

Attendees: (*in person*) Ruby Bradley-Cain, Elisa Bragale, Kaitlin Carpenter, Glennette Clark, Chasity Cooper, Jonella Culmer, Christina Dzingala, Sibyl Edwards, Ruxandra Guira, Latesha Goodman, Ashley Holtz, Satina Issac, Sravanthi Matta, Misty Melton, Kathy Perrin, Jeanna Ray, Karen Rosen, Estela Rueda, Michelle Watson, Naomi Williams, Angie Chamberlain, Rigina Pietrwoski

(*on the phone*) Christine DiGiovacchino, Tiffany Pryce, Tim Richards, Elizabeth Munsey, Kristin Wehmuller, Naomi Williams, Sohini Baliga

- I. Introductions (in-person and on the phone)
- II. Procedures
 - a. Emails – If sending an email to the steering committee, use: [DCWW-SC]; if emailing Karen or Sybil, use brackets as well. If you need something posted to the website, please email the Tech Team (techteam@dcwebwomen.org). The Comm Team also has an email as well (commteam@dcwebwebwomen.org)
 - b. Who to CC on emails – cc: Sybil if you MUST, but please cc co-directors of
 - c. Vacation time on the DCWW calendar – please use it! If you need access, let Karen know.
 - d. Events Work Flow – please take a look at the Workshops, Seminars & Events Procedures
 - i. Keep emails **short and to the point**
 - ii. Eventbrite & Paypal are how attendees can sign up for events
 - iii. After the event, we send thank yous
 - iv. Christine handles any graphic design
 - e. Code to attend events – as members of the steering committee, you can attend events for free! The passcode to use is **DCWWVolunteer**. For some events with multiple partners, tickets may not be free, but significantly discounted.
 - f. Google Drive for documents – if you haven't received access, please let Karen know.
 - g. **Trello** is being used for project management – everyone has been invited to use Trello, and Karen will update us when
 - h. Rigina needs an invite to Trello; Jeanna needs access to DCWW social media**
- III. Committee Updates
 - a. President Report
 - i. DCWW will become a foundation (501c3)
 - ii. Girls Rock on the Web (GROW, ages 8-12) will become a 501c3 charity
 - iii. This came about because some companies/organizations wanted to help GROW, and not DC Web Women – should be happening in the next few months
 - b. Treasurer's Report
 - i. We have \$11,626.92 in the bank (as of 12 PM, August 7th, 2014)
 - c. Events (Estella)

i. Code(Her) Conference @ Microsoft (Chevy Chase) on Saturday, September 13th, 2014

1. Draft agenda has been shared; there will be a happy hour and awards ceremony after the conference
2. Incomplete tracks, a few people that haven't responded
3. Christine: Accessibility is the only track that is outstanding (2 hour session); if you know any one that would be a good presenter, please let her know! Following up with those who have completed web forms; completing outreach to those that weren't accepted to the conference, but would be good for future Code(Her) workshops. It doesn't have to be one person, but someone that could be hands on and help attendees produce code.
4. As of 12 PM today, we've sold 28 tickets. Our hope is to sell 100. Lots of space at Microsoft, so we don't want to waste it. Please, please, please share with your networks. (On Twitter: #CodeHer2014; Early Bird special: \$90 for DCWW members and \$120 for non-members) There may be a 3-day special
5. Satina has been promoting the conference on social media, Ruby has been sending it to partner organization
6. Next week, we're going to update the website with new speakers and it will also be the big promotion push
7. \$6,280 for the conference via sponsorships (thus far) but there's still printing, catering, and hotel costs.
8. We're looking for companies to be vendors at the conference to share their services/business that are tech related; non-profit organizations already have about 2-3 tables.
9. Reach out to local universities, meet-ups to promote the conference; do we have an advertising budget? Perhaps we could put ads in their newspapers
10. Setting money aside for Google Ad Words (we've got \$100)

ii. Jobs Fair (October) at the Pepco Edison Art Gallery

1. Still working out details, but as soon as we figure that and jobs that would like to participate in the job fair, please let Estella know. Once we receive that list, we're set the prices for the tables. Type of organizations? As long as the positions are tech related (engineering, web, graphic design, social media)

iii. Tech The Halls (December)

1. We're starting to plan now; it's our end-of-year event. Only event without free tickets for the Steering Committee because it does cost. But it will all depend on sponsorship, ticket sales and budget. Estella,

Tiffany and Nicole are meeting August 19th. Shortly after, branding and promotion will begin

2. The venue is still in the works (should know in the next few weeks)
 3. We've invited the same 14 organizations to join us; we're opening up the event to other tech/digital/marketing groups that may want to participate this year
 4. We're not going to worry about ticket sales, because of the leader of this digital organization
 5. Our co-sponsorship chairs are starting early to solicit companies and organizations to show support. If you work for a company that might want to sponsor, please let Misty and Elisa know!
- iv. DCWW 20th Anniversary (June 2015)
1. List of venues has been created; this anniversary gala is going to be BIG (a museum, art gallery) – and they typically ask for “rent” to hold the location. Once more information is available, it will be shared.
 2. Re-load Event at Nationals Park in October? Rigina's organization works with the Nats often, we could get a package
- d. Outreach – Ashley & Naomi
- i. Awards: We've cut down the number of categories to **six**; we've got 32 nominations thus far. The entire nominations packet will be presented to the Steering Committee next week. 5 volunteers have been helping out; still need 5-10 volunteers to vote on the awards. Send Ashley a note if you would like to be apart of that committee
 - ii. Youth Initiatives & Outreach Partner Update: Crittendon Services; *Girls Love Stem* with NSBE; Table at USA Science & Engineers Festival; NOVA STEM Alliance, Michelle In Training; Digital East; Wearables & Things (MoDev); STEM for Kids would like to partner with us
 1. There will be a section on our website specifically geared to youth initiatives
 - iii. Outreach Partner Updates: Monthly lunch webinars?; Quarterly Google group hangout with panelists; Ashley wants to encourage more of DCWW members to speak at events
- e. **DCWW Re-brand: Educate, Network, Advocate, Empower – Starting In 2015**
- f. Communications
- i. Overview – Jeanna ; we've got a photographer! Social Media team is growing too
 - ii. Tweeters at events – Satina & Kaitlin; the events promotion coordinator will also be a part of the communications team

- iii. Social Media Plan/Calendar – Satina & Kaitlin; recently met to put together short term and long term planning; coordinating better with the overall communications strategy related to the four pillars

g. Technology

i. Website

- 1. Working on Code(Her) website; welcome to the web editors!
- 2. Working to make the website more responsive; still in the planning stages, but hope to accomplish that early 2014

ii. Jobs Board – will be a branding tool and revenue driver for DCWW; Ruby and the Tech Team helped with testing the Jobs Board. Charging will help take DCWW to the next level - -with hopes to roll it out late August, early September 2014

iii. Newsletter – it's ready to go! But we've got content, names in MailChip, (technically falls under the Communications team) could be ready to launch in September 2014

h. New Topics

i. Job Board policies vote

- 1. Is it really necessary for us to charge for jobs? What's the incentive?
- 2. Job posters: come to DCWW website, share the type of job with the link, and it still goes to the job board
- 3. To create revenue, "we'll tweet your job for \$5"; if you want your company to be featured in the Newsletter, we would charge an extra \$5-\$10
- 4. Companies could agree to have their jobs featured for the week, set a separate rate for that particular company
- 5. Add to the policy: could we suggest companies add a salary range?
- 6. How are we paying the developer? What happens if we add different incentives for promoting our jobs board?
- 7. To sum up: payment structure will be dealt with before the launch of the jobs board, and how jobs will be ADDED will be added to the jobs board policy

ii. **VOTE: How we're going to handle jobs are handled on the list serve** – name of job AND link to the position once it is posted to the job board. (Everyone is in favor)

iii. **VOTE:** Further conversation with the developer (Everyone is in favor)

iv. **Nominations for Awards** – See Ashley if you would like to sit on the Awards committee

v. **Insight.ly Subscription (CRM tool)**– Free for up to three users; they have a non-profit rate (we pay for 3 users, but we have access to have 6 users)

- 1. **For 6 users, it would cost \$252 for a year** (with many benefits)
- 2. **Elisa, Misty, Karen, Sibyl and Estela have all seen/used it**
- 3. **MOTION: For evaluation and pricing** (all in favor)

vi. **Business Cards** – See Karen after the meeting

i. **Thank Yous!**

i. Sravanthi – Code(Her) Website

ii. Brianna

iii. Lesley

iv. Kristin will be taking an extend break after the Code(Her) conference

v. Courtney (having twins!)