DCWW Steering Committee Mtg - 1/26/2012

GROW Report - Glennette: Proposal to do the first GROW as a pilot (shared on Google Docs with SC). Glennette's panel proposal has been selected for SXSW, which may affect the timeline. Glennette needs some help with planning since SXSW and the proposed GROW timing (March/April) conflict. Cat from DCBI has a friend who is an instructor at the Art Institute and has offered to pass a flyer to him for his students. Glennette really needs help writing the curriculum first; looking for GROW to have a mobile component rather than just straight web design. Would like to have that in progress before promoting it. The volunteer doesn't need to be an app developer, just someone Glennette can bounce ideas off of.

Exhibits - Kathy: Report sent to the SC via email. Looking for co-director, since she has been doing this solo for some time and would like some redundancy so exhibits aren't at risk from getting a flat tire. FOSE coming up, April 3-5. Last year's attendees seemed more interested in technology due to FOSE's marketing efforts. It made a big difference. DigitalEast was incredible and Kathy would like to start preparing for this year's early. Karen has the cards of the people who stopped by to talk that day and will share with Kathy. Karen had heard the feedback that there were too many male presenters and Sibyl will reach out to offer assistance with finding female presenters. Sibyl didn't feel like there were sufficient high-quality DCWW volunteers for speakers last year, but wants to help change the ratio of speakers at local events generally.

Communications - Breeanna: Social media accounts being managed actively. This year's focus continues to be on promoting DCWW, membership, event registration, etc. Event attendance is up, questions are getting answered right away; the difference is noticeable. Group agrees that a Google+ page is called for. Breeanna requests G+ integration with the new DCWW website (+1 button, etc.) Karen is working on getting DCWW a Google Apps account for shared docs, 10 email accounts, etc.

Seminars: Wendy Beck needs to step down as Seminars Director for a while due to some health issues. Sibyl and Karen are stepping in to help, but it's a big job and they have their own responsibilities (Karen is also filling in as Treasurer, which is vacant). Need a couple of volunteers who can come up with topics, venues, speakers. There are existing volunteers on the committee who can help with day-of event logistics

Events/Outreach: Vicky is absent, but Water Cooler Wednesday had 70 participants at Science Club, so it was a great success. Sponsor recognition needs to come in more than just on the Eventbrite, but it's not feasible to print a new banner for every event. (Foamcore board might be more economical?) Sponsor recognition opportunities on the new DCWW website. Printing needs to be done more economically, as it's starting to eat into the profit margins of events.

OPEN POSTS: Seminars, Tech Director, Exhibits co-Director, Career Development,

Sponsorship, Outreach co-Director, Treasurer
Need to evangelize DCWW- we do great stuff, new website will be a great recruiting tool, but needs volunteers. Men who support the mission can be volunteers too. We need a deep bench as people move on, change roles, etc.

Website: There's a dev environment now. Some volunteers to test will be needed. Functionally, it works well. Design changes still being made. Rollout not for another 2-3 weeks. Wordpress based. Sibyl very excited about the sexiness. This is phase 1: Who we are, contact info, how to join, list guidelines, etc. Phase 2 will be: Biz directory, jobs board.

Jobs board as a revenue generator, but jobs are being posted to the list. Do we want to continue to allow that? Is that too much of a core function of the list? Paid membership program will need to be rolled out first in order to lay the groundwork for a paid job board, DCWW members who aren't on the list, etc.

Content development for history of DCWW, updating of DCWW Wikipedia.

New business:

Sponsoring:
DCWeek
UXWeek DC
MobileUXCamp
Social Media Week (panel)

Suggestions for other events where DCWW should be present?

Great new partnerships in 2011: Web Content Mavens, UPA-DC, Women in Film & Video, Art Institute, TechCocktail, etc. Who should we be reaching out to in 2012? Women in Technology? Startup DC? LivingSocial Hungry Academy has reached out, since they were looking for more female applicants and wants to do some future stuff with us. Opportunities for companies to launch projects?

Upcoming seminars:
Feb 13: Co-sponsoring panel on Sex, Politics, and Social Media. Shireen Mitchell leading. Kaiser Family Foundation's conference space.
Mid-Feb: Possible mixer with WIT, probably in McLean
March: Sponsoring UX speed networking event at RFD, with UPA-DC, IxDA, Web Content Mavens, and another org. Need corporate sponsors for it; RFD is not cheap.

2012 Business Plan/ Executive Board meeting:
EB meeting in March, date/location TBD (probably Matrix)

Discussing general direction of the organization moving into 2012, what we did in 2011, etc. By-laws discussion, since our current ones are outdated.

Marketing Materials:
Cat's husband has a printing business. Karen's husband has a promotional products business. If we want to do marketing materials right, it could cost $1500+, so any relationships that can help us bring down the cost are welcome. Need biz cards, takeaway cards, T-shirts to give away (probably more suitable for GROW students, unpopular with adult women), stickers for laptops, etc. Reusable grocery bags?