

Wyoming Council on Women's Issues

Meeting Minutes

January 10, 2004

Call to Order

Michelle Aldrich, Chair, called the meeting to order at 8:30 a.m.

Roll Call

Safa Suleiman, Michelle Aldrich, Jan Torres, Margaret Pilch, Marty Coe, Merna Rierson, Sherrill Heltzer, Cleo Medina, Teresa de Groh, Nina Romero-Caron, Mary England, and Diane Moser were present. DaNece Day and Cynthia Chavez Kelly were absent.

Minutes of Last Meeting

Michelle asked if there were any changes to the minutes of November 1, 2003, prepared by Teresa de Groh, Secretary. There were no changes. Mary moved to approve the November 1, 2003 minutes as presented and was seconded by Safa. The motion was approved unanimously.

Treasurer's Report

Diane presented the 2003/2004 Biennium Expenditures through 12/31/03. Margaret questioned the wages provision in the exception budget. Diane explained that wages were included in case the Council needed a part time person to do some work for a specific project. Diane also reminded the Council that the currently allocated money will need to be spent or encumbered by June 30, 2004, otherwise it will go back into the State's general fund. There was some discussion regarding funding needs over the next six months and there appeared to be several projects for which the remaining funds will be needed.

Friend's Account

Marty reported there is \$2,063.65 in the Friend's Account.

Committee Reports

Health

Nina reported that she had checked with NOW regarding Love Your Body Day and that the Council should receive materials for its promotion at the appropriate time. Nina also wrote an article for the newsletter using some of the information she obtained at the NACW conference and that she had a lot of information from the conference that will provide for continuing articles in the newsletter. A Council member asked whether a date had been set for the Komen Race for the Cure. Nina indicated that no date had been set yet.

Safa reported that she has sent out material via email and regular mail regarding the Maternal Health Survey, including dates for focus groups.

Legislative/Education

Safa indicated there is as yet no update on Title 14. Packets were delivered to legislators in November and Safa had emailed the cover letter to Council members in order to notify them that the legislative packets had been delivered. Diane indicated the Title 14 revisions may have been introduced recently; Safa will check the website.

Michelle asked Diane about the proposed WCWI budget. Diane indicated the proposed budget is the same as last year, i.e., including the exception budget, \$70,700 plus \$19,550.

Home & Community

Merna reported that she is nearly done with the map of Wyoming Women Who Made History, but would like to ensure the map includes as many Wyoming Women as possible. She would like to have at least one unique woman's history item from each District and it should be a first in the Country, i.e., the first female pharmacist in the country. Council members requested Merna to send them what she already has so they are not duplicating information already gathered.

Merna informed the Council of plans for Women's History Month. Wyoming Public TV will be showing Arctic Dance, the Mardy Murie story, but she would like more movies and documentaries. She is trying to get some radio air time as well and asked if Michelle would be willing to do an interview (Michelle said yes, of course.)

Merna mentioned the National Women's History Project (www.nwhp.org.) It is a website where women's history month activities can be posted, as well as other activities having to do with women's history. Merna indicated she is still pursuing support of Nellie Taloe Ross and Esther Hobart Moore for induction into the Women's Hall of Fame. If Council members think of other women inspiring hope and possibility, please let her know.

Michelle informed the Council that letters soliciting nominations for WCWI's Woman of Distinction Award have been sent and a press release made available. There was some

discussion about local coverage of the award, or lack thereof, and how to better get the word out. Nomination deadline is March 31.

Old Business

1. **Pinnacle Award.** Mary reiterated her desire to establish an award to businesses that show extraordinary effort in encouraging and maintaining women in the workforce. Council members supported the idea of establishing the award. The discussion concluded that all Council members should send their ideas for award criteria to Mary, Margaret and Safa who will then draft proposed award criteria to present at a future meeting.

2. **State Survey.** Michelle summarized her discussions with Burke at UW regarding development and implementation of the survey. Burke indicated that the survey from Nebraska was the better base from which to start. He said that 400 completed surveys would be needed in order to have a 95 percent confidence level with plus or minus five percentage points. If the survey size is increased to 1000, then the confidence level of the results would improve to plus or minus three percentage points. Burke would like to include a focus group component in order to refine the survey instrument. The costs quoted by Burke are as follows:

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| \$1,500 | focus group |
| \$9,900 | 400 surveys |
| \$18,500 | 1000 surveys |
| \$2,500 | statistical analysis |

As a result, if the project were completed with 1,000 surveys, then the total cost would be \$22,500. The merits of the proposal were discussed, particularly 400 completed surveys versus 1,000 completed surveys. The Council concluded that the increased confidence resulting from 1,000 surveys was worth the cost.

Michelle indicated that UW would need a draft survey instrument from WCWI by the end of March. Michelle will send a copy of the Nebraska and New Mexico survey instruments to Diane, who will send copies to all members for ideas on constructing the survey instrument for Wyoming. The discussion also covered how a contract with UW should be executed; Diane will work from a standard contract format and present a draft to the Council.

Jan moved to authorize Michelle to work with UW to produce a work proposal that will entail survey instrument development, including a focus group element, for \$1,500, a survey of Wyoming women to be performed resulting in 1,000 completed surveys as described by Burke to Michelle for \$18,500, and a statistical analysis for \$2,500. Nina seconded the motion.

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Safa indicated it should be clear if Burke is to be the point person for the proposed project and what the timeline is. Jan amended her motion, with Nina's concurrence, to include a project completion date of June 1, 2004 and specifics of individuals assigned to the project.

Safa also asked for more information on the focus group. Who is going to conduct the focus group and where? The Council was in agreement that the focus group should include people from around the state. Teresa pointed out that UW should prepare a detailed work plan proposal that WCWI can review and approve prior to execution of the contract and that the work plan should be part of the contract. The work plan proposal should include specifics for each phase, such as how the focus group(s) are to be selected, who will conduct them, and where, how the survey will be administered, and what the statistical analysis will cover.

The question was called for on the motion, which passed unanimously.

3. **Attendance Requirement.** Michelle informed the Council that she had met with Cynthia regarding attendance and that Cynthia had explained her absences. The Council discussed a mandatory attendance requirement, but agreed it appears a repercussion, such as removal from the Council, is unenforceable since each member serves at the pleasure of the Governor. The Council discussed establishing some guidelines for members so that at least expectations for participation could be clear. The consensus of the Council, after additional discussion, supported having an attendance expectation of at least four meetings per year. Michelle will work on developing a positive message to new and existing members regarding attendance and other expectations for participation on the Council for consideration at a future meeting.
4. **Resource Booklet.** Margaret and Diane informed the Council that the bid opening for printing the Resource Booklet is January 15, 2004. All printed books will be shipped to Diane in Cheyenne. There was discussion regarding holding the face-to-face meeting in Cheyenne so members could pick up boxes instead of having to ship them around the state. Since the face-to-face meeting is scheduled for June and the booklets are supposed to be printed and shipped by the beginning of March, the Council decided to have Diane ship boxes to individual members so that no time would be lost in distributing the booklet.
5. **Legal Handbook.** Merna asked if there were any plans to reprint the handbook. Currently there are not, however, most members reported that they have distributed all their handbooks. There are some boxes left in Cheyenne and Teresa has some in Jackson. Diane will bring more boxes to the face-to-face meeting for members.
6. **Women's Conversation.** Merna reported that the next meeting was scheduled for February. She had sent an email to members summarizing the first meeting. Merna noted that there was some criticism of WCWI at the last meeting because some groups were either not aware the Council existed or thought it was still inactive. Merna stressed that the Council needs more publicity; once the people at the meeting heard about what

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WCWI was doing, they thought it was great. They just didn't know about it. They also were very critical of the Council's website.

This information returned the Council to a discussion regarding PR and Aliza's recommendations regarding website development. There was discussion of allocating about \$12,000 for IP/website development as suggested by Aliza. Diane noted that the Wyoming Business Council has a \$2 million contract with an advertising company; perhaps WCWI could discuss marketing with them and perhaps someone from that firm could come to our face-to-face meeting.

7. **Any Other Old Business.** There was no other old business.

New Business

1. **Suggested Dates for Meetings & Times.** Michelle noted the next meetings are scheduled for April 3 at 8:30 a.m., teleconference, and June 5 at 10 a.m., face-to-face in Casper. Margaret suggested putting a notice of the June meeting in the newsletter. After some discussion teleconferences were set for July 29 at 7:00 p.m. and November 6 at 8:30 a.m. There will be a September face-to-face meeting in Casper, in conjunction with the Wyoming Women's Conference; however, the date for the conference is unknown at this time. Diane reminded Council members to put in their requests for overnight travel and let her know if there are needs for business cards, letterhead, etc.
2. **Any Other New Business.** Diane noted that last April, Nancy Fruedenthal hosted a roundtable on children and families in Wyoming. There were a couple of booklets published as a result. Another roundtable is being pursued for April 29th.

Members asked about the Ad Hoc Committee that had been formed to bring forward ideas for work projects from the Wage Disparity Study. Jan had been the lead and others thought that Teresa had been on the committee. This committee should bring ideas to the Council soon.

Council members also noted selections for attendees to this year's NACW conference should be made soon. The conference is July 14 – 18 in Pasadena, California, and attendees should be selected at the next meeting.

Adjournment

The meeting was adjourned at 10:45 a.m.