

## USC Women in Management Board Meeting

Wednesday, March 5, 2014; DML Herklotz

### MINUTES

**Present:** Sam Chilton, Kerry Etheridge, Tracy Kerr, Ginger Mayerson, Elaine Padilla, Stacy Patterson, Bernice Taylor, Queenie Taylor, Lydia Vasquez

**Absent:** Roxana Bellia, Hazel Breen, Christine Chan, Muna Deriane, Carolyn Heine, JJ Lee, Leonette Williams, Frances Zepeda

### Reports

#### President

- Elaine updated Board on the TrojanLearn “Leadership Development Program” being created by CAPS. We would like to have input and information about the project and will ask if Elaine, Kerry or Donna Buchanan could be included.
- Our website is somewhat outdated. Ian from IVC drafted some new graphics which Elaine will forward to Board and also is looking for ideas of other functions we may want the website to fill. We do have a limited budget but this should cost around \$2000.
- Professional Development is doing well and we want to keep the momentum up. We can have Professional Development workshops over summer.

#### Vice-President

- No Report

#### Secretary

- Minutes from February 5: motion to approve by Kerry, seconded by Elaine; approval passed.

#### Treasurer

- Report had been distributed. Balance is \$7064.26. Board discussed buying small gifts for the Honorary Members at the luncheon, possibly tote bags.

#### Past President

- Kerry did not have any updates for the Honorary Members Lunch.

#### President Emerita

- No report.

#### Historian

- No report.

#### Members at Large

- Elaine will put in a HelpDesk ticket to find out who owns the [wim@usc.edu](mailto:wim@usc.edu) address and reset the password so we can include it on the new website.

#### Membership

- Bernice presented membership report showing a total of 133 members. We do need to remove some members who have left USC which will reduce the number. Bernice, Elaine and Lydia had a good meeting. They will send out an email next week regarding the structure of membership levels and cost. They will align with the PR committee about printing a tote bag. We need to remember to give out our WIM pins to new members. Lydia would like to have backing on them.

- There are ideas for member mixers: Thursday, 3/27 at El Cholo from 6 to 8; possibly 6/26 at San Antonio Winery; and 7/27 at McKay's. These will be no food, no host bar events.

### **Professional Development**

- Roxana sent in notes that there are workshops on March 10 (HSC) and March 12 (UPC) about USC TrojanLearn with Alexandra Fabry-Mourer that have good RSVP numbers.

### **Programs**

- SVP Lunch: Stacy sent out confirming emails to all assistants. She has the Town & Gown contract and will run the cost by Janis McEldowney because it is higher than last year and get her approval. Elaine would like to make sure we have told Carl Marziali (University Relations) and Deborah Fullerton (HSC) about the lunch.
- We will ask Roxana to project dates at HSC into the new year.
- Dr. Agus said yes to doing a program for us in August.
- There will probably be no program at HSC on March 18.

### **Public Relations**

- Board talked about changing/updating the names of our programs on the web. For example, the SVP and Honorary Members lunches could be called "Signature Events." We could call the other lunches something like "WIM Speaker Series." Board would vote on names.
- We need more consistent branding and website look. Elaine will send out some sample websites for Board to look at.
- Discussion progressed to definition of and management of Honorary Members and what process we have to update our list, and to define who they are and why they are on the HM list. We need to formalize the process for inviting people to be HMs.
- The Joan Loadvine event was successful.
- Idea was brought up about WIMs having a presence at employee orientation (managed by Awilda Bregand), and to have material included in the new employee material (which is online at Employee Gateway). Other ideas were to be in the Benefits Fair, USC Club Fair or Vendors Fair/Business Diversity event. Elaine can help with that. Stacy suggested having a presence at the Farmers Market.
- Board talked about creating some promotional materials (postcard, business cards, handouts, post-it's, new bookmark or sticker to put on old bookmarks, tote bags or lunch bags) which could possibly be launched at the SVP lunch on 4/16. Postcards Unlimited is a resource. Stacy and Elaine and possibly Ginger will work on this.

### **New Business**

- No discussion.

**Next Meeting:** The next meeting will be in DML G 28 Herklotz Conference Room on April 2 at UPC and CHP 147 at HSC.