

DCWW Steering Committee Meeting 8-30-12

[early meeting minutes to be inserted by K. Rosen]

Seminars: E. Dickstein

Met w/ Education cmte to coordinate to see how to leverage each other, as well as to avoid duplicating effort.

Working on an event for September/October on effective government; has spoken with Elizabeth Buie to speak but has not secured a venue. Shana Glickfield/Beekeeper Group is looking to work more with DCWW and may have some space available for low cost.

Workshops: K. Wehmuller

CodeHer workshops going well. Planning one on an introduction to Drupal where attendees will set up mini sites, as well as a workshop on SEO, and possibly one on Wordpress.

Still need someone to do the 9/11 workshop- possible topics include Google Analytics, Wordpress.

CodeHer workshops doing a good job of growing our relationship with LivingSocial. Feedback from attendees has been very positive as well.

GROW: G. Clark

After speaking with someone with an evening program that does robotics and video game programming and has parent/child events (Great Adventure Lab), may need to rethink the logistics of 25 kids at an all-day pilot event. Maybe scale it back to a shorter event to start out?

Possibilities: partnerships with schools with computer labs, inviting CM McDuffie from Ward 5, partnering with Great Adventure Lab for instructors.

Exhibits: K. Perrin

Preparing to display at Digital East. Was a good conference last year but is near Dulles Airport this year, so people may have trouble getting there and may want to carpool. Will need volunteers as soon as the space is secured. Will need to make sure we're getting business cards; perhaps a drawing?

Old Business

Leadership Forum: 9/29/12 meeting with Executive Board

List Guidelines and Web updates: some site updates have taken place, but the list guidelines call had to be canceled but will be rescheduled. Some confusion around list being managed separately from website, so people are having trouble managing their list membership because

they're looking for it on the website. Possibly time to update and loosen the Marketing Guideline.
New Business

Committee Openings: Community Outreach Director (to assist Glenette Clark) Seminars
Co-Director

Holiday Party: New format this year. Partner up with 5-8 other tech groups and have a big mega party, "Tech the Halls". Opportunity to cross-pollinate, share costs of venue/catering

Sponsorships: Vitamin T (Aquent) is interested in becoming a sustainer of DCWW. Large check, placement on materials, etc. Sue Schuster (Sponsorships Director) is working on a proposal. In-kind sponsorships are also welcome, particularly for printing marketing materials. Talk to your networks to find out the best way to approach companies that might be good sponsorship partners.

Next SC meeting: 10/25 or 11/1