

USC Women in Management Board Meeting
Wednesday, January 7, 2014
UPC DML 110C; HSC Norris Topping Tower 3409 (ph. 323-217-4672)

Minutes

Present: Kate Balog, Kerry Etheridge, Ginger Mayerson, Nicole Kerns, Kristine Moe, Elaine Padilla, Stacy Patterson, Bernice Taylor, Queenie Taylor

Absent: Roxana Bellia, Hazel Breen, Samantha Chilton, Muna Deriane, Natasha Jokic, Carolyn Heine, Jennifer Severa

Reports

President

- Elaine was able to transfer ownership of the WIM email, wim@usc.edu, to herself. She will be the “owner” until it is decided who best that should be. She found a few receipts there. Elaine will give the email and password to Queenie, so that she can review. Queenie said that she depends on matching person to PayPal receipt.
- The USC Alumni Office said that it would not extend a discount to WIM members to attend the USC Women’s Conference on March 5. There was an early bird discount to attend until December 31. Elaine encouraged WIM members to ask their offices to pay for the conference as professional development. As to the question of sponsorship, WIM could place a full page ad for \$450 or a half page ad for \$300. Members questioned the benefit of advertising to the audience, USC alums. Elaine said that she would ask if the Alumni Office has information on how many women who attend the conference are staff at USC. Members generally supported a half-page ad. Kerry suggested that the ad include a tag of “mention that you saw this advertisement.” Nicole will design the ad.
- Elaine will help Bernice on the membership project.
- Elaine asked Kristine to send an email reminder to board members to submit a report, if they do not plan to attend a meeting. Reports should be sent to Kristine by 2 p.m., the Friday before the next scheduled WIM meeting.

Vice-President

- On behalf of Muna, Elaine reported that the application deadline for the HERS Institute is January 9. Muna has reached out to past participants for assistance in reviewing the application. She will organize and evaluate applications.

Secretary

- Minutes, December 3, 2014, Approved, with minor edits

Treasurer

- Net worth: \$7,043.60
- Liabilities are three \$18 refund checks and the holiday party check that have not yet been cashed.

Past President

- Kerry will follow up with Elizabeth Garrett's office in January to see if WIM board members can schedule a time to take Elizabeth Garrett out to lunch.
- Elaine reminded Kerry that the process for WIM elections should start with the March board meeting.

President Emerita

- No Report

Historian

- No Report

Members at Large

- No Report

Membership

- Bernice thanked all for attending the holiday party at DiVine in downtown. Eighteen women attended. All agreed that the party and venue was a success.
- Bernice created an Excel sheet for board members' review. She asked for help in identifying any women no longer at USC and women that members know and can reach out to. After an initial review, the list will be divided amongst board members to call. Kerry said that she will help draft a script to use when reaching out to previous members who have not renewed.
- Bernice will reach out to Hazel to offer help with the February mixer at HSC.
- A flyer is needed to distribute at these events. Nicole said that she would design it. Stacy said that she would forward the template she used for the Vice Presidents' Luncheon. Ginger reminded board members that she has designed promotional postcard ideas at <http://uscwim.wordpress.com/about-usc-women-in-management/wim-postcard/>. The password is uscwim. Board members should review and provide feedback.

Speaker Series/Signature Events

- Kate plans to ask LA County officials to speak and address how they plan to redo the non-USC land located between HSC and downtown. A 150-acre remodel is planned east of Zonal, south of freeway, southeast of Mission. Ginger said that officials have talked to the community already and that she would like them to talk to USC and to discuss the impact on USC HSC. Kerry suggested that Kate reach out to Shawn Sheffield as her office

is in charge of strategic planning and could address the topic and its impact on USC, with a USC-centric viewpoint.

- Kate said that she is looking into creating an event based on the topic of micro-finance in organizations as well. She referred to the organization Kiva. Stacy commented that women are best in micro-finance globally. It is an interesting women's and business issue.
- Stacy said that she is continuing the discussion with Robyn Walker and Jolanta Aritz. They are interested in asking WIM members to be part of their research as to how women lead "on the ground" rather than at the CEO level that most research tends to focus on. Stacy is having difficulty with finding places for lunches. Kerry said that she would reach out to Annenberg for their availability.
- The women's basketball team will play at home on Friday, February 20. Stacy suggested the Speaker Series and Membership partner for this event. WIM members could attend the women's basketball game and then Coach Cooper Dykes could speak in May or sometime during the summer. Members also suggested attending a women's volleyball game as a good social event for WIM.
- The Vice Presidents' Luncheon will be held on Wednesday, April 1, from 12-1:30 pm. Elizabeth Garrett will not be able to attend. Michael Quick will attend, along with Robert Abeles, Albert Checcio, Todd Dickey, Thomas Jackiewicz and Thomas Sales. It was suggested that attendees be seated by the number they choose so that they are encouraged to mingle and meet new people.
- Stacy thanked WIM members for attending the Women Deans' Lunch. All agreed it was a great success. Stacy said that she would like to write some of the reflections and common themes expressed during the discussion into a blog. She asked for others to contribute their notes from the event.

Professional Development

- No Report for UPC
- Kerry reported that Jennifer has reached out to Brad Shipley for a February event. The topic will be similar to Cardin's theme: speaking with authenticity.

Public Relations

- Ginger announced that the next WIM Book Club meeting is Monday, January 26 in the Norris Library West Conference room. The next book is *The Burning Room*, ISBN 0316297070.
- Ginger asked to recruit a social media manager for PR to increase WIM visibility. Kerry suggested that a social media manager job be posted in Annenberg for a graduate student. Elaine suggested that Ginger, Nicole and she get together to discuss.

- Ginger asked board members to review the promotional material that she has designed, WIM Postcard ideas, located at <http://uscwim.wordpress.com/about-usc-women-in-management/wim-postcard/>. The password is uscwim. Nicole said that she would review the ideas.
- The WIM Blog 2014 year in blogging, courtesy of Wordpress.com: <http://uscwim.wordpress.com/2014/annual-report/>.
- Nicole said that the WIM member feedback that she is getting is that too much information is coming at same time. Too many emails are being sent out by too many different people. A master calendar is needed, defining in general when events will happen. The detail can be adjusted as the event is set. PR needs to be the conduit and send out one weekly email. Elaine suggested that Nicole, Ginger and Kate get together to create consistent email communication.

Old Business

New Business

- Bernice reminded board members that an HSC Membership person is needed.
- Stacy reminded board members that a committee was supposed to be created to review the WIM by-laws.