

ACE WOMEN'S Network™

Ohio

Executive Board Monthly Meeting – September 9, 2015 – 9:00 am

Meeting Minutes

In attendance: Robin Selzer, Denise McCorry, Lisa Rismiller, Kendra Preer, Shari Mickey-Boggs, , Shanda Gore, Roberta Milliken, Shannon Spencer, Ann Hall, Lindsay English, Karen Miner-Romanoff, Jackie Parrill, Fedearia Nicholson

Unable to be present: Iris Harvey, Jennifer Beard, Maria Cronley, Kendra Preer

Meeting notes prepared by Jackie Parrill

The Executive Board approved the August minutes.

Updates from State Co-Coordinator – Shari sent out a listing of the committee assignments for the fiscal year. In process of scheduling the next presidential sponsor call later this month.

Committee reports/updates

- Strategic planning – Fedearia collected feedback on the Action Plan last month. A meeting of the committee will be held prior to the October meeting. She has updated and distributed the updated Action Plan (below) and reminded the Executive Board that this is a dynamic document. The Action Plan focuses on our three strategic goals. The Action Plan will not be included on the external website. The committee will discuss developing the Strategic Plan that includes mission and goals separate from the Action Plan (operational plan).
- Communications – The deadline was extended to September 14, 2015, for awards nominations to be awarded at the conference. Karen Miner-Romanoff's profile is now updated on website. Robin shared information from the ACE webinar on communication tools that might save us money. The Executive Board discussed possible use of Periscope during the conference. Robin encouraged the Executive Board to view the webinar link that she provided. Shari discussed the contract for web content development. We have four strong candidates for consideration. Interviews were conducted on September 1 & 2, 2015. Summaries of these interviews are provided below. The Executive Board engaged in a discussion of the potential vendors and were in support of moving forward with a firm who would be able to develop a more robust site. All vendors discussed wanting time up front (discovery phase) with members of the Executive Board to ensure they have a clear understanding of our vision and goals. The Communications Committee will conduct references on the two firms and will make the decision on which firm to move forward.
- Awards – Lindsay updated the Executive Board on the number of nominations we have received to date. The winners from last year have agreed to help in the selection process. The

Executive Board was asked for ideas on how to further promote these awards. The committee will develop a draft of verbiage that can be sent to marketing/communications departments. The committee will explore ways to increase the number of applications/nomination such as including awards information on the registration page for next year, further considering conducting the awards in the Spring so that it doesn't conflict with the start-up of the new academic year, and include sending the information directly to all presidents.

- IR Recruitment and Development – A special session will be held during the conference.
- Conference planning – the conference is scheduled at Cuyahoga Community College- November 6, 2015 – Nine sessions have been confirmed. TIAA-Cref is also confirmed. Registration is currently in the low 30s. Lisa reported an online registration issue that she is working through with Patrick.

Next Meeting – October 14, 2015

Meeting adjourned at 10:15 am.

**ACE WNO
Web Contractor Interview Summary
September 1 and September 2, 2015**

Applicant	Strengths	Weaknesses	Cost/Fee Structure	Board Member
Margaret Murray	<p>Works within higher education (UD, and previously with WSU) and is very interested in this role; wants to grow in her experience with web design</p> <p>Works with Lisa Rismiller so proximity/partnership with Treasurer is solid (at present)</p> <p>Understanding of ACE WNO and quality of work product on program design has been good while at WSU and at UD</p> <p>Independent; limited paperwork and flexible</p> <p>Only woman who applied</p>	<p>No formal training in web development or design</p> <p>Limited competency for website integration other than linking to social media sites</p> <p>Mock site showed initiative but did not show "vision" of what could be</p> <p>Least amount of experience of all candidates</p>	<p>2 year contract; negotiable</p> <p>\$255.00 per month or \$2850 per year</p> <p>Appears flexible</p>	Shari
Shon Christy Focal Point	<p>Firm; this is their business and what they do full-time (had 3 persons on call to show support for project)</p> <p>Strong emphasis on how our site is represented with our brand and on all types of devices</p> <p>Clear process to go from current state to desired state, e.g., discovery, design, test, functionality</p> <p>Demonstrated strong interaction with social media e.g., getting people from website to social media engagement, donor campaign raising funds scenario</p> <p>Emphasized training a few</p>	<p>Most expensive of candidates</p> <p>More ACE WNO upfront investment on who we are and what we want</p> <p>Could do more than what we really need or are ready for</p> <p><i>Awaiting sample websites</i></p>	<p>7,000 (1/2 down and ½ due upon completion)</p> <p>\$125.00/hour after launch as needed</p> <p>Plus hosting domain services cost to be repeated annually</p>	Shari

	ACE WNO Board members for making updates			
Craig Frazee Dynamic Business Solutions	<p>Firm; this is their business and what they do full-time</p> <p>Significant knowledge about web design and social media integration</p> <p>Seems well versed in the design side of the website</p> <p>Has three other people who support the business (customer service back-up if he is not around)</p> <p>Emphasized training of ACE WNO Board members for making more regular updates</p>	<p>Second highest cost vendor</p> <p>Limited willingness to work on an hourly basis</p>	<p>5,125.00 (50% down, 30% at ¾ point, and 20% at launch)</p> <p>180.00 hosting costs-annual</p> <p>275.00 SSL certification-annual</p> <p>General service rate is \$75.00 per hour</p>	Shari / Kendra
Rob	<p>Seems very collaborative. Wants to work with us</p> <p>Higher education experience (Xavier). Director for web-services. Designer and couple of other developers report to him. Manages forms with custom web-applications</p> <p>Has IT background and moved over to Marketing side; strong coding and technical development experience</p>	<p>Doesn't seem well-versed in social media / website integration</p> <p>Doesn't have a clear vision of what needs to be done; but emphasized would need some of ACE WNO time on front end</p>	<p>Set monthly, budget-building approach. Track time and invoice monthly or quarterly or whatever works best for ACE WNO.</p> <p>Not a firm and he's very flexible. \$60.00/per hour. Plus a couple additional annual costs for hosting and SSL certification</p>	Shari / Kendra

Position Announcement
ACE WNO is seeking a new Web Designer & Contractor

American Council of Education Women's Network Ohio (ACE WNO) is a network of women administrators, faculty, and staff from colleges and universities across the state (Ohio) that is dedicated to the professional advancement of women.

Please see current website information at <https://www.aceohiowomen.org/>

Background:

Current web contractor is available to remain through December 31, 2015 for ensuring a smooth transition but strong preference is given to being up and running prior to this date. In addition, advice from current contractor is to rebuild a new website. Several contributing reasons:

1. Organization has evolved requiring greater web form development
2. Organization has changed name from American Council of Education Ohio Women's Network (reason for prior web name) to American Council of Education Women's Network of Ohio; this was based upon the national organization's requirements for state affiliations
3. Software has become much better and will likely result in easier ongoing maintenance and enhancement with new infrastructure
4. New site could allow ACE Executive Board member(s) to make direct edits

Approximate Timeline of Process (updated July 2015):

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|-----------------------------------------|--------------------------------|
| • Recruitment and position announcement | May 18- June 1, 2015 |
| • Review of proposals/submissions | June -July, 2015 |
| • Phone or Skype interviews | Week of August 24 and 31, 2015 |
| • Reference and discussion with Board | Week of September 7, 2015 |
| • Decision | September 14, 2015 |
| • Target date for new contractor | October 1, 2015 |

Interested vendors or individuals should send a proposal to:

Shari.mickey-boggs@wright.edu or

Shari Mickey-Boggs, State Co-Coordinator ACE Women's Network Ohio
c/o Wright State University
115 Medical Sciences Building
3640 Colonel Glenn Highway
Dayton, Ohio 45435

WEB DESIGNER & CONTRACTOR

Job Purpose: Develop, enhance, and update American Council of Education Women's Network of Ohio (ACE WNO) website. Support and facilitate content creation within the various ACE WNO subcommittees, primarily Conference Planning, Awards, and Communications. Content will vary widely from minor content editing to development of full web site content based upon organizational goals and objectives.

Job Duties:

Development and maintenance of website under the ACE WNO domain, ensuring the ACE WNO website is functioning, provides accurate content, and is easily navigable by users.

- Define and create ACE WNO web presence according to Executive Board (EB) goals and objectives

- Management of site security; compliance with latest encryptions standards and hosting of site on secure servers
 - SSL encryption and certificate maintenance
 - Domaine name registration/renewal
- Maintenance of existing systems and pages
- Support website updates
- Development of web forms to collect information
- Report data to EB members in a user friendly format
- Integration of multimedia, social media, and mobile development into ACE WNO web presence

Collaborate with ACE WNO to understand and analyze needs.

- Establish expectations and schedules for projects
- Provide perspective to ACE WNO of overall messaging, function as an advocate for the ACE WNO brand
- Receive requests for regular updates and content changes from various subcommittees. Examples include:
 - Modifying Executive Board (EB) members profile data
 - Adding “new” information, such as Faces of ACE
 - Modifying Conference Planning details
 - Enabling web submissions from end users for applying for awards, registering for Conference, submitting proposals for conference
 - Reporting submissions to EB members in user friendly format

Note: Relative low volume, approximately 8 hours per month with the exception of May/June and Sept/Oct which are heavier volume months; expected response time for update or data requests is same day or within 24-48 hours.

Requirements:

Prior contracting and/or work related experience with organizations of similar size/scope. Strong attention to details, customer service orientation and planning and organizing are essential to this position. Preference for a firm or individual able to contract social media agenda into their offerings and for a contractor to re-build the site such that ACE can make direct edits to content

ACE WNO Executive Board

ACTION PLAN

2014-16

The ACE Women's Network Ohio: The ACE Women's Network Ohio (ACE WNO) is an affiliate of the ACE (American Council on Education) Women's Network, which focuses on "...facilitate[ing] the networking of women..." and ... "develop[ing] programs that identify, develop, encourage, advance, link, and support (*IDEALS) women in higher education careers."

Mission of the ACE WNO: Our primary purpose is to promote the advancement of women into senior administrative positions in higher education and to encourage and support the professional development of all women (summary of ACE WNO official mission statement.)

Strategy: We accomplish our mission through advocacy, networking, and educational programming.

Values: We endorse the principles of diversity, inclusion, and leadership, and assert that they are integral to the full accomplishment of our mission.

Executive Board Goals:

Strengthen the Core

Enhance Involvement and Engagement

Heighten Recognition

GOAL 1: STRENGTHEN THE CORE

Action Steps	Responsible	Accomplishments	Related Accomplishments	2013-14 Priorities	2014-16 Priorities
Implement remaining parts of plan for Executive Board development.	Strategic Planning Committee EB Co-Coordinator Emerita	Identified types of documents to be archived and determined that password protection is not needed. Assessed current EB re. strengths and areas of expertise and recruited new EB members for expertise. Developed committee descriptions/expectations. Also see Goal 3.	<i>Documents have been collected and organized to be archived.</i>	Develop a plan for archiving documents. Determine what new EB members need/want to facilitate their development as EB members.	Investigate MailChimp as a possible space for archiving documents. Collect and organize archives (minutes, legal documents, EB action plans, conference materials, budget reports, IR lists, EB membership, and communication templates)
Clarify membership sections of by-laws (Art. III and Art. IV.B.1), implement, and communicate re. membership definition.	Strategic Planning Committee Communications Committee	Approved clarifying language for by-laws re. membership.	Approved clarifying language for by-laws re. new name and regional campus. IRs. Updated EB responsibilities document. <i>Brief history and description, including</i>	Formally propose and approve changes to by-laws, incl. new name (completed) Use website and social media to explain membership & new name.	Add awards chair to list of officers Incorporate brief history and description, including membership, into website

			<i>membership information on website updated.</i>		
Diversity: Continue to foster in programming content, EB membership, and among IRs.	All	2 of 11 concurrent sessions at 2014 conference (1 of 8 at 2013 conference, 2 of 8 at 2012 conference) focused on women of color in higher education. '12-'13 EB included 6 women of color/'13-'14 included 5/'14-'15 includes 5/ and '15-16' includes 6 women of color. <i>Increased EB diversity to better reflect scope of higher education and also increased geographic diversity of EB.</i>		Ongoing	Ongoing
IRs: Identify regional coordinators for regions with vacancies and continue to promote regional activities.	Nominating Committee			Nominating Committee works with Membership Committee to recruit regional coordinators for regions with vacancies.	Ongoing
IRs: Implement a plan for strategic outreach to and engagement of IRs.	Membership Committee	2 IR surveys: 1 general and 1 year-end activity report. Instituted regular emails to IRs. Held an IR program during 2012 conference. Designated specific role for IRs as roundtable discussion facilitators at 2013 conference. Proposed semi-annual IR-led campus conversations around a shared topic, with \$100 in funding support		Focus on increasing engagement among current IRs with recruitment of new IRs as a secondary objective.	Continue to support IR engagement through funding for IR-led campus conversations and through regular communication with IRs.
Communication: Expand website and LinkedIn content and functionality and explore	Communications Committee	Developed communication plan w/ time-linked tasks. Reactivated LinkedIn site and increased postings.		Create ACE WNO logo that is in compliance with ACE Women's Network trademark.	<i>Submit ACE WNO logo along with compliance paperwork to ACE Women's Network</i>

the creation of social media outlets (e.g., Facebook, Twitter).		Created Facebook and Twitter accounts. EB endorsed "Faces of ACE WNO" project. Developed MailChimp proposal.		(completed) Create promotional postcard. (completed)	Distribute promotional postcard and modify it as needed <i>{Completed}</i>
Communication: Communicate annually with Ohio presidents and quarterly with Presidential Sponsors re. ACE WNO activities.	Co-coordinators with Recorder support		Developed process for & replaced 3 Presidential Sponsors. Acknowledged service of Dale Knobel w/ scholarship contribution. <i>Incorporated Presidential Sponsors into Annual Conference.</i>	Develop timeline & templates for quarterly & annual reports and implement them beginning in Fall 2014.	Ongoing
File for 501(c)3 status.	Treasurer		Requested & received information from ACE Women's Network re. Women's Leadership Legacy Fund. Developed ongoing budget.		Ongoing File name change with state and update names of authorized representatives.

GOAL 2: ENHANCE INVOLVEMENT AND ENGAGEMENT

Action Steps	Responsible	Accomplishments	Related Accomplishments	2013-14 Priorities	2014-16 Priorities
Involvement of Presidential Sponsors: Investigate possibility of working with OH elected officials to advance ACE WNO mission.	Co-Coordinator & Strategic Planning Committee	Had an initial phone conversation with 2 of 3 new presidential sponsors.	<i>Toolkit of templates for presidents has been initiated.</i>	Facilitate engagement of and communication among new Presidential Sponsors through quarterly conference calls and involvement in March and/or July EB meetings.	Develop toolkit of templates to assist Presidential Sponsors in communicating on behalf of ACE WNO.
Involvement of Award Winners: Include them in the selection process for future winners.	Awards Committee	Award recipients are invited to assist with selection and presentation of awards.	<i>Completed and ongoing.</i>		
Enhance support for leadership/professional development	Awards Committee	EB voted to add an additional professional development scholarship	<i>Completed and ongoing.</i>	Determine timeline and other details for new forum scholarship.	

		and two scholarships for attendance at a national or regional ACE forum. Timeline and logistics for forum scholarships finalized.		(completed) Increase promotion of awards and scholarships. (completed)	
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GOAL 3: HEIGHTEN RECOGNITION

Action Steps	Responsible	Accomplishments	Related Accomplishments	2013-14 Priorities	2014-16 Priorities
Award winners: Create press releases for recipients and post bios on website.	Awards Committee	Bios of recipients are posted on website.		Send press releases to awardees' institutions to aid in awardee recognition.	Ongoing
Create and implement a process for communicating with OH presidents about award recipients, presenters at annual conference, and ways women at their institutions can get involved with ACE WNO.	Co-Coordinators with support from Communications Committee			See Goal 1: Use quarterly reports to share this information with Presidential Sponsors.	Ongoing
Contact regional consortia to promote/create awareness of ACE WNO.	Communications Committee	CFP and conference info. has gone out through SOCHE.		Acquire contact information for relevant professional associations EB members are affiliated with and establish linkages.	Ongoing Do Internet search for relevant Ohio organizations.
Work with local (conference site) media and regional organizations to promote annual conference.	Communications & Conference Planning Committees			Compile list and contacts & communicate re. 2014 conference.	
EB members: Develop and implement procedures for acknowledging incoming EB members and service of outgoing EB members		Letters sent to supervisors of incoming EB members and outgoing EB members including state co-coordinators.	<i>Ongoing</i>		

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Rev. 1/7/15