

SC Minutes 6-8-11

Attending:

Bree Beckham
Rebecca Mellema
Tiffany Bridge
Karen Rosen
Sibyl Edwards
Kathy Perrin
Vicky Vadlamani
Estela Rueda
Indira Knight
Wendy Beck
Grace McCrorie

Transition: Karen Rosen transitioning from Treasurer to SC Director. We do need a new Treasurer, but Karen will cover both roles until a Treasurer can be found.

Welcome new volunteers: Vicky and Indra; Vicky is already at work on <RELOAD>

Announcements:

Post vacation time to DCWW calendar

Post Events to DCWW calendar

Contact list - Ensure your contact info is up to date. This list is contained in Google Docs.

Committee status reports:

President – Sibyl Edwards

First GROW event on June 18th

DCWEEK - First week of November - Need to start brainstorming ideas for speakers/panels/workshops/seminars. Perhaps on Women in Innovation? Wendy suggests doing more than one... think big, but also think little.

Upcoming event on designing websites for the Latino community in July.

Treasurer – OPEN (Karen)

Treasurer's Report available on Google Docs. This is the first time we've had corporate sponsorship/individual sponsorship for an event (W.T.T.) in some time, and that helped quite a bit. We also made money on "Shrink It and Pink It."

Large expenditure associated with copyright registration for DCWW, DCWebWomen. Another one coming for the new logo.

Workshops Director - OPEN

Seminars Director – Wendy Beck / Estela Rueda

Passing on June. For July: 2 folks with interest. Wendy is vetting presentations in advance for interest/appropriateness, to maintain "street cred" and quality.

Tentative in July: Lil Tydings from Blackboard, possibly in Blackboard's space. Mike Lee from AARP, possibly in AARP space. Using a bunch of Jared Spool's people to line up mobile-focused presentations.

August: Career Development, migrating from the mid to senior level in interactive design.

(Note that all speakers are confidential until Wendy receives final confirmation.)

Outreach Director – Glennette Clark

GROW in the fall, need to finalize location. Looking at AT&T Innovation Center. The intent is to introduce kids to mobile application development. Sites broken down by platform: iOS, Android, Blackberry, Windows, etc. Need day-of volunteers, people who can teach, help developing the curriculum for each of the sites.

Focus group the parents?

Will be a for-pay event, but we're hoping to have sponsors. (Training materials, food, t-shirt, perhaps someone qualified to look after children?)

Exhibits Director – Kathy Perrin and Indira Knight

Gearing up on FOSE. Women in the Boardroom was very nice to us, not especially techy. Sibyl would like us to be at An Event Apart.

New banner, marketing materials, etc. with new logo/branding to be ordered.

Communication Director – Breeanna Beckham

Social media accounts are active- Carousel30 is our in-kind sponsor. Facebook, Twitter, LinkedIn activity all picking up.

Please do read the marketing plan so we all know what's going on.

Sponsorship Director – OPEN

Technology Director – Grace McCrorie:

Development has been pushed back a little bit. The provided architecture is very good; Grace suggests a facelift to the launcher (?) site, filled in with content from the existing site. Some new features may require purchase. Sibyl and Grace will discuss offline.

Community Forum Directors – Maggy Sterner - ABSENT

Career Development Directors – Rebecca Mellema and OPEN

Wendy volunteers to co-direct, as the overlap is pretty heavy.

Sibyl would like to see DCWW hold a career fair, but that's ambitious and may not be feasible this year.

Annual/Monthly Events – Vicky Vadlamani

<RELOAD> coming up, but trying to switch up the monthly events to maintain interest. Night out at Nats Park in the works.

September 19-23 DC Ad Week- we can cohost a closing party, or hold a <RELOAD> during the week in conjunction.

Halloween Happy Hour event: Geek-themed costume contest?

November: DCWeek

Old Business:

Safety Deposit Box

Thank you notes to sponsors - Tiffany will write them. Logo-bearing notecards will be ordered, and a list of sponsors to be thanked and what they are being thanked for will be provided.

New Business:

Volunteer Handbook - Code of Conduct: A living document. Please read and familiarize yourself.

Business & Marketing Plan of DC Web Women

Email Blasts through MailChimp or Constant Contact

Need to get opt-in permission from events in order to comply with CAN-SPAM.

Committee Openings: Sponsorship Director, Treasurer, Workshops Director

Next meeting date: Karen will schedule it once everyone has provided their vacation information.