



Washington Evaluators Board Meeting 2/17/2021 – MINUTES

In attendance:

Beeta Tahmassebi, President
Emily Bango, President-Elect
Patricia Moore Shaffer, Past President
Melissa Chiu, Secretary
Jessica Pomerantz, Treasurer
Natalie Donohue, Membership Chair
Esther Nolton, Program Chair
Katherine Braga, Communications Chair
Kantahyanee Murray, Community Engagement Chair
Bryce Leary, Mentor Minutes
Mindelyn Anderson, Evaluation Without Borders co-coordinator
Fanni Farago, Scholarship co-coordinator
Eric Keys, Scholarship co-coordinator
Val Caracelli, New Professional and Student Coordinator
Courtney Carr, Communications Coordinator
Kelly Feltault, Program Coordinator
Marie-Ellen Ehounou, Membership Coordinator

Not in attendance:

Katie Pitts, Evaluation Without Borders co-coordinator
Danielle Lane, Program Coordinator

Guests:

Toks Fashola
Amarah DeCuir
BR Reed
Nada
Eliana Tirado
Halima Montelcalvo
Alex Mijares

Agenda:

1. Welcome and Agenda Review

2. Governance:

- Approval of [last month's meeting minutes](#) (Secretary)

Melissa motioned to approve the minutes. Val seconded. VOTE: all Yes, no nay's.

- Review of monthly financials (Treasurer) –

Numbers look good. Josh prepared a projection. If you have questions/comments, changes for the budget let Beeta know, will finalize next month.

3. Report out from Paragon Consulting with time for Q&A (Amarah DeCuir, Toks Fashola)

The consultants gave a “Note of Congratulations to WE.” Great to make an institutional commitment not just for strategic plan, but to seek public input on the process before it kicks off. From membership and regional evaluators to inform the Board to take on the massive effort is absolutely wonderful for the organization.

Making an intention to embed inclusion throughout the process. Strong congratulations and success for making the public commitment to do this work. People were on board with engaging with strategic priorities and with looking through the lens of racial diversity and equity.

Thank you to all who contributed to the process.

Define core terms: Defining the terms. Articulated. Invited people to comment on the strategic planning process, to shape the organization's next steps, and think broadly of the strategic priorities for the organization.

Comment from participant: shows people's passion in participating in this process.

Integrating Diversity, Equity & Inclusion into WE's Strategic Planning Process

- Defining Diversity, Inclusion, Equity, and Antiracism
- Strategic planning process

“WE should be, WE should hit hard, because this is a moment in time, this is an opportunity, this time is fleeting, and WE [should] make a statement, WE should go bold and WE should do it sooner rather than later.”

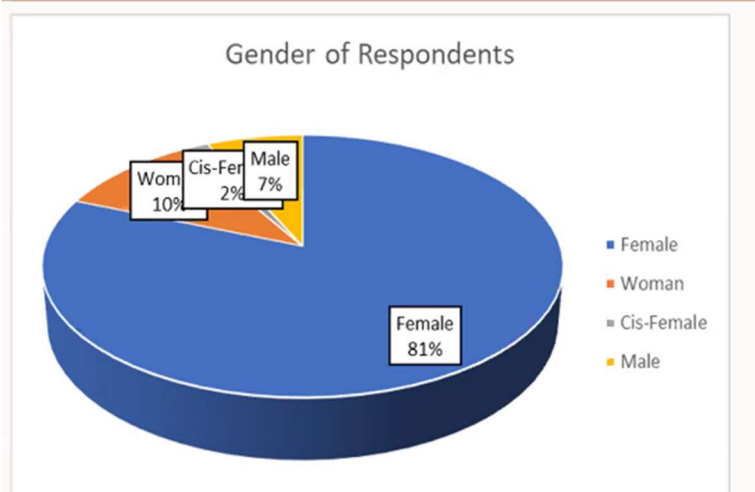
Integrating Diversity, Equity & Inclusion into WE's Strategic Planning Process

- Pre-meeting with Washington Evaluators Board of Directors, November 24, 2020
- Demographic survey (61 respondents)
- Asynchronous comments (Survey Monkey & Padlet)
- Town Hall Meeting, Wednesday, January 13, 2021
- Town Hall Meeting, Friday, January 22, 2021

WE's reach is wide. Who attended, what were their characteristics? N=61.

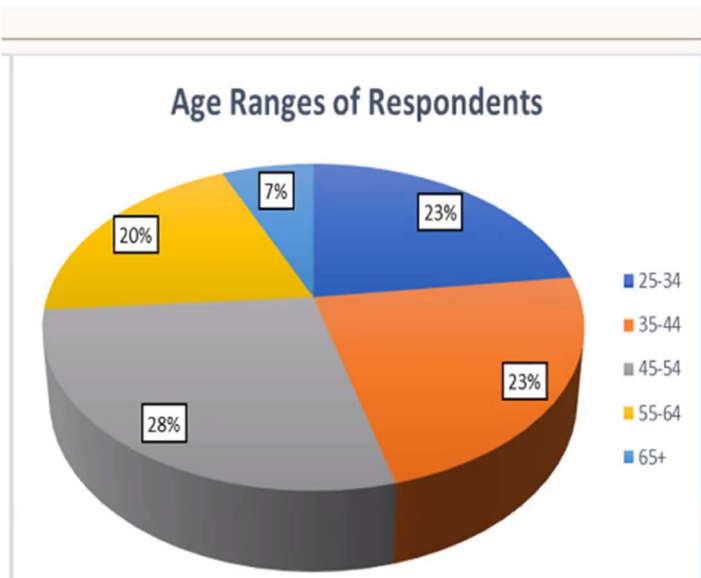
Gender was open text. Cis is when a person's gender identity corresponds to their sex as assigned at birth.

Demographic Survey Findings



They did ask about sexual orientation- found it similar: 81% heterosexual, 15% as bisexual, 6% gay, and 7% prefer not to disclose. High response rate.

[Natalie checked: The membership survey from 2020 show numbers that track with the demographic results below.]



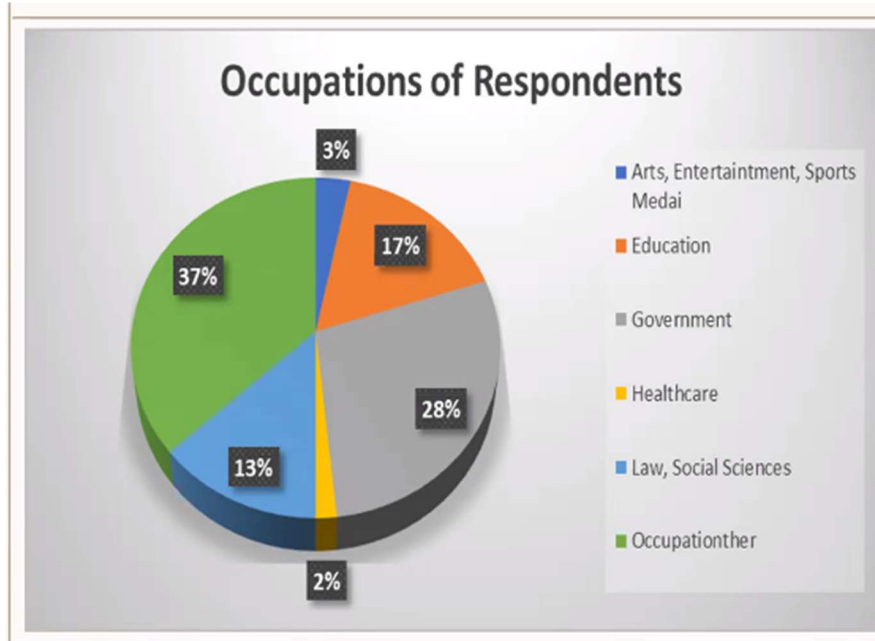
Age: Smallest group was 65+.

African-American	3%
American	2%
American Black	2%
Asian	3%
Asian American	3%
Asian Descent	2%
Black	8%
Black American	2%
Black Carribean	2%
Caucasian	10%
Caucasian/Non-Hispanic Latino	2%
Filipino American	2%
Hispanic	2%
Latina	5%
Latina and South Asian	2%
LatinX	3%
Middle Eastern	2%
Mixed Race - White and African	2%
Mixed Euro-American	2%
Mixed Race - White and African	2%
White	31%
White and Hispanic	2%
White Non-Hispanic	2%
White, Hispanic	2%
White, Irish Jewish Descent	5%
Total	100%

For race, we would ask permission from WE and the participants to combine responses, like African-American and Black.

[How would we, to whom would we ask permission? Someone recalled a presentation at AEA two years ago where a group did a survey with opened ended demographic fields. Their presentation was about their process of working with the community to combine groups for the purpose of analysis. Will look into notes from that session.]

WE is in a position to disrupt.

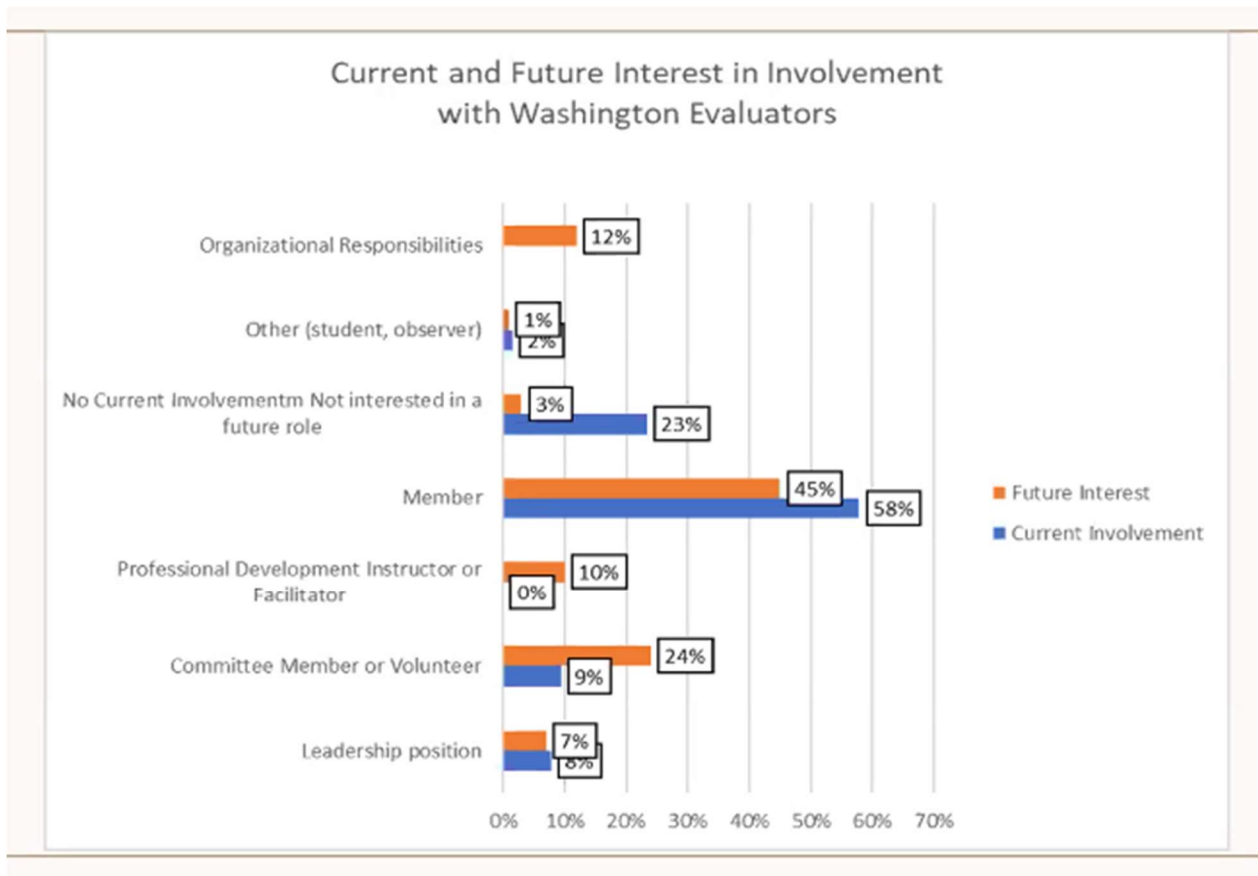


[Government isn't as high as it used to be.] This will influence the field. We have serious evaluators:

Do you spend 50% or more of your time in evaluation?	Percentage
No	22%
Yes	78%

Do you spend 50% or more of your time in evaluation?	Percentage
Less than 1 year	28%
1-5 years	28%
6-10 years	17%
11-20 years	23%
20+ years	3%

Current and Future interest: more on professional development. People expressed more interest in the future for being a WE Committee member or Volunteer. People are ready to work, get stuff done. They are motivated.



Each question will have a figure in the report.

Some qualitative findings through the asynchronous feedback, or survey, or feedback in session or breakouts:

- 1) Reduce the number of nominated positions, increase transparency.
- 2) Diversify leadership to reflect membership and regional population.

Strategic Feedback: Leadership Structure & Composition

- Increase the number of elected positions, reduce the number of nominated positions
- Allocate a student representative seat on the Board
- Diversify the leadership to better reflect membership, and regional population
- Create leadership training centered on advancing diversity, inclusion, equity, and antiracist goals
- Identify organization leaders with DEIA knowledge and capacities

“Diverse structure committed to anti-racist principles.”

“All board members need to be trained, policies, practices, and procedures reviewed, and revision to align with anti-racist statement.”

“Congratulations on WE for coming out with a strong statement- many people referenced that statement.”

Want funding decisions to be more equitable, as well as speakers.

Many look to WE to be external leaders in evaluation. WE can create standards, training, resources, and be an industry leader.

Strategic Feedback: Leadership Practices

- **Internal leadership practices**
 - ✓ Operationalize equity in all aspects of the organization’s work
 - ✓ Raise consciousness of equity and antiracism work among members
- **External leadership practices**
 - ✓ Create equity-oriented evaluation standards, provide training, resources, and industry leadership
 - ✓ Leverage influence with government, funders, policy makers and evaluators to transform evaluation

“If we start with equity as the intention, we must proactively look for partners, board members, leadership, etc. with that goal in mind.”

“The piece I think is less familiar and less common is that an equity lens in any evaluation increases the quality and application of that... And I think that’s the role that WE can contribute to make that connection that equity in evaluation equals excellence.”

Letting people frame their own feedback:

Strategic Feedback: Membership & Community

- “Deepen relationships, establish new connections, and expand the WE ecosystem.”
- [foster] “a culture that prioritizes openness, vulnerability and learning; and opportunities for members at all levels to provide feedback and share their perspectives.”
- “Building a membership base that is reflective of the diversity of the region's evaluators.”
- [Recruitment] Support a pipeline of diverse evaluators from colleges with student conferences, internships
- [Recruitment] “Mentoring targeted at emerging evaluators from underrepresented groups; mentoring to develop the next generation of evaluation professionals.”
- [Outreach] “Facilitation of pro bono evaluation services to help regional nonprofits address social justice issues.”

Membership and community through race and diversity lens came through clearly here. People have antiracist mindsets too: how to get their hands dirty in this, in a range of evaluation sectors? How to help funders create proposals, respond to proposals using antiracist priorities? There's deep expertise in this organization, and develop ways to learn from one another, e.g., case studies, collaborative opportunities.

The second quote above pairs with the external leadership role of WE. Call for WE to lead the work, for others to mobilize.

Recommendations

Strategic Feedback: Professional Development

- Ensure programming is informed through antiracist priorities
- Provide skills-based training for equity-oriented evaluation
- Develop antiracist evaluation practices targeting all parts of the evaluation cycle
- Create opportunities to learn from one another and empower evaluators from diverse backgrounds.

“One area to prioritize is training/increasing awareness around equity or lack of equity within the evaluation field. Providing presentations that specifically addresses this issue as well as facilitating discussions around equity within our members’ work would be a good start.”

“WE to serve as a hub for indicators, tools, protocols, and other resources. For example, hosting a bank of survey items that members have found effective in this region when they ask social construct / sociodemographic questions.”

Recommendations

1. Incorporate participant feedback into the strategic planning process
2. Integrate diversity, inclusion, equity, and antiracist priorities across organization culture
3. Diversify membership through recruitment and outreach, widen access for leadership roles
4. Utilize antiracist program evaluation strategies for all internal programs and initiatives
5. Establish thought-leadership and incubate practices to advance antiracist evaluation

Recommendation Comments and Actions:

1. Deep membership interest in participating. Bold vision for the organization, able to take the strategic priorities and communicate via race and equity lens. Yielded success.
2. Members asked for this to be rooted in leadership practice and structure. This is central, not an addendum to the real work.
3. Diversify. This is a professionally young group, less than 10 years, calling for leadership. All the ways to diversity membership, active steps to recruitment and outreach with government partners, organizations. They want access to leadership, engage, and be at the table.
4. They want to bring WE's evaluation strategies to their own internal work. So, when have antiracist programs, WE to mobilize resources to sustain those programs. Sunset the other programs that aren't prioritizing and advancing goals, even if they have volunteer interest.
5. They want to say "my organization is a leader In this space." People want to do this in community and conversation.

Congratulations again, WE has strongly communicated to community.

Paragon Education Consulting

Amaarah DeCuir, Ed.D. (ADeCuir@ParagonEduc.com); Toks Fashola, Ph.D. (571-296-9119)

Beeta and the Board thanked Dr's. DeCuir and Fashola. They embodied the spirit with which we jumped into the process. It was insightful, and we appreciated the action points in the recommendations.

Next steps: They have shared a draft of the report to the Task Force. Task Force will provide feedback. (Beeta, Natalie, Emily, Patricia). Will share with broader Board too. Want feedback by Sunday. Then want to use to dig into the Strategic Plan. We haven't waited to use this before starting planning, though.

Feedback, Questions:

Insight or guidance on what can take place this year and seed over the next 2-3 years?

AD: The contractors have less knowledge about the Strategic Planning process before. In this other context, used equity as the basis for decision making, from the top priorities to the detailed goals. The key to success is mobilizing the enthusiasm and passion, and coupling with hard actions and accountability systems. Bring your evaluation game to this work, and evaluate the mess out of this strategic plan. You have deep expertise. Need more information to provide more nuanced advice.

You know you better. Must operationalize the recommendations. Maybe invite people from different occupations – this is what it would look like in my field, e.g., education. In each field, come up with a concrete example. For example, the inequities of arresting black children in elementary school: provided a course to police officers to understand a temper tantrum is not danger. They came together to say,

don't call us to arrest an 8-year-old who's having a tantrum because they knew it would be children of color.

Any more questions, send to Beeta (President@). Thank you again for your time and effort.

4. Next steps on Strategic Planning

5. Sharing of 2021 Committee Plans:

- **Communications-- 2021 WE Communications plan:**

2021 WE Communications Plan



Key 2021 Changes

- Our Committee has/is growing!
- Professional development section of Weekly Digest
- Promotional materials with new strategy

Key Components	Sub-Components	Target Audience	Delivery Method	Timing
Weekly Digest	Member News	Members	Email	Weekly: Fridays at 8AM
	Member & Other Events	Members	Email	Weekly: Fridays at 8AM
	Fresh Reads	Members	Email	Weekly: Fridays at 8AM
	Jobs & Opportunities	Members	Email	Weekly: Fridays at 8AM
	Professional Development	TBD	TBD	TBD
Member Spotlight	Program Focused	Members	Email	As Requested by Board
	Individual Focused	Members	Email	Minimum: Once a Quarter
Social Media	LinkedIn	Explorers, Influencers	Hootsuite	3 x Daily: Monday to Friday
	Twitter	Explorers, Influencers	Hootsuite	3 x Daily: Monday to Friday
Website	Member View	Members	Wild Apricot	Ongoing
	Public View	Explorers, Influencers	Wild Apricot	Ongoing
AEA365	Sponsorship Week	Explorers, Influencers	AEA365	TBD
	Conference Shoutouts	Members, Influencers	Hootsuite	November 8-13, 2021
Promotional Materials	WE Templates	Board & Committees	Google Drive	Post-strategy development
	One-pager	Public	Google Drive	Post-strategy development

Thought about different audiences. Want to make sure we're communicating with the general public. Also have "Explorers"- people orbiting around WE, close to becoming members, people we should target to be members in 2021. "Influencers"- interested in evaluation and need info and resources, but not necessarily interested in becoming members.

Changes for 2021:

The Committee is growing- Welcome, Courtney! Katherine to go on leave for a few months and will have coverage plans for the next few months.

Professional Development section of the Digest: Program committee will discuss how to handle.

Promotional materials for WE is a change we never got to last year. This means standard templates for Powerpoint and documents, and a 1-pager. Hopeful to get those out after the strategy this year.

Key Components: new subcomponent

Spotlight: We've had success highlighting some of our programs here, e.g., people who participated in EWB. Working with Bryce on Mentor Minutes, strategically choose which members to highlight our programs too.

Social media: update Sundays after Weekly Digest. Updates at 9, 12, 5 pm to catch the audiences, catch commuters and lunch time

Website: bios, photos for 2021 Board. Will create a graphic to thank the Board from 2020.

AEA365 week of sponsorship: TBD theme and date.

Conference Shoutouts for members' sessions: Nov 8-13, 2021.

Promotional materials.

If you have questions, email Katherine and Courtney at communications@.

- **Community Engagement (Mentor Minutes, Evaluation Without Borders, Scholarships)**

Work has launched in addition to planning. Having conversations on diversity, equity and inclusion (DEI), we want to refresh the college ambassadors with HBCU's represented. Scholarships and EWB have plans for orientation and informational sessions. Plan to collaborate with Programs on thematic President's dinners. Depends on the ability to do outreach and recruit volunteers. Whether seasoned or new and emerging, and non-profit organizations. **How can the Board more formally help in recruiting for these activities?** Idea: Board members make a commitment to send 5 personal emails to one or more of the Community Engagement programs throughout the year as part of the commitment.

EWB – Mindelyn, Katie, have broken up planning activities by quarter- planning and recruitment of evaluator volunteers. However, we don't have as much difficulty recurring volunteers, it's the organizations. Will have short 30-minute informational sessions on March 11, 17. Will record a short video, what might this process look like, what is a logic model, etc. to recruit in Q2. Then integrate into WE communications as we work with colleagues, by March 31. April to June: material to push out to non-profit organizations, via Social media, newsletter, CBO's. What would it be like to partner with an evaluator? Ask evaluator volunteers to be in the information sessions. **ASK: Board members send 1-2 personal invitations to non-profit organizations, networks, community-based organizations. More information to come.**

Doing administrative backstage vetting and matches of volunteers and organizations. For antiracism commitments, will adjust the Google form. Want a good evaluator to reflect. Will share later.

Q3: Do one cycle this year to build up how we do outreach and refine the process so that in 2022 we can do two cycles. Want to tighten up recruitment process. Second week of July, then grouping pairs, then kick off with monthly check-ins.

Q4: Pairs continue to work, then close out, celebration, etc. November 15. Post-EWB evaluation-survey, reflections, recommendations, presentation to the Board in December.

Will have template language. Want to integrate the strategic content and templates for the communications.

- Membership 19:56

1. Focus on Organizational sponsors- get all 5 of their slots filled to see value. Do focus groups with them or key informant interviews. What do they want from the memberships, etc.

2. Students.

3. Be proactive- we have 40 members in a weird transition period or haven't paid. Send them messages, coordinate with the Program team.

- Programming

Busy scheduling events. Jan 26th New and Emerging Professionals: skill assessments, identify gaps in skills: 185 registrants! Collecting opportunities to build skills and then mirror that activity. How to do this?

Link to form: <https://forms.gle/CPudpLBtAdrWGMvD8>

Bryce: My one current ask for folks is that **if there are resources, articles, etc. that have helped you in your evaluation journey I would love to collect them to help provide resources and scaffolding for participants.** Send them to mentorminutes@washingtonevaluators.org.

Beeta: we can continue this conversation next month as well, will add this to the agenda.

ASK: Submit 3-5 resources that helped you become the evaluator you are. For the repository, we can be the hub. We need to collect over time. Need to know who will own and manage it. Figure out how to display them later.

The President's dinner- people loved it, had a waitlist. Beeta will have another one. Programming will be guest at one. Then one focused on EWB, membership, etc. Remember that any event Community Engagement plans to do it through the committee to make sure not burdening people. The more events, the more announcements—want to manage fatigue.

Push out events coming up. Thank you to communications. Please share with your networks as well.

Hot tips for submitting AEA proposals on March 11. Equitable evaluation framework. Landscape of evaluation in Biden Administration. Speed dating-type networking event April 8. Starting with the organizational sponsors. If you know of companies who are hiring, **let Esther know** (Programs@). Information in early March.

Someone asked if WE has calendar on our website with the events—the Upcoming events page has a calendar view: <https://washingtonevaluators.org/upcoming-events>

A planning calendar would be helpful in addition to listing official events.

6. Board Action Items (if any)

Check your google emails for your positions. If you want personal email address copied, let us know. If there's a topic for next month's Board meeting, reach out to Beeta.

We wanted to hear from consultants this meeting. Usually the February meeting is more about our planning.

ADJOURN 20:08