WICT 2016 Board Retreat – 11/12/15

Attendees:

* Kathleen Martin – Human Resources, Charter, Vancouver WA – Co-Vice President
* Beatriz Imel – Implementation Manager, Repair COE, Comcast – Outreach
* Wendy Mizutani – RCOE Director, Comcast - Secretary
* Jacqui Hillsbery – Finance Manager, Comcast Oregon – Treasurer
* Pekio Vergotis – Business Assurance, Comcast Oregon – Co-Membership Chair
* Elaine Walsh - Marketing Manager Analytics, Comcast Cable Corporation – Co Sponsorship
* Kim Weiss – Fox Networks, Los Angeles – Advisor
* Whitney Joly – Comcast Spotlight, WA Marketing – Co-Vice President
* Christie Wolgamott – Comcast Spotlight, OR Marketing – Web
* Kindra Bosch – Comcast Compliance Manager – Co-Chair WA Mentoring
* Nancy DiFrancia – Comcast HR Lynnwood – Co-Membership Chair 2015
* Caitlin Jeffrey – Recruiting Business Partner – Co-Mentoring Chair
* Stephanie Kenison – Marketing Specialist, Comcast - Co-Chair Programming
* Andrea Costello – Marketing Specialist - Comcast, West Division - Past President
* Cindy Riccardo – Comcast – Co-Membership Chair
* Jan Waccholz – Marketing Manager, Comcast Seattle (West Div.) – Communications
* Theressa Dulaney – VP Communications, Denver – President 2015
* Marian Jackson – Director, Government Affairs, Charter, Vancouver – Advisor
* Jennifer Fischer – Manager, National Retail Sales, Comcast – Membership Co-Chair
* Ashley Powers – Comcast Business Marketing – Co-Programming Chair
* Joni Pierce – Sr. Manager Business Ops, Comcast – President

Ground Rules:

* Step away to take care of business
* One conversation at a time

Agenda:

* Programming
* Membership and Outreach
* Communications
* Giving Back Focus
* Budget Items, Funding for Goals and Initiatives
* Meeting Cadence
* How Can we Support Each Other in Terms of Professional Development
* How Should we Communicate Effectively

Meetings:

* Historically 11:00 a.m. on Fridays
* 2:00 p.m. Wednesday monthly (not second Wednesday)

Communication:

* Use WICT Connect for loading documents (by-laws, minutes, final docs for mentoring, etc.)
  + Allows us to pass documents down to new Board members and also keep National updated
  + Can earn points to model chapter
  + Downloading is a challenge, not intuitive
  + AI = Do Webinar on future call – ask WICT National to host (Christy will reach out)
* Web Site has listing of events but not promoted, can work on promoting more
* Campfire App - $24 per month, allows you to save transcripts, holds 3 gig, can also access on computer without downloading anything
* Start emails with WICT as first word of subject to make search easier
* AI = Joni will add all deadlines for model chapter as calendar invites
* Raise the flag early if you need help / assistance

Professional Development:

* AI – Board should have professional headshots not just for WICT
  + $30 at JC Penney, turn-around same day
  + We could also do as a give-back to members, there is a professional photographer (Rachel Cox? – Caitlin has name)
* Talk about the great work each of us is doing and that we’re doing – good for WICT and also good for our own brand
* AI - Theressa is willing to do a letter for each of us in terms of the work we did this year – will send out a spreadsheet with boss’ name and boss’ boss’ name – highlight some accomplishments, could also use it for Linked In recommendation
* Joni will be meeting with Kyle and Rodrigo about WICT and will mention board members for each Region, sync up on how we’re partnering too with Women’s Network
* Use each other for informational interviews about different departments and/or job shadowing
* Present back key learnings from WICT development opportunities/programs
* Scholarships for Leadership Conference, Betsy Magness, Rising Leaders
  + Talk to Nancy or Theressa if interested in applying for Betsy Magness

Governance / Model Chapter Business Plan:

* Meeting with Nor Cal and Southern Cal soon
* AI – Scan the model business chapter plan, especially where it’s specific to your role on the Board
* AI - By-laws have not been updated recently – will set up working committee to working those (Andrea Costello will lead – part of her Board role)
* Touchstone document – use to align our activities to support values (align event with the Touchstones)
  + Know Yourself
  + Communicate with Passion
  + Listen with More than Just Your Ears
  + Connect to Your Peers, Industry, and World
  + Be Fearless, Be Confident
  + Inspire
* Awards annually – we can nominate advisors, giving back, leader of the year, most improved chapter award, mentoring excellence, best chapter programming
* Succession Planning: Whitney/Kathleen (August & September)
* Chapter to Chapter Mentoring Program (Joni)

Programming:

* Themes of Year: Fearless Leadership, Confidence (1st half of year) and Influence (2nd half of year)
* One big event and one book club each half of year
* Tech It Out – Jan and Cindy attending in Mile High next week
  + Partnership with colleges or girls’ organizations
* Suggestion to send our other types of content (ie, Ted Talks) to keep WICT top of mind and provide service to members
* Looking at event in Spokane in 2016 to expand
* Event checklist – fill out and return to co-chairs and Jan for each event, post to WICT Connect for 3 points
* Try to take money on events so we have funding for other events
* Opportunity to partner with Women’s Network this year – discussion of how this could look
* Partnering with So Cal, Nor Cal so we can attend and promote each other’s events
* AI – Add New Member Webinar
* Suggestions around giving back events – Girls Inc., Strong Girls/Strong Women, Breast Cancer Walk, Dress for Success, etc.
* AI – Put out deadline for when we need final dates and locations
* Not discussed at the year-end retreat but at the mid-year retreat: Do we need to host an event at a Charter office?
* Should we offer professional photo services at an event?
* Events:
  + Branding YOU – Whitney and Christine leads
  + Book Club #1 – Kathleen
  + Scholarship – Jacqui and Wendy
  + Negotiation – Ashley and Stephanie
  + Tech It Out – Ashley, Stephanie, Cindy, Pekio
  + Giving Back – Jennifer, Elaine and Joni
  + Book Club #2 – Caitlyn and Jacqui
  + WICT Retreat and Mid-Year Retreat – Joni
  + Food Bank – Christie and Pekio
  + WICT Working (end of year wrap) - ???

Funding:

* Student scholarship for someone pursuing a STEM career
* Send 2 board members to WICT National Leadership Conference
* Bigger PAR contribution
* Student Membership Scholarship

Finances:

* Haven’t received checks from National (~$6,300) – checks have been sent but not cashed
* AI – Jacque will check with Karina who may have received the checks
* AI - Comcast has not paid (~$1,200) for events that were supposed to be paid via EventBrite – Jacqui will invoice Spotlight and Comcast
* When setting up EventBrite ensure that there is a payment option set up so we get paid by EventBrite
* Marian suggestion – previous Chapter budgeted to give away a few memberships, promotes others to sign up – get points for student members ($35 per year)
* Bank account - $10,713.34 ($16,000 once National checks received), started year at ~$15,000
* PAR contribution lower but did give away the $2,900 scholarship

Sponsorship:

* Need updated contact list
* Consider in-kind sponsor lists (free food/beverage, raffle tickets, gifts for event attendees, etc)
* Consider various levels for bigger events
* Ask what sponsors want to get out of events
* AI – Whitney send list of programmers and Kathleen and Marian will add to the list, Jacque will send list of industry vendors that we spend money with
* AI – Sponsorship strategy meeting needed (Elaine/Cindy, Whitney, Jan, Joni)

Membership:

* Pekio and Jennifer will meet to go over strategy
* Have requested list of NCTA members in our footprint
* Consider offering a free student membership in 2016

Outreach:

* Joint effort with Membership
* Target non-Comcast groups (Wave, Charter, Bend Broadband)
* Pick three organizations and run by WICT National
* Suggestion to use Linked In to WAVE

Summer Retreat:

* Centralia, week of May 23 (we will select one of the two days that are reserved)

Mentoring:

* Assign mentor to 2 mentees
* Shorten to 6 months
* Network to identify/recruit mentors
* Provide more direction on content to cover
* ½ day kick off meeting
* ½ day graduation
* Mentee picks a topic and do a 10-15 minute “TED talk” type of presentation at end of year
* Integrate between Portland and Seattle (separate programs but live feed)
* Partner with Jan on communication

Calendar:

* AI - Add deadlines for newsletter content (Jan)
* AI - Add deadlines for Master Chapter (Joni)
* AI – Add tab for reports that are due to National (Joni to provide MCBP deadlines to Ashley/Stephanie – one calendar)
* AI – Add succession planning targets (Whitney/Kathleen)
* AI - Add Mentoring events (Caitlin/Kindra)