

USC Women in Management Board Meeting

Wednesday, February 4, 2015

UPC DML 110C (213-740-9080); HSC Norris Topping Tower 3409 (ph. 323-217-4672)

Minutes

Present: Kerry Etheridge, Ginger Mayerson, Nicole Kerns, Kristine Moe, Elaine Padilla, Jennifer Severa, Bernice Taylor, Queenie Taylor

Absent: Kate Balog, Roxana Bellia, Hazel Breen, Samantha Chilton, Muna Deriane, Natasha Jokic, Carolyn Heine, Stacy Patterson,

Reports

President

- Elaine announced that there have been 50% less events this year as compared to last year. WIM cannot campaign with less events. Nicole said a master calendar was needed. Ginger said more people need to be added to the board positions. Elaine encouraged members to get notices out three weeks in advance of their events.
- Elaine, Ginger and Nicole met to review WIM public relations needs. University Employees Gateway may be interested in covering WIM events.

Vice-President

- Elaine reported on behalf of Muna. Meetings were held with three of the seven HERS applicants last week. Two of the three candidates were outstanding. The third applicant may be a good fit in another few years. WIM may be able to sponsor two candidates to attend the 2015 HERS Institute.

Secretary

- Minutes, January 7, 2015, Approved, with minor edits

Treasurer

- Net worth: \$8,266.55
- IVC Projections are yet to be paid.

Past President

- No Report

President Emerita

- No Report

Historian

- Samantha Chilton will be stepping down from her position.

Members at Large

- Hazel Breen has taken an opportunity outside of USC. This position will need to be filled.
- Kerry will send out an email to members-at-large to see who may be interested in taking this and other vacant WIM positions in the interim.

Membership

- Bernice reported no change in membership from January to February.
- The report of people who have not renewed has been cleaned up with board members' feedback. Bernice asked what to do with people who are marked as "unpaid" in the renewal status.
- Bernice is currently looking at a place for next mixer.
- Bernice cannot attend the new employee event, New Trojan Network, at Town and Gown from 11am-12pm, on Thursday, February 12. WIM information should be passed out to new employees. Kerry said that she would cover the event with Elaine. Nicole and Kristine offered to attend, if needed. The first page of the website will be printed as promotional material, and a raffle will be set up to win the first WIM book club books. Elaine will bring an iPad for women to sign up on the WIM website.

Speaker Series/Signature Events

- Jennifer is organizing a microfinance speaker for the spring HSC event.

Stacy emailed the following report:

- Stacy had to postpone the February 6 luncheon with the Marshall faculty. A new date should be set in the next few weeks.
- Work on the Senior VP luncheon continues. Stacy encouraged all to save the date: Wednesday, April 1, at Town and Gown. Bob Abeles (and Provost Garrett, as previously discussed) will not be able to attend this year. Stacy has not heard from Tom Jackiewicz's office. She will follow up later this week. All others, including Michael Quick, will be present. Stacy will be looking for hosts, and asked WIM board members to consider.
- Stacy is working on a possible April and June speaker.
- On a membership-related note, Stacy looked into tickets for the Women's basketball game (home against Arizona) on Friday, February 20. Tickets for a group of 10 or more are \$7 each. WIM can hold a group of tickets (under any staff IDs) for a maximum of 24 hours before paying. This would secure all of the seats in the same section, together. All of these details are from the USC ticket office. The ticket office suggested that these games have not been selling out, so WIM has some time, even close to day of, to secure seats together. Stacy asked if WIM move forward with this, would this be WIM only event or would guests/spouses/kids be welcome?

Professional Development

- Jennifer has arranged for Rachel Plasencia from Work for Family Life to speak on Mindfulness at HSC on February 24.
- Dr. Rebecca Weintraub will present on Team Dynamics at HSC on April 23.
- Jennifer will ask Peter Cardin to present before the end of the fiscal year.

- Jennifer 's office will provide lunch for both events.
- Natasha will reach out to Queenie in regard to collecting money in advance of the March Myers Brigg event at UPC.

Public Relations

- Ginger issued invitations to the WIM Board for WIM blog access. Board members should let Ginger know if they did receive the invitation, and she will resend. WIM board members are encouraged to post to the WIM blog.
- Ginger met with Nicole and Elaine on January 16 to discuss areas of responsibility and the addition of a social media person for WIM. Elaine and Nicole said that WIM, as a professional development organization, does not require a high social media profile or anyone to manage WIM's social media. Ginger still favors a dedicated social media person to raise WIM's social media profile to a) get more members, and b) as another method to engage and get information to all interested parties about WIM's events. Ginger felt that the WIM blog and email blasts were limited in their outreach.
- Nicole will manage the WIM newsletter. A publication date for the first newsletter has not yet been set.
- HSC PR will forward any UPC event-related public relations that it may receive to Nicole.
- The next WIM Book Club meeting is on March 2 at HSC; the event is posted on the WIM Calendar. Parts 1-3 of *Thinking Fast and Thinking Slow*, by Daniel Kahneman, will be discussed.
- A hardback copy of *The Burning Room* is available for the next WIM raffle.
- At the meeting, board members discussed the idea of adding a social media person to take photos, cover events, post on WIM social media, etc. Reaching out to graduate students from Marshall, Annenberg, and HSC university relations was suggested. Others suggested that the position be offered to WIM members first as a way to take ownership. Kerry will include a social media position in her email announcing WIM interim open positions.
- Elaine mentioned that she had spoken to Kristine about writing a blog on management and leadership issues as they relate to women.
- Nicole will work on the master calendar in the next few week, moving forward with the ideas discussed by Elain, Ginger and her. Kerry offered to help.

Old Business

New Business

- WIM members will gather at McKays after work tonight in honor of Hazel Breen's promotion.