership by 60 members from the 2016 end of year total.	* Membership Chair	Complete as of 6/20
1.4	In 2017, Washington Evaluators will participate in a pilot project with the American Evaluation Association to gauge the likelihood that members who join Washington Evaluators or separately join AEA will be interested in joining the counterpart organization. The pilot will include sharing of contact information for individuals who express an interest in the other organization.	* Membership Chair	Ongoing – Evaluation pending
1.4	In 2017, Washington Evaluators' Membership Committee will strive to achieve a renewal rate of at least 70 percent, by contacting all lapsed members within 30 days of the lapse to discuss renewal options and intentions with individuals.	* Membership Chair	TBD
1.4	In 2017, Washington Evaluators will pilot the availability of multi-year individual memberships as a means to reduce burdens on individual members seeking to renew memberships.	* Membership Chair	Ongoing
1.5	In 2017, Washington Evaluators will better utilize social media to communicate member benefits, including opportunities and resources, including: <ul style="list-style-type: none"> <li>▪ The Communications Committee will distribute an average of 15 tweets per week that promote Washington Evaluators activities, the benefits of membership, and other professional resources, activities, and opportunities in the field of evaluation. At least 3 tweets per week will promote WE membership and link to the WE membership page; and</li> <li>▪ The Communications Committee will distribute at least two LinkedIn posts per week that promote Washington Evaluators activities, the benefits of membership, and other professional resources, activities, and opportunities in the field of evaluation.</li> </ul>	* Communications Chair	Ongoing
1.5	In 2017, Washington Evaluators will distribute invitations for events that promote the field of evaluation to members and non-members, as appropriate, using email, list serves, and strategic partnerships with other organizations.	* Communications Chair	Ongoing
1.5	Washington Evaluators provide an accessible annual report to members and the community, highlighting annual accomplishments and activities in 2017.	* President and President-Elect	December
1.5	In 2017, the Communications Committee, or other volunteers as appropriate, will disseminate a weekly digest email that provides information for members only, including exclusive member-only events, job and contract postings, and other information.	* Communications Chair	Ongoing
1.5	In 2017, the Communications Committee, or other volunteers as appropriate, will extend invitations to members for members-only events.	* Communications Chair	Ongoing
1.5	In 2017, the Communications Committee will engage in an overhaul of the design of the Washington Evaluators website to improve its attractiveness and effectiveness for achieving the communications priorities of the organization.	* Communications Chair	To be complete in June
1.5	In 2017, Washington Evaluators will launch a blog for routine monthly use by the President each year, in making statements relevant to the organization's members and that promote either the field of evaluation or Washington Evaluators as an organization.	* President and Communications Chair	Ongoing
2.1	In 2017, Washington Evaluators will launch at least eight Sine Qua Non dinners to discuss the state of	* President	ongoing



**Washington Evaluators 2017 Annual Action Plan, STATUS UPDATE (6/19/2017)**

<b>Obj</b>	<b>Action</b>	<b>Lead</b>	<b>Status</b>
	evaluation field of evaluation, focused on members within a defined geographic area across the metropolitan area.		
2.1	In 2017, Washington Evaluators will begin collecting members' Twitter handles on the membership profiles to better link members through social media.	* Membership and Communications Chairs	Ongoing
2.1	In 2017, Washington Evaluators will maintain existing mechanisms for facilitating communication between members and explore strategies for promoting greater use of the members-only website discussion board and the members-only directory.	* Secretary	Ongoing
2.2	In 2017, Washington Evaluators will strive to host six networking events for members and non-members. In the past, after-work networking events have included happy hours, networking dinners, and the holiday party. Throughout the year, several events will specifically target groups thematically in an effort to draw interest from non-members, facilitate connections among those with similar interests, and increase geographic dispersion of events.	* Membership and Program Chairs	TBD
2.2	In 2017, the Membership Committee of Washington Evaluators will sponsor a networking event featuring new members of the organization, to introduce them to other members and encourage integration into the Washington Evaluators community.	* Membership Chair	TBD
2.2	In 2017, the Membership Committee of Washington Evaluators will develop profiles of evaluators to provide opportunities for introductions of members. Member profiles will be posted on the Washington Evaluators website and distributed in Weekly Digests at least once per month.	* Membership Chair	Ongoing
2.3	In 2017, Washington Evaluators will pilot the availability of organizational sponsors as a new membership status, as a means to facilitate growth in membership and also the strategic enhancement of relationships across the evaluation community.	* Membership Chair	Ongoing
2.3	In 2017, Washington Evaluators will co-sponsor two professional development events in conjunction with The Evaluators Institute and that organization's training sessions hosted in the DC-area.	* President	Scheduled
3.1	In 2017, Washington Evaluators will provide at least ten professional development events, including events hosted at a mix of times and locations.	* Program Chair	Ongoing
3.1	In 2017, recognizing members may not always be able to attend in person, Washington Evaluators will begin expanding digital participation options for members during at least three daytime events.	* Program Chair	Ongoing
3.1	In 2017, the Program Committee of Washington Evaluators will explore hosting a skill-building event for members and non-members. This pilot would explore whether members find value in seminars that seek to intentionally build evaluation skills (e.g. survey development, introductions to software, data visualization), outside opportunities already offered by the American Evaluation Association.	* Program Chair	TBD
3.2	In 2017, Washington Evaluators will pilot the Mentor Minutes initiative, in order to provide members individual opportunities for feedback regarding careers, for reflection on professional experiences, and to help build the capacity and networks of emerging evaluators. The 2017 pilot will specifically provide a direct benefit to members and seek to understand if members see value in learning from their peers and how this learning can be facilitated.	* Program Chair	Ongoing
4.1	In 2017, the Washington Evaluators Board will approve an operating budget, with modification as appropriate throughout the year, and the Treasurer will provide routine reports to the Board on revenues, expenditures, and assets, and a statement for all members in the annual report.	* Treasurer	Ongoing
4.1	In 2017, the Washington Evaluators Board will maintain a reserve funding balance of \$5,000, and the Treasurer will monitor and make recommendations about an appropriate balance for subsequent years.	* Treasurer	Ongoing

**Washington Evaluators 2017 Annual Action Plan, STATUS UPDATE (6/19/2017)**

<b>Obj</b>	<b>Action</b>	<b>Lead</b>	<b>Status</b>
4.2	Elections will be conducted on time, consistent with the Washington Evaluators by-laws, and with a full slate of nominees in November 2017.	* Secretary	October
4.2	In 2017, the Washington Evaluators Board will develop a plan for improving a diverse organizational leadership pipeline, based on best practices from other organizations, for use by the Board in future years.	* Secretary	TBD
4.2	In 2017, the Washington Evaluators Board will explore the need for and feasibility of developing an annual volunteer award, or series of awards, to recognize individuals for contributions to improving the DC-area evaluation community through service to Washington Evaluators.	* President	TBD
4.3	In 2017, the Washington Evaluators Board will create a Standard Operating Procedure (SOP) for elections to ensure continuity and smooth execution in future years.	* Secretary	TBD
4.3	In 2017, the Washington Evaluators Board, led by the Secretary and Past-President, will review existing policies related to the purchase of alcohol during Washington Evaluators events, and propose any needed revisions to the Board.	* Secretary and Past President	Complete
4.3	In 2017, the Washington Evaluators Board will develop plans to conduct a formal review of the committee structure during the time frame covered by this Strategic Plan.	* President	TBD
4.3	In 2017, the Washington Evaluators Board will better communicate with current members and non-members about the organization's structure and volunteer opportunities within the organization, including by publishing such information on the public website along with means to easily contact committee and task force chairs.	* Communications Chair	Ongoing

**Summary of Goals and Objectives**

Strategic Goal #1: Strengthen the Sustainability of the Evaluation Community

- ▶ Objective 1.1: Recruit and help educate the next generation of professional evaluators in the Washington, DC area.
- ▶ Objective 1.2: Promote the field of evaluation nationally.
- ▶ Objective 1.3: Provide expertise to other professional evaluation development and advocacy organizations.
- ▶ Objective 1.4: Recruit and retain DC-based evaluators to support organizational sustainability.
- ▶ Objective 1.5: Clearly communicate the benefits of membership and promote evaluation to the community.

Strategic Goal #2: Enhance Evaluation Relationships, Interactions, and Resources

- ▶ Objective 2.1: Encourage increased communication between Washington Evaluators members about evaluation activities.
- ▶ Objective 2.2: Facilitate networking and introductions of members.
- ▶ Objective 2.3: Develop strategic partnerships to facilitate cross-organizational interactions and relationships.

Strategic Goal #3: Support Individual Evaluators' Professional Development

- ▶ Objective 3.1: Develop group opportunities for members and the DC evaluation community to develop professional skills.
- ▶ Objective 3.2: Develop individual opportunities for Washington Evaluators members to share and receive personalized development.

Strategic Goal #4: Facilitate Strong Administration of Washington Evaluators

- ▶ Objective 4.1: Maintain the financial sustainability of Washington Evaluators.
- ▶ Objective 4.2: Recruit and retain volunteers to support Washington Evaluators operations and continuity of leadership.
- ▶ Objective 4.3: Ensure the Board of Directors operates effectively and efficiently.