

WILPF US SECTION STEERING COMMITTEE MEETING

Tuesday, February 20, 2018

Attendees:

- President: Mary Hanson Harrison
- Secretary: Eileen Kurkoski
- Treasurer/Chair of Finance: Jan Corderman
- Chair of the Nominating Committee: Laura Dewey
- Chair of the Membership Development Committee: Shilpa Pandey
- Chair of the Development Committee: Marybeth Gardam
- Chair of Program: Barbara Nielsen
- Chair of Program: Teresa Castillo to come at 6
- Personnel Committee Chair: position not filled

Start time: 8:40 PM EST End time: 10:45 EST Meeting was not recorded.

Facilitator: Shilpa Pandey

Note taker: Eileen

AGENDA:

1. Check In

2. Shilpa Welcome

3. **Eileen-Secretary** The Oct Steering committee notes were accepted by email and are on the website. I have started to inquire to collect info re branch materials for archives.

4. Mary-President's Update: Begin the discussion of goals

1. Mary asked that those who had more than 3 goals bring it to the 3 most important ones.
2. Steering committee & bylaws: There is a need to find a way to have private, secure unpublished meetings when dealing with sensitive issues, like staffing problems. Per Mary this has come up in the By-Laws committee since 2008 and our last (steering) session was closed out of necessity. She is concerned about confidentiality. — Barbara pointed out that as a non-profit we have to be open, even if talking about staff. She referred to the By-Laws IV B-6 and that the By-Laws committee needs to clear this up.

(As secretary I include them here.)

5. Open Meetings: All Board meetings, except executive sessions, shall be open to all WILPF members.

6. Executive Sessions: Executive sessions may be declared by the Board President if she

feels it is appropriate in the following circumstances:– when a decision is being made in order to select the Board President(s) or choosing of individuals for other Board-decided positions or endorsements (such as selection of IB Member, UN liaison(s), and delegates to conferences and endorsements of international office candidates).– when discussion will address staff matters or possible removal of a Board member

-Laura pointed out all committees are open to members but they have no vote.

3. CSW (Commission on the Status of Women)

- CSW accepted the application for a Parallel Event submitted by Mary Hanson Harrison and Des Moines for March 14; it includes messages from the Institute for Food and Policy, grassroots alliances, NY & NJ farmers, migrant workers, FAO food & Agri at the U.N.

4. A U.S. section webinar is scheduled in preparation for the Ghana Congress. It will include Mary doing an introduction with a bend toward justice, Shilpa Pandey covering present and future actions and also Robin Lloyd talking about peace & including her film: **Peace Train to Beijing**, (*which tells the story of 230 women and 10 men from 42 countries who cross two continents to reach the Fourth UN Conference on Women (August 7-29,1995)*).

5. **Jan - Treasurer** Presented budget draft. We were recently advised that we have received a unrestricted grant from craigslist.org of \$25,000 through our “501(c)(3), “the Peace Development Fund. This is the second year that we have received that particular grant. Jan noted that we did approve some of our extraordinary expenses for 2018 at our January Meeting, namely our expenses for five delegates and our IB rep to attend our International triennial Congress in Ghana, for which we budgeted a \$30,000 expense. We were also hoping to hire two new part-time positions, but that we needed to know if we would be receiving that \$25,000 before we could make final projections for 2018. New: Communications Director & a Fundraising consultant. Jan found a fund-raising consultant to take the next steps to help us find viable grants and help with the application documents, create a template for our program, issue committee and initiative chairs to help us ‘step up’ individual donors and find ‘major donors’. The consultant would also help us train our Board members and Development Committee members along with Kathy Sharkey from PDF who has agreed to repeat year one of their “Sustainability Project’ that has been provided to us. The costs for the grant writing applicant at \$75/hr.for up to 260hrs = \$19.5K/yr. Discussion: Mary likes it because it is task oriented and Jan or development can assign the task. Marybeth had announced she found a volunteer a few days ago through Robin- Marguerite Adelman in VT. Marguerite did not want to take on something so big as grant writing, but is willing to help. Barbara commented: a person who is hired would work with development and finance/ treasurer. Marybeth realizes a hired fundraiser needs to fit into a comprehensive plan. Mary: We are looking at 2 people. If we had an executive director it would not be a problem. It really needs a staff person not volunteers. We have to be careful of a conflict of interest...a board is for oversight & not doing all the work. Barb: the

development chair is the logical person to direct the grant writers since it's her job, like the treasurer is involved in raising money. But I think there is a concern we don't have personnel to help with communications. Both positions are to provide us with more experience to put our message out. Jan: Thought Marybeth would take the lead and consult with her committee, which includes Mary. She also talked with Mb to check the candidate's references. Mary: This is a big responsibility for Marybeth and she wished we had a staff person to deal with it. We have 1 more yr then a new development chair will come in. Mb: acknowledged this was a big responsibility but realizes we have limited donors for an international organization, saying it is necessary. She wants us to think bigger with higher financial goals. With the help of a paid fundraiser and Marguerite we may have more success. As Sharkey said, "Fundraising is everyone's job on the board". Barb: Hired help would be making Mb job easier. Mb: She had interns last year but she had to meet with them regularly & that took more time. Mary: Getting money from grants takes a lot of time, but we don't have a choice

6. Marybeth - Development For 2 yrs Marybeth hasn't obtained good leads for benefactors from branches and members. Years ago Mary and she considered dividing the U.S. in 3 sections and decide what may work best in each area. The plan is to start a pilot program first in the cash rich Northeast using retired fundraiser & WILPF member, Marguerite Adelman, to consult with 2 branches, one in New Jersey and another in D.C.. Marquerite will share some program resources the branches can use to promote WILPF. Also she will:

- a. do donor research to identify and approach viable donor leads in the areas targeted.
- b. work with branches to put in place a strategic plan for recruiting as she approaches those who know little of WILPF to raise our visibility in targeted communities.
- c. work with branches to assist them in identifying realistic program and issue goals. In the Midwest, we may use Mary Dooley, the fundraising consultant, Jan Corderman, Mary HH, Shilpa, and possibly Laura Dewey to cover DesMoines, St Louis, & Chicago because it is trying to grow, Columbus is trying to launch. In the Pacific area Kim Irish, Shilpa and Mary HH will work, along with Marybeth's niece, targeting 2 branches we identify as willing participants.

-A part time paid fundraising consultant working 260 hrs for \$75/hr = \$19.5K (see above) will help us develop new tools and more skills to bring in much needed money, with her focus and research. This is a collaborative effort with committees and the board.

Shilpa and Eileen liked her plan and Eileen mentioned using the One WILPF call for newcomers to get introduced to WILPF's history and present activities. Marybeth is not promising results but will do all she can to make it work. Shilpa re-emphasized our need for increased visibility.

-Marybeth also recommended a Communications position. Chris sent out a report today identifying 174 new members we got since 1/2017. And Chris surveyed how they got to know about WILPF. The main responses 1. Friend talked with them. 2. heard about us on social media.

Marybeth: "It's time for all of us to take social media more seriously and invest more in this outreach". Glenn makes our content look good but the content needs updating, which requires focus. Ellen updates Facebook and does a great job but focuses narrowly on posts from the DISARM Committee. Many committee members and branches are not attending the Issue Committee and Program Committee Calls. This is why we need someone to coordinate our communication. Micheal Ippolito is good at this and has good suggestions. So the question is, how can we better use his skills for us? He can't continue to do all this free for so many hours. Michael will

a. start in March

b. work 15/week during school weeks & 40hrs/wk during the summer,

c. do internal communication including surveying/contacting 300 members not on conference calls

d. continue his work on One WILPF Calls,

c. Post info on the web, updating sites.

d. and teach and assist members to use social media.

We need measurable actions so we can track his effectiveness. He has proven he is reliable, a good teacher, very patient and able to do many things, including training others, particularly non-technical elders. He will increase the action-oriented aspects of our website to appeal to younger people and donors. He will continue training people with Twitter and Facebook. This is how media works now. Marybeth knows this is expensive at \$27K but it is much less than we would pay for a full-time position. These social media strategists are capable of demanding very high salaries.

Laura said it was good proposal and it could be voted on at the Board.

Barbara: like Marybeth, she agrees with this proposal and recommends board approval.

Jan: has problems with the amount not to exceed \$27K for Michael for 1 yr at \$30/hr.

Jan worried it would be too much, representing 10% of our budget.

Shilpa: Agrees with Jan, this is needed, but it seems a lot to have this much time for social media.

Barbara: recalls that Michael was to deal with branches. It's not just social media, its about reaching out to each branch and issues committees to let them know how they can get the message out.

Mary: Communication is underestimated re its impact; Michael is very patient with the aging population in our organization. We need to be more connected than ever. She found two branches located close to each other that didn't talk with each other.

Michael's role will be to get people talking with each other and having them follow through with events.

Laura: Concern there may not be adequate coordination with membership and development committees. In the summer, branches are less active.

Shilpa: does want to be in communication.

Jan: suggests cutting hours thus cutting budget. There are other kinds of communication. ...like contacting members from 2013.

Mary: Today she has been writing a call to action to stand with our children...and 2018 will be a full year...no closing down in the summer because we have much to do this year. We will be on call and must be ready.

Marybeth also mentions the 2 solidarity events we have lined up.

Barbara: Thanked everyone for being on call. She mentioned that Michael needs to work 40 hrs/week during the summer. She thinks we will get value for our money.

Shilpa is for social media but is also concerned about hours. She would like to know the job description of what he will do.

Marybeth: has a job description for Michael and wants us to tweak it. Discussion will continue via email.

7. Laura- Nominating They are focusing on finding delegates for International Congress in Ghana and now have 8 interested people. The committee is finalizing the application form and plans to send it out in the next 2 days, by March 10th. Then send it out to branches. We want to know by the end of March who the delegates are so they can plan. They will be using a scoring system; based on experience of individuals -wanting newer and older members and diversity. Choosing 4 out of the 8 since Mary is going.

8. Shilpa- Membership Had a meeting with our administrator, Chris Wilbeck, for clarification regarding some memberships and are still resolving some contentious issues. Also, her committee decided to finalize welcome packet by end of next week for Chris to send out. A detailed training of new members meeting will be planned in near future. Laura: thanked her for the membership renewal notice she received from the membership committee. They are tracking to see if there is an uptick in renewals. There are some dormant members who are reading emails but not donating.

9. Teresa and Barbara- Program update Teresa came in about 6PM deferred comments to Barbara, who said they turned in the goals for the program committee, are revitalizing their calls...coordinating with the solidarity events. They plan to do more outreach to branches. They have several issues committees with scheduled calls on Thursdays ...each Thursday covers a different topic. Ex Advance human rights on first Thursday. Barbara got one of valentine cards from National and liked the personal touch a lot.

Need volunteer facilitator for next Steering Meeting

Next Steering Committee Meeting: April 20, 2018

Next Board Meeting: May 15, 2018

Approved: Laura, Barbara, Mary, Shilpa, Marybeth,