

DCWW Meeting: January 17, 2013

Attendees: Sibyl, Karen, Kristin, Elizabeth, Courtney, Leslie, Maggie, Erica, Sue, Laura O'Conner, Christina, Linda Brown, Estella, Glennette, Cathy

GENERAL NEWS:

- Sibyl said it is **MANDATORY** to be at 4 meetings as they are bimonthly
- Steering committee meetings are in the evening, the Saturday meetings are executive board meeting or leadership forum meeting
- Next executive board meeting- late feb/early march

SOCIAL MEDIA

- Satina Issac is the new Social Media person and will update the Social Media calendar with events. – **WELCOME!!!**
- **EVERYONE:** Make sure to CC Breeanna when you do send her a request and regroup with Breeanna to make sure all events on are the calendar.
 - **BREEANNA- Make sure to add Fose in May 2013!!**
- Post vacation and events to DC web calendar-
 - **KAREN will keep us posted as the calendar isn't working right now**

SPONSORSHIP:

- Vitamin T/Aquent- gave us 5k, gold sponsors for DC WW, which will open doors for us.
 - They are plugged into social media, digital (we will get free tickets to events like An Event Apart and get access to things we normally can't get into)
- **BREEANNA is drafting a PR release via social media**
- We need to note they are a **GOLD** sponsor (announce at events, etc.)
 - Moving forward we should add their information to flyers, etc.
- They could be a potential venue for events, etc.
 - Could incorporate resume wrangler into an event at Aquent/Vitamin T location

RESUME WRANGLER:

- Linda is stepping down from resume wrangling (will do one more in February- resume wrangler)
- Linda said she can send out a survey to employers and people looking for jobs to see if they find anything
- Resume Wrangler- supplemental ideas
 - Have some portion of the website be the resume portion (enhanced

- membership-you pay x amount extra to put your resume on the site)
- Develop survey as combination so we aren't sending a ton of surveys (Erica will send email will be sent out regarding survey questions and put it together in one survey—have an incentive for responding- Sibyl said we can do 15-20% off an event and one person can get pulled out to get tickets for event)—**Karen will follow up by 1/25 with all questions for survey**

ART DIRECTION

Christine is our new Art Director (she is working on the new informational handouts, etc.) – WELCOME!!

- Press kit and PR announcement for Vitamin T/Aquent- Christine- will revamp who we are that we send out for events
 - Goal was to make the content digestible
 - Sibyl feedback:
 - Edit content down
 - Do 2 sided flyer or 8 ½ x 11 3) if 5 x 7- make it two sided to get more room to add Aquent/vitamin t
 - Could we communicate more about what we offer, add GROW and Coder and workshops?
 - Add website/ FB/ Twitter, etc.
- Newsletter- **SIBYL and CHRISTINE will work on this, LINDA will set up Mail Chimp to send newsletter**

WEB SITE MAINTENANCE:

Maggy is working on the following:

- FAQ/guidelines- she started to work on main tech guidelines page
- Confusion on login page has a connection to the list serve- we need to change so it says 'list serv' log in (recommendations need to be made so link goes where it should go- it should go to the homepage of listserv)- that's where people manage their accounts
- Also add screen shots to manage account- Maggy has shared with Sibyl. Made guidelines to issues people are having
- Can we put into some language style and add 1, 2, 3 steps?
- **Get it done by 1/25- Elisabeth will UAT the site**
- Brag thread:
 - Everybody should look at it by middle of next week so Karen can move forward and Tiffany can make changes to email
 - Let Maggy know if you did or did not get the Google doc email brag thread

TREASURER REPORT: Ask Karen for specific updates

- Received ½ sponsorship fee from Aquent/Vitamin T, the other ½ is forthcoming
- Changing from 501 c6 to 501 c3
 - Need lawyer who would make change pro bono or reduced rate- let sibyl or Karen know as it will improve who we can reach out to sponsorship, etc.
 - **SIBYL will reach out to Steptoe and Johnson**
 - **USP- KRISTIN can check with them as well- ask if they want to be an executive board member (find someone in the next 4-6 weeks)**
 - If anyone knows anyone else- let Sibyl and Karen know

DCWW INTERNAL NEWS (CONGRATULATIONS!)

- Glennette was chosen as one of the top 10 blacks in tech – YEAH!!!
- Sibyl was quoted in an online article regarding conferences and diversity and women – WOOHOO!!!

WEBSITE GENERAL UPDATES:

- AP style guide- **LINDA (75% complete and will get the styles completed by beginning of Feb)**
- CONNIE/SIBYL- figure out what process is to add old members to website

MARKETING

- Karen sent the marketing events within Excel to keep track of events, who is in charge, etc.
- Add events to calendar
 - Social media week in DC
 - Black data processing associates- Event is in August
 - Sibyl emailed the president of organization and have a call about having a table and also partner with the

COMMITTEE OPENINGS:

- Treasurer- open
- Career development co-director: to work with Elisabeth so not doing it by themselves
- Events co-director to work with Vicki
- Outreach for GROW- someone to tell them about GROW (facing piece with local schools, etc.)

SEMINAR DISCUSSION: The attendance is not as high as we would like

- a. Are we not being relevant enough?

- b. Are we doing them too often?
 - c. Once a month too much?
 - d. Pricing
- Ideas
 - Cathy- set up a seminar at the same time each month, consistency to make sure that people know that they should look for it. It is also confusing on the amount of things we have going on.
 - Laura- a lot of communication going on and things might be getting lost
 - Karen- suggested that these questions should be on a survey
 - Estelle- suggested that we hold seminars at Teasim in L'Enfant Plaza (she will contact person there to make sure it is OK and when would be a good time)
 - **ESTELLE-will write up proposal on how to brand seminars and present to steering committee by 1/25. This will include all seminars that will be held after February.**

CAREER DEVELOPMENT SEMINARS:

- **KAREN to follow up regarding DCWW email specific to education/career that Elizabeth can use**
- Documents needs to be created for speakers regarding what the expectation is for them to promote their seminar and what we will provide to them. (They should promote their own events)
- **COURTNEY to send Elizabeth information for Katie Timlin from Strengths Insights for an upcoming seminar**
- **ELIZABETH to ask Estella if Feb 13th would be OK at Teasim for next Career Development Seminar**

OTHER EVENTS:

- Cathy- to find out if Fose still has openings so DCWW can book a spot
- Sibyl would like to bring back network happy hours
- IF anyone has any contacts at Google- we would like to reach out a corporate partnership/ having events in their space
- **COURTNEY will supply a list of places that we should be tweeting to about events so they can advertise for us on Twitter/FB, etc. (She will send to Breeanna and Satiana)**