Washington Evaluators

Board Meeting: January 16, 2019

1. Introductions

2. Committee Reports (attached)

    a. Discuss plans, committee structures, and questions

        i. Board: President, President-Elect, Secretary, Treasurer, Program, Membership, Communications

        ii. Task Forces, Working Groups and Special Initiatives: Student Conference (DC SCEP); New Professionals Scholarship; Evaluation Without Borders; Mentor Minutes; AEA-WE Coordination

3. Plans for 2019

    a. Overview of 2017-2020 Strategic Plan

    b. Overview of 2019 Action Plan

4. Next meetings (proposal)

    a. Proposal for Board and Committee meeting structure for 2019

    b. Update Action Plan w/ Board members: early February

    c. Committee meetings (or calls): February 20, 2019

        i. To replace usual February Board meeting

        ii. Library Express meeting room has been reserved

5. Review Wild Apricot

6. New business

President and President-Elect Report

Topic: Discuss planning and organizational priorities for the year.

Agenda and action items

Schedule of board meetings
1. Continue to alternate in-person and virtual meetings
2. Cut down on oral reports
    a. Send committee reports with sufficient time for Board members to read ahead.
    b. Provide 10 minutes to scan documents at the start of every meeting.
    c. Allows for more time to discuss more substantive materials, strategize, plan.
3. Every quarter, have one meeting reserved for Committee Chairs to organize with their members.
    a. February 20, 2019 @ Library Express

Strategic Plan and Action Plan
1. Early Feb: Meeting to discuss with the Board
    a. Will discuss at the January 16 Board meeting
        i. Figure out dates for Strategic Plan and Action Plan
            1. Giovanni will send documents ahead of January 16 meeting
    b. Following by late February Committee Meeting
        i. Allows Board to begin "operationalizing" plans and coordinating with committees

Organization: Information Governance
1. Improving Gmail processes
    a. Labels (automatically labelling emails based on subject)
    b. Sub-folders (automatically redirecting emails based on subject or sender)
    c. Google Drive
        i. There's quite a bit of potential to improve how we're using the Google Drive function
        ii. Committee folders are somewhat out of date; could be updated.
        iii. At the moment, we also use it to store Google forms for Mentor Minutes, Evaluation Without Borders, and any other form (e.g., LAWG forms).
            1. This makes coordination easier among committee members and it provides an archive.
2. Professionalizing email
    a. Looking into Google for Nonprofits (https://www.google.com/nonprofits/)
    b. Having a branded account: @washeval.org
        i. Committees and Working Group emails:
            1. info@washeval.org: general info
            2. President@washeval.org for President-Elect, President, and Past President
            3. Program@washeval.org, Membership@washeval.org, etc.
3. Website
    a. Issues with formatting on Board Bio

Mentor Minutes and EWB
1. Introductory email: Giovanni to introduce Patricia to Emily Bango (MM) and Emily Eisenhauer (EWB)

Volunteer and Leadership Pipeline

1. Volunteer Coordinator (as a role), this could be managed by President-Elect
2. Leadership Pipeline Task Force
    a. Aligning nominations and elections process to WE Bylaws and to mirror AEA process
        i. We should be opening the nominations process in August, according to bylaws
            1. This provides several months to solicit interest for elections and potential Committee members who will be ready to step in to fill open spots
        ii. Idea: 9-12 months of service on the Board (or a Committee?) before a member can be nominated as President-Elect
    b. Objectives: Sustainability of Board operations; Creating a leadership pipeline of qualified Board and Committee members

Coordination

1. Giovanni and Patricia to have standing coordination call

Program Committee Report

Month	Day	Event	Type of Event (Network/social, prof devel, meeting, other)	Status (draft, schedule, complete, cancel)	Members Only or Open to All
Jan	6	Renwick Tour and lunch	Network/Social	Cancelled	Members
Jan	22	Independent Consultant Networking Dinner	Network/Social	Scheduled	All
Jan	16	WE Board Meeting and dinner	Board meeting	Scheduled	All
Feb		Brown Bag: TBD, AEA topic for the year?	Professional Devel		All
Feb		WE Board Meeting and dinner	Board meeting		All
Feb	wkend	Cultural event- Renwick reschedule?	Network/Social		Members
Mar		Reading club: Training Evaluation?	Professional Devel		All
Mar		WE Board Meeting and dinner	Board meeting		All
Mar	wkend	Field Trip &/or Volunteer: TBD, Housing?	Professional Devel		Members
Mar		Sine qua non dinner: TBD	Network/Social		All
Apr		Brown Bag: TBD, business of evaluation- finding culturally appropriate local collaborators?	Professional Devel		All
Apr		WE Board Meeting and dinner	Board meeting		All
Apr	wkend	Cultural event: TBD	Network/Social		Members
May		Reading club: TBD	Professional Devel		All
May	wkend	Walking tour: DC Neighborhood TBD	Network/Social		Members
May		WE Board Meeting and dinner	Board meeting		All
May?	wkend	African American History and Culture Museum Tour and lunch	Network/Social		Members
Jun		Brown Bag: TBD	Professional Devel		All
Jun		WE Board Meeting and dinner	Board meeting		All
Jun	wkend	Field Trip &/or Volunteer: TBD	Professional Devel		All

Jun		Members Summer Happy Hour	Network/Social		Members
Jul		WE Board Meeting and dinner	Board meeting		All
Jul		Sine qua non dinner: TBD	Network/Social		All
Aug	wkend	Field Trip &/or Volunteer: TBD	Professional Devel		All
Aug		Brown Bag: TBD	Professional Devel		All
Aug		WE Board Meeting and dinner	Board meeting		All
Aug		Baseball game	Network/Social		All
Sep		WE Board Meeting and dinner	Board meeting		All
Sep	wkend	Walking tour: DC Neighborhood TBD	Network/Social		Members
Sep		Reading Club: TBD	Professional Devel		All
Oct	wkend	Field Trip &/or Volunteer: TBD	Professional Devel		All
Oct		Brown Bag: TBD	Professional Devel		All
Oct		WE Board Meeting and dinner	Board meeting		All
Oct		Sine qua non dinner: TBD	Network/Social		All
Nov	wkend	Cultural Event: TBD	Network/Social		Members
Nov		WE Board Meeting and dinner	Board meeting		All
Dec		Holiday party	Network/Social		All
Dec		WE Board Meeting and dinner	Board meeting		All

Communications Committee Report

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Communications Committee (Patricia Moore Shaffer, Sean Gerety)   **December 2018 Report**

Metric	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Trends
Weekly Digest														
Average distribution count	333	337	337	337	333	326	315	313	300	276	273	271	**275**	
Average opens	53%	58%	55%	56%	53%	57%	50%	58%	55%	56%	54%	53%	**53%**	
# of issues	4	4	4	5	4	4	5	4	5	4	4	5	**3**	
Twitter (@washeval)														
Tweets	57	70	51	69	77	84	64	81	71	60	90	119	**42**	
Impressions	14,600	19,400	14,700	20,500	18,700	21,800	22,300	25,900	22,800	14,900	15,200	39,500	**13,100**	
Profile visits	355	282	289	319	279	318	247	349	285	194	252	243	**260**	
Followers (new)	25	28	23	45	26	35	31	46	39	22	31	23	**11**	
Website (www.washingtonevaluators.org)														
Unique visitors	595	645	542	516	635	431	546	707	576	1,042	553	537	**487**	
Total views	3,300	3,297	2,434	2,473	2,940	1,452	2,042	2853	1,629	2,039	2,455	2,350	**2,131**	
Pages per session	3.43	3.45	3.14	3.25	3.21	2.48	2.78	3.02	2.46	1.64	3.19	3.09	**3.13**	
Average session duration	0:03:07	0:02:47	0:02:40	0:02:44	0:02:07	0:01:44	0:01:46	0:02:06	0:01:46	0:01:01	0:02:24	0:02:03	**0:02:33**	
LinkedIn														
# of group members	1173	1214	1240	1282	1,302	1,323	1,366	1387	1,407	1,423	1,454	1,507	**1,529**	
# of new discussions/posts	6	6	11	10	11	7	10	14	17	15	13	9	**12**	