



Washington Evaluators Board Meeting 01/19/2022 – MINUTES

In attendance:

Esther Nolton (President)
Beeta Tahmassebi (Past President)
Jessica Pomerantz (Treasurer)
Sana Ahmed Wilder (Secretary)
Katherine Braga (Communications Chair)
Kirsten Zeiter (Program Chair)
Evan Seidner (Program Co-Chair, Scholarships Co-coordinator)
Valerie Caracelli (New Professional and Student Coordinator)
Christian Gineste (Membership Chair)
Amgad Farrah (Communications Coordinator)
Joanna Prout (Social Media Coordinator)
Kelly Feltault (Program Coordinator)
Stacey Merola (EWB Co-coordinator)
Maryfrances Porter (Mentor Minutes/Career Connections Co-coordinator)
Betsy Kaeberle (Mentor Minutes/Career Connections Co-coordinator)
Deb Levy (Scholarships Co-coordinator)
Melissa Chiu (Board Advisor)

Not in attendance:

Natalie Donahue (President-Elect)
Jackie Singh (Program Committee Advisor)
Marie-Ellen Ehounou (Membership Coordinator)
Fanni Farago (Community Engagement Chair)
Mindelyn Anderson (EWB Co-coordinator)

Guests:

Agenda (follows linked slide deck):

1. Welcome and Agenda Review

2. Governance

- **Approval of [last month's meeting minutes](#) (Secretary).** Jessica motioned to approve the December minutes. Sana seconded. **VOTE: Approved. No Nays.**

Katherine asked to share the Zoom link with the board in advance of the meeting. Sana will add it to the first slide of the presentation

3. General announcements

Beeta is going to be sharing the annual report soon and be able to share it at the next board meeting (Feb) and approve shortly thereafter.

4. President's Report

Thanks to Beeta and 2021 Board for their amazing leadership last year. Very grateful for the momentum that was est. in 2021 and want to continue that. Theme for 2022 is 'Community'.

- Have circulated President's message to the core board members; waiting on recommendations and comments (due the 20th). Releasing on Friday 21st as static text. Is there a sense of urgency to get it out this week or wait? Push it out this weekend as static text this week in the email digest.
- One on one meetings with board members. Esther is happy to continue this practice for strategy and planning.
- The AEA MOU is done and EN has transferred it to Anisha.
- President's Dinners - will be organized by community groups
 - Jan 25th - New and Emerging Evaluators (Fanni Farago/Betsy Kaeberle)
 - March 31st - Doing No Harm (Stephen Porter)
 - May 23rd - Government/Non-Profits (Natalie Donahue/Chari Smith)
 - July 28th - Philanthropy (Aly Lopez/Veronica Olazabal)
 - Sept TBD - Consultants (TBD)
 - November TBD - Eval22 Happy Hour (New Orleans!)
- Board Retreat - possibly in March. Some people are not local to DC, so it may not be doable. Virtual retreat may work too. Purpose would be to designate space and time to come together as a community.
- Review of Voting Board Members

5. Treasurer's Report

Actual revenue surpassed projected revenue. Jessica did not create the projections, but we happily overshot the mark and ended the year with more money than we started with.

[Proposed budget plan](#). We have the capacity to fund new or previous initiatives that we weren't able to fund last year. Next month we can finalize the budget.

Beeta shared that people can submit their edits to the proposed plan a week before the March's board meeting (March 9th). Each committee should meet in advance. At February's board meeting, we can assess the progress of committees.

4. Committee Updates:

Program Committee

Kirsten continues to make sure that everyone is being on-boarded.

Zoom storage is full. Delete older recordings. Previous program committee had a policy of retaining recordings for 3 months. Wild Apricot wouldn't allow uploading a file that large. Google Drive can hold the files. Putting it on YT making it publicly accessible would not be okay - currently behind a paywall. Evan and Kirsten will come back with more research and options with Zoom next time.

Community Engagement (Mentor Minutes → Career Connections)

Betsy and Maryfrances took over MM - Slightly stressful to try to match people and feel a large sense of responsibility to match them to someone who would be a good mentor. There was a mentee/week signing up and we didn't have enough mentors to match them to. One of the strategies for getting more mentors is posting in the digest. This worked.

Branding. Shift the branding of MM so that people don't think being a mentor is a long-term commitment. Most relationships are only a couple of hours. "Career Consultation Corner" was an initial suggestion for a rebrand. When AEA came up, we surveyed old members and how they liked their matches (most were successful, short, people liked their matches). "Career Connections" is the updated proposal. The team would like to start matching people again (haven't since the summer). Took down the mentee form; but did not take down the mentor form and got one registration. People really like this service offered by WE, which is a feature of scholarships too.

Mentees can be anyone. Emerging and transitioning evaluators are welcome to take part in the program. Nothing about the program has changed except the rebranding. Pairing advice seekers and thought partners. Proposed commitment is two 1-hour meetings - they can meet longer if they want. Reference the newer program terminology sooner rather than later.

Vote on the rebrand of Career Connections. Jessica moves to vote YES. Katherine seconds. **VOTE: APPROVED. No nays.**

Community Engagement - EWB

Stacey just started in this new role yesterday and is very excited. Mindelyn is going to work with Stacey in doing onboarding.

Community Engagement - Scholarships

Planning for 2022 Scholarships. AEA summer institute or a scholarship to another conference would work. Ideal scholarship is an award that is lasting and allows for growth and potential connections (this is where Career Connections comes into play) speaks to someone who is applying. Is there another longer-term award that we can offer? With multiple time points, or disbursements? The ideal scholarship is a community-based award instead of an immediate one. The opportunity to present in front of the board can be communicated as an essential component of the award, and is not "homework". More of a mentoring relationship that we're offering the scholarship program (in contrast to Career Consultation).

Critical questions: Who do we allow to apply for these scholarships? Open to the universe? Outside of DC? WE member? Is it the right criteria given our commitment to inclusivity and access and opportunity? Is it students: new and emerging? Can we track on the back-end on Wild Apricot to see if people have donated to the scholarship so we can see how much there is? Suggestions - adding bios on past recipients.

Idea is to split awards between mid-career and students. The name of the scholarship indicates its for new professionals or emerging evaluators, so the language needs to be updated if the decision is made to split the scholarship recipients half-half into mid-career and emerging. Katherine says the Membership Spotlight is for at least one scholarship recipient.

The last 5 donations to Wild Apricot was in 2017. Friday message could include a scholarship spotlight to showcase our scholars on the website or on social media. Only Val and elected members should have access to the donations manager. Scholarships committee can piece together testimonials - Esther and Evan will connect offline.

Communications Committee

Digest comes out weekly on Friday afternoon. Contribute to the list by sending links to communications@washingtonevaluators.org. Send anything that we come across for February and March action plan presentation. Next week is the AEA 365 sponsorship week and there's gonna be a post from one of the past board members. Be on the lookout and to be shared in the digest. In 2023, doing sponsorship week in June.

Amgad is an MD but followed her passions and is now dipping her toes into communications.

Member Spotlights Questions to All- something different to do? Any ideas for member spotlight? Everybody still comfortable using the shared Google doc or phone calls for interviews? Bios and headshots are needed for the website.

Membership Committee

Christian Gineste is a data scientist (and data visualizer). Doubled our membership over the past 3 years. 23 renewals in January. How to recruit more members in 2022? Try to tie our recruitment strategy with events. Some events drive membership growth and others do not. Average is 1 new member per event. Based on an analysis, the recommended 2022 membership target is 3 new members per event.

Decision Making SOP (hyperlinked)

Melissa reviewed practices for verbal voting (default), delegated verbal voting, written proxy voting in lieu of normal voting, and email voting. Tabled the decision making SOP for February Board Meeting

Next Steps:

- Randomize the order of the slides in later months.
- February Board Meeting: Vote on decision making SOP, share annual report, share 2022 budget plan.

- Whole Board: Propose edits to 2022 budget plan - if any Board members have proposed edits, please contact Esther and Jessica with your requests by March 9th (we will vote on this at the March 16th Board meeting)
- Whole Board: Review [2021 Action Plan](#), [2021-2024 Strategic Plan](#), and 2022 President's Letter - come to February Board meeting with ideas about 2022 Action Plan
- Programs: Investigate options for saving Zoom recordings.
- Career Connections: Implement changes to the program name, including all marketing and outreach materials. Fully relaunch the program.
- EWB: Stacey will onboard. Stacey and/or Mindelyn to provide an update at the February Board meeting.

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