DCWW Steering Committee Meeting
July 25, 2013

Members attendance: Sybil Edwards, Karen Rosen, Estela Rueda, Eleanor Frias, Breeanna Straessle, Laesha Goodman, Elizabeth Munsey, Mariesa Dale, Kathy Perrin, Gleanette Clark, Zeanique Barber, Linda Brown, Charisse Robinson

<mark>New Volunteers: Tifanny, Mischa (I did not get their last names)</mark>

In attendance via Phone: Satina Isaac and Kristin Wehmueller

1. **President's Report**
   a. 501c3 status change in progress; goal is to establish a foundation so corporations can write off contributions to DCWW
   b. Steptoe lawyers backed out so looking for alternate representation. If members have suggestions, please provide.
2. **Treasurer's Report**
   a. Total funds available - $8003.98
   b. The per program report will be available in the shared folder soon.
3. **Brag Thread**
   a. This new thread has been successful.
   b. Was put on on hold momentarily but due to restart again on Friday, July 26th.
   c. With Tifanny expected to go on maternity leave, Mariesa will kick off the Brag thread on Fridays at 9am.
4. **GROW**
   a. Took place on June 1st. 14 girls participated ranging from 9-12. The girls build sites around a variety of topics. Was a great success especially considering it was going against a Code for America event that took place at around the same time.
   b. Got good press from Elevation DC. Next time also reach out to Tech Lady Mafia, a group of tech journalists.
   c. Got good sponsors and donations (totalling $4600). Was able to print t-shirts for the girls. Need to follow up with sponsors with a thank you note.
   d. Video was taken which will be available soon for us to post and share. Plan is to post on the YouTube channel. Breeanna will open the account.
   e. Volunteers didn't have to know how to code. Volunteers had to go through a background check.
   f. Possibly document the process and lessons learned, and use a model that can be replicated by other organizations while protecting the brand.
   g. Lesson learned - difficult to teach a wide age range of 9-12.
   h. Next one slated for September 7th. Same curriculum.
5. **Workshops**
   a. Next workshop will be on customizing WordPress, to be presented by the Matrix Group.

      b. Looking for ideas for workshops for September and beyond.

      c. July 1st was the 1 year anniversary of workshops. It has been a very successful undertaking for DCWW. Going forward, goal is to have a consistent space that can host the workshops so we can focus solely on content, less on logistics.

6. **Career Development**

      a. Job fair scheduled for September. Still working out sponsors, activities and speakers. Exact schedule and deadlines to be determined.

            i. Plan is to give priorities to hiring companies over recruiting companies. Solicit hiring companies first. And then do a second wave of solicitations to recruiters.

            ii. Participating companies will be those who expect to have a minimum of 3 job hirings in the next 3-6 months.

            iii. Job seekers will be asked to register on EventBrite (even though the event is free) in order to get access to the building. This then generates a list of attendees that can be shared with the participating companies. Goal is at least 100 people. Possibly invite schools to encourage their graduates to attend. `

            iv. Arrange 4-5 presentations (about 10 minutes long) targeted to the job seekers. Topics may include, how to get a job, how to present a portfolio, etc. Thought is to limit option to present to only those companies who sponsor.

            v. Need to create a press release and alert media about this event.

            vi. Aquent and Vitamin T are sponsors. Aquent plans to do a giveaway. CHIEF has also expressed interest in becoming a sponsor.

      b. September 18, 7-9 at 1776 ==(I have in my notes that something is going on at this date/location but not sure what this event is)==

7. **Speaker Series**

      a. September 26, Lisa Byrne from DC Wine Week - *How Social Media and Shoestring Budget Launched an Event and a Community*

      b. January 26th - Jen, Founder for Tech Cocktail to speak. (will need to move planned steering committee meeting that was set for this date)

8. ==**Events**==

      a. Recently lost both directors so Estela will pick up the work in the meantime.

      b. August 22 - Women in Film and Video, Happy Hour at Irish Whisky; 6-8:30; Sybil to talk to IXDA to possibly partner for this event

      c. October 2 - AdWeek DC to be held at the International Conference Center; Need place in Dupont for happy hour afterwards; looking for sponsors so we can provide ticket to attendees to include 1-2 free drinks.

      d. Tech the Halls - August 2nd planning meeting. Follow up with Jasmine Sante.

9. **Communications**

      a. Promoting DCWW Events through Other Organizations

            i. Come up with a list of organizations that we can contact whenever we have a DCWW event to promote. For example, all DCWW should be sent to Anna at Vitamin T. Need to recruit a volunteer to help put together this

list.
   b. Volunteer Positions
      i. Post positions on the website as well as volunteer handbook.
      ii. Update the contact form so those interested in volunteering can check off a box and have their information routed accordingly.
      iii. Advertise open volunteer positions through the footer on the listserv.
   c. Did not get grant from Washington Women in PR b/c DCWW doesn't have official nonprofit status.
   d. Once 501c3 status is in place, will try to set up account with Google for Nonprofits.
   e. Communications did a lot of PR for the relaunch of GROW.
   f. Social Media Updates
      i. Going forward will track the social media stats at the start of each month so we can track progress. Possibly use Klout or something similar to do so in an automated way.
   g. Sybil posted a job opening for an association and they came back with a great email noting the quality and responsiveness of the applicants they received through DCWW. Might be good to use this quote in our marketing materials.
   h. Google Analytics - web traffic too low to use to advertise or promote to sponsors

10. Community Outreach
   a. Possible topics focused on parents and children: cyber bullying, managing your online persona.
   b. Fake girl geek controversy might also be a topic to pursue
   c. Listserv for parents
   d. Possible event October 3. Possible ideas: hackathon or video game night

11. Exhibits
   a. New brochures available!
   b. Opportunity to present at FOSE, would like to line up women presenters. Maybe on the topic of "how to find good tech people" with possible focus on hiring for federal government and federal contractors.
   c. Digital East is coming. Will need to promote on DCWW site. They are looking for speakers.
   d. Add an official job board on the DCWW site.

12. Sponsorships
   a. Need to document the who, what, when, why, what's in it for them, etc. This helps us focus the message when approaching possible sponsors.
   b. Need to promote recurring sponsorships.
   c. Use EventBrite for managing sponsorships.

13. Website
   a. Fixed issue with site not being spidered.
   b. Added 2 gold partners on the homepage. Removed the sponsors carousel so we can differentiate sponsors from partners.
   c. Added steering committee pages on the website.
   d. Added annual report.

e. Added GROW page and the sample sites that the kids built.
f. Set up Google group for GROW.
g. Need to wrap up website edits. Once done, work on data migration of listserv members and members on the website.