

WYOMING COUNCIL FOR WOMEN'S ISSUES  
Minutes for October 13, 2007 - Rock Springs, WY

Members Attending:

Lori Clifford	Michelle Aldrich	Maureen Neavill
Kim Capron	Teresa de Groh	Pamela Downing
Suzey Delger	Donna Whitson	Scarlet Skorcz
Jan Torres	Diane Moser, WBC Liaison	

Members Absent:

Sherrill Helzer  
Jenny Ingram

CALL TO ORDER:

The meeting was called to order at 8:15 a.m. by Teresa de Groh. Every one introduced themselves to our newest members in attendance - Lori Clifford and Donna Whitson.

I. NEW BUSINESS

A. Media Plan

Teresa pointed out the only committee without a key message was Home & Community but the two members who serve on it were not at the meeting. The Council came up with several suggestions and Jan moved to adopt "Women building community". The motion was seconded by Michelle and unanimously passed.

There was some general discussion about various upcoming conferences that WCWI needed to add to the plan. In view of the Nontraditional Career Fair, we need to make sure we include the Wyoming Association of Career and Technical Educators conference which is typically held every June. The CTE teachers across the state have been very helpful in getting female students to the Fair. We would also like to have a presence at the Wyoming Women's Business Expo in Powell and it was added to the list.

*Changes to the Media Plan:*

Page 5 - the time frame for the Woman of Distinction Award should be 2000-2007.

Page 8, Item #2 -- discusses key spokespeople and there was some discussion about whether or not that meant other Council members couldn't answer queries from the media. Since the crisis plan on page 11 deals with the exceptional circumstances that would limit any comments to the Chair or past Chair, paragraph 2 was eliminated.

Item #3 discussed press releases and the Council agreed that all news releases should list both the Council and Committee chair for follow-up. Item #7 has a paragraph about editorials and the Council agreed that any WCWI editorial must have majority approval prior to publication.

Diane pointed out that the term "Board" was used several times and she will replace it with the word Council as appropriate.

Item #9 on the plan discusses adding reporters to those who receive newsletters -- Diane will make sure that the newsletter is sent electronically to editors and media organizations (deleting the term reporters that is referenced in the plan).

Page 10 -- key spokespeople will be listed in the second set of boxes.

Page 14 - "Run Girl Run" events need to be added around March or April; the Women in Science high school program at CWC is in October. A proclamation from the Governor regarding Equal Pay Day, which occurs in April, was also added.

## II. NEW BUSINESS

A. Health Needs Assessment: WCWI still has not received the draft report that was promised by September 1<sup>st</sup>. Diane has received an email from Deborah Hamilton who is out of the office until October 21. There was a great deal of discussion about our responsibilities to the federal government, and that a one-year extension has already been granted. It is unknown whether the Department of Health Director is aware of the problem. We've been told the report is simply data but feel there has to be some interpretive text which we can't verify because we haven't seen even a rough draft. Michelle moved that we formally request a copy of the report (through a return receipt mailing) and Suzey seconded the motion. The Council decided to ask for the report as it currently exists and to carbon our request to the Director, Brent Sherard. Pamela will try to meet with Deborah Hamilton by October 24<sup>th</sup>. WCWI will also inform the Department of Health that the final draft must be received by November 1; if it is not received, we will hire someone to complete the work and deduct the costs from the \$3,500 payment. Teresa will compose the letter and send it the Executive Committee before it is mailed.

B. State of Women in the State Report: This is the first year we will produce this very abbreviated summary of issues to the Governor and the legislature this particular format. The Council discussed the items and facts to be included and Diane suggested that we take advantage of the research staff at the WBC to produce necessary statistics. Each committee will let Diane know what facts they need and the results will be forwarded to Teresa who will prepare a draft and send it to the members. The report will total no more than two pages with bulleted items relevant to our statutory mandates. We decided to give the report to the Governor on Equality Day in Cheyenne (which is January 21, 2008). Council members who are available will attend.

Our next Council meeting is scheduled for February 23<sup>rd</sup> in Cheyenne. Those members who can travel early are encouraged to arrive on Friday, February 22<sup>nd</sup>, to visit the legislature and the Women's Legislative Caucus.

### C. Summit Award:

There was general discussion about brainstorming ways to promote the award. Neither Pamela nor Teresa is able to attend the Casper event to present the Summit Award. Pamela offered to get both the talking points and the award

ready for November 16. WCWI generally has a booth at the event and several members are planning to attend. One of them will present the award.

Teresa suggested we purchase a full page ad in the Casper Star announcing the winner and encouraging applications for next year. We'd like to promote it at the luncheon and Pamela will find some promotional item to put at every place setting at the luncheon.

Michelle suggested the committee streamline the application form and process, perhaps requiring fewer attachments. We currently email it to all chambers of commerce and Pam suggested we email it to all businesses using the Wyoming Economic Development Association. The Department of Workforce Services is our partner in the award and their web designer may be able to help improve the electronic process.

Michelle moved that we recognize this year's winner with the ad and order some marketing item to promote nominations. Scarlet seconded and the motion passed unanimously.

#### D. Revisions to WCWI Brochure:

Since the names of members will always change, the Council decided one of the updates to the brochure was to leave out all names and use the judicial district map with an explanation of how appointments are distributed. We decided to add the key messages from the four committees. Michelle and Teresa asked for something other than a grey background and Teresa had a sample of "fade out" design done for a WCWI presentation.

It is important the newsletter be available in both hard copy and email form and we should list the website on the brochure. Teresa asked that members who had other changes send them to her as soon as possible.

#### E. Development of Pamphlets with Playton's Extra Material:

We have a number of informational items that were deleted from the legal handbook and we had discussed using them for "filler" when needed in the newsletter. We talked about "over-running" the newsletter so we could have something to hand out at our display table. Kim said it would be easy to do a fact sheet on selected topics. It was decided the Legal Rights and Responsibilities Committee would divide the items up and send it on to the three other committees to produce the fact sheets.

#### F. Expenses of Printing Additional Sexual Harassment Brochures

Teresa and Diane had discussed sending both the English and Spanish versions of the brochure to every principal in Wyoming. We don't have enough copies on hand to do that and there was discussion about how many more we would need. Michelle moved that we print 1,000 of each and send one of each language, with a cover letter, to all school counselors and main libraries. Donna seconded the motion. We also decided that the reprint would be on "fade out" design instead of the current grey. The estimated cost is \$1,000. Motion passed unanimously.

### III. CONSENT AGENDA

It was clarified that any member can request an item be pulled from the consent agenda and no second or vote is required. Diane requested the Financial Report be pulled and Michelle pulled the Education Opportunities Report.

Maureen moved to approve the remaining items and Kim seconded. The motion passed unanimously.

Michelle reported on the success of the Nontraditional Career Fair which was held the previous day. She praised the WWCC Committee who did an awesome job. It was estimated that about 300 students attended. Michelle had written all seven community college presidents earlier this summer about whether or not their respective colleges would be interested in hosting the event next year. Three colleges expressed interest in doing so. Sheridan College would like to host the event at its Gillette campus in 2008 because they feel they need two years to prepare. LCCC sent Ann Hilton to the Fair this year to view the process. Casper College has also expressed an interest.

Michelle pointed out that to continue the event, several factors are now evident:

1. Colleges will need to make a substantial financial investment to host the Fair and she estimated WWCC spent about \$10,000 this year.
2. We need to be very clear about the parameters WCWI has set regarding the focus of the fair. It is true that the colleges have an opportunity to get prospective students to visit their campuses but actual numbers of those students who ultimately enroll is impossible to determine.
3. We need to provide colleges who host the event with a planning guide but she thinks it's also important that one WCWI member commit to being an active member of the on-campus committee.
4. There are always some problems that emerge. As an example, we might want to request the college NOT schedule the event on a Friday because so many small schools are on four-day school weeks. Unfortunately, many of them may have a big enough room for 350 students to attend a plenary session but since their classrooms are used Monday through Friday, finding rooms for workshops may not be possible. The Fair requires a lot of cooperation with school district academic calendars and events. Route buses are often not available to become activity buses according to the Fair schedule and some schools have to leave before the event is over.
5. WCWI was noticeably absent when it came to awarding door prizes to attendees. We should budget for and provide some WCWI items next Fall.

Both Donna and Kim thought that Powell might want to be considered for the 2008 event and the Council agreed to give them time to check. In the interim, Pam moved that we approach the three (EWC, LCCC, Casper) colleges who have expressed an interest to gauge their financial commitment. Scarlet seconded. The colleges will need to respond by January 1 and we need to make a decision at our February meeting. Since Sheridan has indicated their interest

for 2009, both Pam and Scarlet accepted a friendly amendment to approve Sheridan as the site for 2009.

#### 2008 Budget

Diane has estimated costs for the balance of the year and the Council discussed various options for an estimated \$16,000 of uncommitted funds. Items which were discussed were:

- Summit Award Publicity (\$2,700)

- Buying print ads that highlight WCWI activities

- An ad thanking WWCC and the businesses who participated in the Career Fair

- Estimated printing cost of Legal Handbook could be another \$10,000 (in addition to the \$10,000 already budgeted)

- Council members will have an additional trip to Cheyenne in January

- Booking and paying a deposit for a keynote speaker for the Career Fair -- \$1,000

- Items needed for our informational table like brochure holders; candy dish; and perhaps promotional items that could be distributed (\$2,000)

- Long sleeved WCWI shirts

- Printing VOTE Bookmarks (\$500) (Unsure about how many elections we're talking about and last cycle didn't include a bookmark for the primary election)

- The Business Council is negotiating with Happy Jack software for on-line calendars so that users can post events and pull them out by the month or week and maybe we can purchase some adaptation for events related to women.

- Financial support for "Run Girl Run"

- Wyoming Equality Initiatives Support

The discussion about the projected costs and ideas continued and support for the "Run Girl Run" and the Equality Initiatives would be considered for "left over monies" after higher priority items are taken care of. Jan moved that we tentatively approve these ideas for the coming biennium but wait for costs to be updated before we make a final decision at the February meeting. Michelle seconded and the motion passed unanimously. Because the decision to buy the ad congratulating the Summit Award winner and purchase small promotional items was discussed and approved in Item #C earlier in the meeting, it is not part of the expenditures we are still contemplating.

#### IV. MATTERS FROM COUNCIL MEMBERS & PUBLIC

There was some discussion about the Strategic Plan and how that helps us manage our time and energies as well as set priorities for how we spend funds. Lori had some questions about grants and how those isolated decisions are made.

Teresa appointed Lori to the Legal Rights Committee and Donna to Home and Community.

Members were reminded about our attendance policy which results in removal in the event a member misses three consecutive meetings.

The Wyoming Legislative Caucus sent us a group picture and we received a letter thanking us for our support of the Women's in Politics Round Table

The meeting was adjourned at 1:30 pm

**ATTACHMENTS TO MINUTES:**

Committee Reports

Financial Reports

Media Plan