



Washington Evaluators Board Meeting 02/16/2022 – MINUTES

In attendance:

Name	Role	Absent	Voting Member
Esther Nolton	President		Y
Beeta Tahmassebi	Past President		Y
Natalie Donahue	President-Elect		Y
Jessica Pomerantz	Treasurer		Y
Sana Ahmed Wilder	Secretary		Y
Katherine Braga	Communications Chair		Y
Kirsten Zeiter		Y - Deputized Evan for Voting	Y
Evan Seidner	Program Co-Chair, Scholarships Co-coordinator		
Valerie Caracelli	New Professional & Student Coordinator		
Christian Gineste	Membership Chair		Y
Marie-Ellen Ehounou	Membership Coordinator	Y	
Amgad Farrah	Communications Coordinator		
Joanna Prout	Social Media Coordinator		
Kelly Feltault	Program Coordinator	?	
Jackie Singh	Program Committee		

	Advisor		
Stacey Merola	EWB Co-coordinator		
Maryfrances Porter	Career Connections Co-coordinator		
Betsy Kaeberle	Career Connections Co-coordinator		
Deb Levy	Scholarships Co-coordinator	Y	
Fanni Farago	Community Engagement Chair		Y
Mindelyn Anderson	EWB Co-coordinator		
Melissa Chiu	Board Advisor	Y	

Guests:

Quisha Brown, Author and National Nonprofit Consultant with Humanistic Care
Mallory St. Claire
Isabela Barriga

Agenda (follows linked slide deck):

1. Welcome and Agenda Review

2. Isabela Barriga - Scholarship Presentation

- Started a new job at WRI as an Engagement Specialist
- Applied for the scholarship program because she was interested in developing her quant skills so she could measure the impact of programs and policies
- WE was Isabela’s first exposure to the evaluation community, so she appreciated access to the mentor ship program; she was able to expand her network and discuss her professional goals.

3. Governance

- **Approval of [last month's meeting minutes](#) (Secretary).**
 - Motion to approve December Board Meeting Minutes: Jessica Pomerantz
 - Seconded the Motion: Evan Seidner
 - Total Present for Vote: 9
 - Total Yeas: 9
 - Decision: APPROVED

3. General announcements

- Retreat is planned for March 19th; outdoor gathering at President’s house is planned.

4. President's Report

- President received so many compliments on the AEA365 blog posts. If you haven't had the chance to read them, please see the [meeting slides](#).
- President will not be present for the March board meeting.
- Efforts to coordinate WE data collection efforts. Consider streamlining and coordinating data collection efforts across committees, so we can reduce burden on respondents, who are usually WE members. Let President know if you're planning to provide a survey so that she can streamline where possible. Later, President may distribute or delegate this work, but for now, just flag them if collecting data.

5. Treasurer's Report (Jessica)

- Light expenditures. A couple of larger purchases are coming down the streamline. Can send requests for budget directly to email or write the requests within the document (please see the [meeting slides](#)). Send Treasurer an email either way at treasurer@washingtonevaluators.org
- Will discuss requests at March meeting.

4. Committee Updates:

- **EWB**
 - **5 Year Plan:**
 - Marketing team would be 2+ people. They would create marketing materials for social media. Another aspect would be to develop a Google Drive information system. It would be important to think about who our audience is and how we can reach them.
 - Recruitment and relationship building would be 2+ people who could create a list of volunteers and a database for potential partners in nonprofits and community based organizations.
 - Overall vision is to divide and conquer
 - Action items:
 - Formalize EWB
 - Recruit a member for the recruitment and relationship-building team.
 - April 27th One Question, Curiosity or Tool to discuss.
 - Recommended goal is to make 5 matches. How can we leverage existing relationships in the proposal to meet this recommended goal?
- **Community Engagement - Scholarships**
 - WE members may be outside the DMV geographic area to apply for scholarships. But non-members must be in the DC region to apply for scholarships.
 - So far, 3 confirmed reviewers. Line item for scholarships in the budget is \$880, but can revisit this funding (if popped into the requests).
 - Programs will present additional expenses to the board. The recommendation is to be cautious and overestimate if known expenses are coming down the pipeline. The recommendation for all budget proposals is to err on the side of caution - budget for more than what you think you need due to unforeseen circumstances.
- **Community Engagement**
 - **Career Connections (formerly Mentor Minutes)**
 - Rebranding is complete on the website.

- Some advice seekers and thought partners have signed up.
 - Career Connections has communicated to old members to let them know about the rebrand. On the membership form, the desire was to check if there's any place where people can sign up as a thought partner or advice seeker. Perhaps think of incentivizing thought partners with a temporary membership.
 - Call to action: Feel free to sign up as a thought partner or advise seeker. Or both!
- **Membership Committee**
 - 13 individuals are categorized as members even though they didn't pay membership dues. Could we remove them? Are there any auto-emails generated that would let them know that their membership was removed? These 13 members were all first-time applicants, not renewals.
 - Motion to remove new members after 30 days if they haven't paid their membership dues: Jessica
 - Seconded the Motion: Sana
 - Total Present for Vote: 9
 - Total Yeas: 9
 - Total Nays: 0
 - Decision: APPROVE
 - Past President asked about any blurbs that are provided that let people know the benefits of joining or being a member of WE. In the newsletter, there used to be a highlight of WE membership. One of them is a message board. Promote the program and remind people of the benefits of the membership by figuring out a recurring way to highlight. A push and awareness of available membership features on social media would be helpful too.
 - Membership, Comms, and Social Media personnel are meeting on Monday and will discuss.
 - Q: Do we have any way of measuring how many student members become professional members? It would be nice to see how we retain students. Christian said he can do this.
- **Community Engagement**
 - **EWB**
 - Onboarding new members.
- **Communications**
 - Continue sharing photos, blurbs, and more items for the weekly newsletter. Events, infographics, promotion of events is welcome. The criteria for sharing are: focused on evaluation, based in the DC area, or fully remote. Fresh reads should be connected to evaluation at its heart. Data science, stats, economics shares are sometimes tied to evaluation and a part of the weekly newsletter. Fresh read authors don't have to be WE members.
 - Board website updates will be done by tomorrow. Reaching out to folks that are missing bios or headshots. She would like feedback with edits (SANA - ping the team)!
- **Programs**
 - Panelists have been secured for the upcoming event on the 18th. The 2nd event is being hammered out, with Gail Barrington, from Mich State. She's written a new book as a 35 year practitioner. She has applied theories practice. It would be nice to learn from her experience. The discussion can be, "How do we get larger firms to start engaging with updated theories?" The third event is scheduled in late June, the final week in June.
 - Zoom update: We currently have Pro membership. Enterprise seems excessive. Business one is poorly-worded, so Programs is taking more time to figure it out. WE only

purchased 1 account; 1 GIG for 1 account that we all share. Zoom has an option to increase cloud storage without increasing the amount of accounts. Can we track how often people use the Zoom recordings?

- Next steps: Can Google Analytics see members, archive and retention policy perhaps? Perhaps we can ask in a survey, “When’s the last time you accessed a recording?” There may be some language we already have about the archived policy. We can download and keep the transcript instead of keeping cloud recordings.
- **[Decision Making SOP \(hyperlinked\)](#)**
 - During January’s meeting, Melissa reviewed practices for verbal voting (default), delegated verbal voting, written proxy voting in lieu of normal voting, and email voting.
 - Motion to approve the Decision Making SOP: Sana Ahmed Wilder
 - Seconded the Motion: Beeta Tahmassebi
 - Total Present for Vote: 9
 - Total Yeas: 7
 - Total Nays: 0
 - Decision: APPROVE

Next Steps:

- Delay discussing budget proposals during March meeting due to Esther’s absence.
- Career Connections: Feel free to sign up as a thought partner or advise seeker. Or both!
- On the WE Board page on the website, some folks are missing bios or headshots. Provide feedback and edits.

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