

## **DCWW Leadership Forum 2012 - 9/29/12 - Minutes**

### **Attending:**

Sibyl Edwards  
Karen Rosen  
Tiffany Bridge  
Kathy Perrin  
Maggy Sterner  
Kristin Wehmuller  
Breeanna Beckham  
Sue Schuster  
Glennette Clark  
Erika Dickstein  
Estela Rueda

### **Announcements:**

**Washington Women in PR Grant Application:** Looking for nonprofits to be their pro-bono case. Longshot because we're not a 501(c)3, but we ARE a women-focused organization in DC.

501(c)3 has been too onerous up to this point, but will be investigated again because there are other benefits to that status. Now that DCWW financial paperwork is straightened out, it may be worth pursuing. Several ideas generated for people we can check with to see what we would be getting into.

Since the deadline is coming up in October and our status won't change before then, Breeanna recommends applying now just to get on their radar in anticipation of a future status change.

**Emails to other committee members:** Because we now have co-directors, the committee is large and the volume of email has increased. If you are emailing another committee member, particularly Sibyl and Karen, please put "DCWW-SC" in the subject line to help everyone manage their email filters and follow up items.

### **Committee Status Reports and discussion:**

[Note - At the request of the President, some names have been redacted for their protection]

**President:** Sibyl defers to a later agenda item

**Treasurer:** Karen will provide a report in the Google Docs folder later; the end of our fiscal year is approaching.

**Career Development:** Elizabeth and Sieglinde are planning a workshop on negotiation and confidence for October. November is a panel discussion on your social resume. December will be a panel about switching careers.

Request for much earlier notification to the list and firming up of dates so that people can plan

ahead.

**Workshops:** Upcoming Code(Her):

- What you can learn about UX from Dining Out in October,
- Intro to Drupal in November,
- 508 Compliance in January,
- February/March, possible Intro to Wordpress, SEO (unconfirmed).

Space constraints: LivingSocial is expanding so the available space can only accommodate 25 per workshop. But the relationship with LS is so valuable, as well as the regular, predictable ability of the same space on the same day each month, it's not worth looking for new space unless a larger space falls in our laps.

DCWW is the only org offering these topics at an affordable, out-of-pocket price. Since the space is now limited, should prices be raised? How can we encourage people to register early, and then be sure to either show up or give their ticket to someone else?

Vetting speakers is an important aspect: The [name redacted by President] seminar went over very poorly; the presentation did not meet expectations at all, to the point where the room sponsor was angry and Sibyl spent an hour after the event apologizing to him. Vetting is an important way to bolster our credibility.

The only negative feedback on the workshops so far has just been about the serving of pizza. Not a ton of feedback, but perhaps that's something that could be donated as an in-kind sponsorship.

**Seminars:** The [name redacted by President] seminar event may not have gone over as poorly as originally thought, but Sybil and Erika's expectations may have been colored by their interactions with the speaker, and the fact that it was a new location where a poor impression was made with the sponsor.

Lots of requests for seminar on how to choose hosting, so that's a potential future topic in October, in November there will be an event on the ethics of social media. January will have a survey.

As we have more topics, we need to be careful about conflict of interest in sponsorship- a web host should not sponsor the panel on how to choose hosting. But they could sponsor GROW, for example.

Topic suggestions: How to think about starting a website redesign, how to write an RFP, some high-level stuff around "I need a new website, what do I need to think about?" What questions do you need to answer before talking to a vendor? Breeanna's boss wrote a company blog post on how to write an RFP that is consistently one of their most popular posts; he might be a good

speaker for such an event.

What do I need to put into a grant for a website? What does a website cost? How can inhouse web departments work effectively with their non-web colleagues?

Do we have the right people active on the list for these topics? More surveying?

**GROW:** Previously, GROW was intended to be a multi-site program to teach girls about the web. Now, Glennette would like to focus it down to 8-14 year olds (just before high schools and cliques get started), introducing them to web design, app design, and similar topics. A one-day program is probably not feasible, but the various topics can be spread across multiple days, perhaps monthly. Glennette needs help: A co-director to share responsibility with, help wrangle a small committee of volunteers.

Questions around charging: How much to charge, which school districts to charge in, charge everywhere and establish a scholarship fund that sponsors can donate to? Comcast's corporate responsibility is about digital divide and digital literacy. Raymond from UberOffices "foams at the mouth" about women in technology.

**Sponsorships:** Working with VitaminT on a proposal for a general, rather than event-specific sponsorship. A foundation of general corporate sponsorship will make it easier to operate without worrying about individual event sponsorships each time. Also defining target audiences, how to get past the challenge of our non 501(c)3 status, how to approach men to sponsor organizations that they can't be members of.

Karen recommends "The Non Nonprofit" by Steve Rothschild, about smart approaches to corporate support of nonprofits. What do corporations want to see happen with their dollars? How can we partner with like-minded nonprofits? Their volunteers work for companies as well.

What do our current sponsors see as the business case for why they sponsor? Can we get testimonials from them? What else would they like to get out of our website? We need to present a value-add.

Information: Sue needs information about website traffic, a fact-sheet to provide to sponsors. We need to track who comes to events.

Can we record workshop sessions and post them with sponsor recognition? What kind of recognition is most relevant to each sponsor? The website has an ad block that can be sold. Photography at events is an available in-kind sponsorship- we need to show some actual Web Women at actual events so sponsors feel like they know who they're reaching.

We're not tracking much of anything, do we need a metrics/analytics person? What do we want to measure? This may need to be a separate meeting.

**Communication:** We're executing probably 1/3 of the communications plan.

Goals:

- Increase awareness of the organization
- Increase credibility
- Become thought leaders
- Increase value of membership

Focused initially on the DCWW social media accounts; not sustainable for Breeanna to keep that up herself, so Carousel30 is now an in-kind sponsor, donating 15 hours per month to maintain DCWW social media. Facebook, Twitter, G+, LinkedIn, Pinterest are all moving along and going well. Thought leadership, event promotion, giveaways. Some customer service.

What we haven't gotten to: Public relations (hence the WWPR grant application) and email communications- monthly newsletter.

Content production: a content strategy is needed to set the tone for a blog, whitepapers, surveys, research, infographics. Content marketing opportunities. DCWW Awards? Tech woman of the year?

Social media stuff is working well- the majority of people coming to our Eventbrite pages are from Facebook/Twitter.

DCWW Awards: part of a Code(Her) Unconference? Recognizing our community and its leaders, branding, getting our name out there.

Not currently trying to get our events on other people's event calendars; this is something that can be added.

**Exhibits:** We'll be at Digital East next week with a display, either 4 or 6 feet. DigitalEast is at the Westin near Dulles Airport. Last year the seminars were very good. Volunteers needed to help man the table.

We'll also be at FOSE, but don't know our space yet.

We all get newsletters from all kinds of organizations: if there's an event you think we should be exhibiting at, let Kathy know and she'll see if we can exhibit on a pro-bono basis.

**Community Forum:** Deferred until list guideline discussions.

**Old business:**

**Tech the Halls:** Holiday party, December 5 with 7 tech organizations. IxDA, UXPA-DC, STC, Content Strategy Meetup, Reaching Latinos Online, DiversiTech, DCWW. Locations: Opera (club) or The Hamilton. Location to be locked down by the end of the week, then Breeanna will send a Save-The-Date.

**DCWeek:** Possibly a panel on women and diversity in technology, what companies can do to encourage women and people of color into leadership roles in their companies, if Sibyl gets it together by the end of the week. But DCWW will definitely do a mixer. We have a sponsor- Huge Incorporated.

### **Topics for Discussion:**

#### **Updating the List Guidelines/Marketing Policy**

Historically have had the no marketing whatsoever rule, and people mostly abide by it. But some things that have come up- SxSW panel voting, an overt and admitted guideline violation by a longtime sponsor (who was then suspended for two weeks).

How should we update/clarify the policy?

We have a laudable goal to protect our members from an onslaught of sales pitches, but shouldn't let it prevent us from our goal of promoting women in tech.

Content marketing is a whole new strategy, when the marketing guideline was originally conceived, it wasn't really a thing, and social media didn't exist?

Can we have brag threads? Can we designate someone to start them regularly? Let's pull this information out of our members.

Pilot program of brag threads: Tiffany and Maggy to develop a couple of messages announcing and launching the pilot, to circulate to SC for feedback, and then roll out to tech list.

**Non-tech people on the list:** Who's in tech? Do we want to draw a fence around the tech field? What about career changers? Tech suffuses every aspect of business now? The point is to protect the quality of the dialogue on the list. Who adds value? Who subtracts value?

We need an enforceable guideline for the list moderator to work from. Perhaps approach it from the perspective of what the list is FOR- if you're using it for that, great, and if you aren't, you can be removed.

**Moving the list to another platform:** Looking into the possibility of moving to another package, L-Soft is not intuitive. People sign up for things on our website and don't realize they aren't signing up for the listserv. Social list doesn't have the same instructions on it.

What problem are we trying to solve?

- Unclear how to sign up, manage subscription, view archives, unsubscribe, no rich text (especially bad for resume wrangler emails), doesn't integrate with Wordpress
- Need to understand that we're moving away from DCWW = Listserv; Listserv is only one way to interact with DCWW, there are many other ways
- What does it mean to be a DC Web Woman?

As part of the move, can we ask people to re-confirm their subscription? We'll lose some people, but they'll be re-qualified. When talking to sponsors about how many of us there are, we need to talk about ALL the people engaging with DCWW, not just the ones on the list.

What does membership look like?

**Men on the list/as members:** At the time, it made sense to exclude men because the industry was different and really run by alpha-male programmers.

What kind of organization are we? A club for women? A professional organization?

How are we perceived? Little girls' club? Feminists who hate men? A great group of dynamic women? Women who are afraid to compete with men?

What is DCWW? "An organization for the promotion of of women in Internet/web careers" means that men who care about that goal can participate as well.

This seems to be primarily an expectation of longstanding members. Is this a bylaws change? Sibyl and Tiffany to talk to Lisa King about some of the intent of the original language.

Right now our website does not specifically exclude men, so let's continue with that. The fact that it's DC Web WOMEN automatically means some men aren't interested, and that's fine.