

**Washington Evaluators
Board Meeting
December 19, 2018
Virtual Call**

Attendees: Martha Ann Carey, Giovanni Dazzo, Beeta Tahmassebi, Kevin Jones, Patricia Moore Shaffer, Natalie Donahue, Esther Nolten, Melissa Chiu, Nick Hart, Emily Bango

Introductions: Giovanni, WE Board President-Elect, called the meeting to order at 6:02pm. In 2019, Giovanni will serve his term as President. Giovanni went over goals of the meeting and addressed committee and role transition for next year. Each board member introduced themselves, followed by the other meeting attendees.

Committee Reports

Treasurer: Martha Ann Carey, WE Treasurer, provided the Treasurer's report. PayPal has charged \$210.29 for fees, which has been itemized in budget to actuals. \$830.71 was spent at the December holiday party. Enough people bought drinks to help WE meet the bar minimum. WE did not and does not pay for alcohol at its events. The holiday budget costs a bit less compared to 2015-2018, when WE held it at the Gordon Biersch in Gallery Place (versus the 2018 party in Navy Yard). The food and beverage charge was cheaper. Last year, WE had to contribute 900 to meet the f/b charge.

Martha continued through her report, providing total cash and the amount in the reserve. Beeta Tahmassebi, who will begin her term as WE treasurer on January 1, 2019, will open a new account. Martha Ann will put money in PayPal and Beeta will move it into the new account. Giovanni asked about membership dues and the projection for next year—in terms of how many people will join or add revenue. Martha Ann projects about \$6000 for next year versus approximately 9400 projected for 2018. There's usually an uptick in membership when AEA is in Washington, DC. The expense for the projector will be added to the budget.

Communication: Patricia Moore Shaffer, WE Communication Chair and President-Elect, provided the Communication report. Patricia gave highlights for December: slightly heavier month; 5 Friday Digests in November; 50% open rate for Black Friday. The website hits are lower from previous month. There were not a lot of events that month. LinkedIn: increased quantity of posts and has help to generate close to 1500 followers. Twitter continues to grow. November nearly 40000 impressions or times a tweet appears on a timeline (repost and retweets). Shawn Garrety has helped with social media – jumping in and learning quickly. Weekly digest is for active members, WE sees it as a benefit of one's membership. While the membership has been declining over the past year. Mailings and other posts tend to go to a much larger group. The full contact list on the website is approximately 1900 people.

Membership: Curt Mueller, WE Communication Chair, was unable to join. Giovanni provided an overview of the Communication Report. There were about 10 individuals who signed up for membership and then registered for the holiday party.

Program Committee: Akashi, the Program Committee Chair, was not able to join the meeting. Giovanni provided an overview of the Program Committee report. The report provides updates from January to the current month. Events are widely attended. Most paid the registrant fee online. WE generated revenue from the fees. There were a number of events throughout the year, including the member-only dinners. WE had about 16 events.

Secretary: Kevin Jones, WE Secretary, provided an update and overview on board minutes, the email account, saving minutes, sending messages to members. Giovanni will update the password and send to members so that people can access files and messages.

Plans for Next Year: Giovanni led the meeting in a discussion on Board Transitions for Next Year, asking current leads to discuss transition plans for the 2019 calendar year. Giovanni asked current board members to provide any advice or best tips and opportunities for growth to new membership:

Treasurer: Beeta Tahmassebi and Martha planned a time to talk. They will discuss the bank account, and Martha's process of opening an account with PNC. A surprise and troubling fact is that she is personally responsible for the accounts. Beeta may be able to find an organizational account. Other small things to follow up on, which Martha Ann will share: Wild Apricot subscription; Non-profit renewal; better aligning budget codes and tracking, adding new expenses; and keeping track of finances.

Communication: Patricia and Giovanni are finalizing who will be taking over for Patricia

Membership: Natalie Donahue will take on membership committee responsibilities from Curt. In years past, WE discussed a membership engagement survey as a way to get a sense of needs/wants from current members and those on the contact list. WE can decide who to target for this engagement. Other items highlighted included: Member spotlight, checking in with members, checking lapsed and suspended memberships. Committee also coordinated a joint event for new members (happy hour), with the Program Committee taking the lead.

Programs: Melissa Chiu will take on this responsibility in 2019. David Bernstein will help with Independent Consultant Dinners. Giovanni will work with Melissa to develop an events calendar. Giovanni would like to see a structure to know which Board members are attending each event to ensure there is sufficient board engagement. Most events are free, with the exception of holiday party. Melissa is waiting on the contact information of others in the committees. Would like to have a planning meeting in January.

Committee Structures and other Business: Giovanni has a list of names and will share those to specific committees:

Theme to focus on Community. Building on last year of building a community of evaluators and getting evaluators out in DC. There will be a WE working group to build out evaluation without borders to support CBOs in the area. Emily Eisenhower will coordinate this effort. There are about ten people who are interested serving area

CBOs. WE will host an orientation in January, launch around MLK Day. A flier has been developed for those looking to access those pro bono services.

Emily Bango will lead Mentor Minutes – one to two meetings with people interested in learning something about evaluation or seeking profession advice. Would like to have a membership engagement survey. Giovanni would like to increase membership to 300 by the end of the year.

Will have more member only events to help build interest in WE.

Strategic Planning: In November, Giovanni got ideas from each board member. He will use this information to add to a new strategic plan, with planned targets for the year. Would like to revisit quarterly to know how we are progressing through the plan.

Meetings: Considering switching structure of having no less than 9 board meetings and carve out time for committees to organize and meet with their committee members. Next month, can decide what months to take off.

Email: Will we professionalize the Gmail account or a more Professional email so that there can be additional email boxes designated to the committee. Will begin next year with a blog post on theme of community and what we are thinking in terms of what we will execute.

Next meeting: The next meeting is scheduled for January 16. Giovanni will circle back on the best days, with a doodle poll to see what works. Usually WE meets third Wednesday of each month. WE meetings are usually at library meeting room at one of the DC Public Libraries: West End, Library Express, Shaw. WE sometimes rotates the meetings to different locations.

The meeting adjourned at 7:07pm.