



Women's Council
· Wisconsin ·

WOMENSCOUNCIL.WI.GOV

**Minutes of the Meeting of the
Wisconsin Women's Council – March 12, 2014
State Capitol, Room 328 NW, Madison, WI**

Board Members Present: Nicky Bowman, Patty Cadorin (by phone), Karen Katz, Michelle Mettner, Katie Mnuk, Kim Nickel, Jessie Nicholson, Representative Sandy Pasch; Carrie Richard, Senator Jennifer Schilling, Heather Smith. **Not Present:** Mary Jo Baas and Senator Dave Hansen. **Excused:** Representative Mary Czaja. A quorum of Board members was present.

Others present: Christine Lidbury, Executive Director; Kristin Redman, Cricket Design Works; Kara Pennoyer (Office of Senator Shilling); and Charles Schultz (Office of Senator Hansen).

1. Board Business

Board members welcomed Katie Mnuk to the Board. Ms. Mnuk is CEO of the Lakeland Care District - a regional, Managed-Care Organization in Northeastern WI providing Medicaid-funded long-term care services to more than 2,700 frail elders and people with disabilities. She served as the Wisconsin Women's Council's Executive Director from 1998 to 2002.

Election of Officers

A. Vice Chair: Council by-laws provide for a vice-chair executed from the board members.
Nominations:

Michelle Mettner, Vice Chair
nomination submitted in advance by Mary Jo Baas
2nd by Karen Katz

No additional nominations were put forward. Approved by acclamation.

B. Executive Committee: Council by-laws provide for an Executive Committee comprised of the Chair, Vice Chair, and three members of the Council, and Executive Director as a non-voting member (see handout). Executive Committee nominations are proposed by the Chair and elected by the Board. Chair's nominations submitted in advance:

Patty Cadorin
Karen Katz
Katie Mnuk

No additional nominations were put forward. Approved by acclamation.

Approval of minutes was postponed to the next meeting.

Board Meeting Schedule

Following general discussion, meeting date proposed to change to 1st Wednesday each quarter.

Motion by Katie Mnuk

2nd by Heather Smith

Unanimously approved

New Meeting Dates for 2014-2015

1st Wednesday

Quarterly March-June-Sept-Dec

11:30am to 1:30pm

State Capitol, Madison

2014: June 4 / September 3 / December 3

2015: March 4 / June 3 / September 2 / December 2

2. Speaker and Presentation: Kristin "Cricket" Redman, Principal, Cricket Design Works, Madison. Ms. Redman presented on Social Media Strategies, with emphasis on using social media for Women's Council initiatives, including financial literacy and reporting on the status of women.

Focus on Facebook and Twitter. Ms. Redman emphasized creating economies of scale by creating and sharing information in different formats across media channels – for example, short "tweet" that links to longer Facebook post that may link to longer blog-type post. For example, post parallel content on Facebook and Twitter. She noted importance identifying the audience, developing a strategy, and using posts to create conversations around topics or issues. She suggested allocating work time specifically around the social media strategy. Ms. Redman noted that in allocating time, Facebook tends to be accessed more on evenings and weekends, with Twitter more during the day. Also in identifying audience, note difference in social media use by gender and age. See presentation (attached).

Board members concurred on the importance of including social media strategies in Council projects, particularly around the financial literacy media campaign. Discussed also ensued around developing tiered strategies for social media for different age groups and populations. It was also suggested linking up with local non-profits to cross-post information on Facebook and re-tweet posts.

3. Project Updates. Christine provided updates on the following Council initiatives:

Trailblazer Awards. 13 Award recipients for 2014, award program on April 9, 2014. Council members are invited to the award program and reception and will receive invitations by mail. Special thanks was given to Patty Cadorin and BMO Harris Bank for serving as the lead corporate sponsors and providing funding to underwrite the program.

ConnectWI. Working to pre-qualify some local government to include on the web site in advance of project launch. Expect to launch in Spring 2014. Christine is meeting with local government associations to promote project.

Financial Literacy Media Campaign. Working group formed to provide advice and review on contract out branding, graphic design and media strategy.

Women in Manufacturing. Women's Council has been asked to assist in developing a new project to create a networking group and conference on women in manufacturing in Wisconsin. The project is being led by Foley & Lardner and the Office of the Lieutenant Governor.

Status of Women Update. Christine noted that the Council has been approached by several organizations and women's funds about updating the Status of Women in Wisconsin report providing statistical information on social and economic issues for women in Wisconsin. Institute for Women's Policy Research, which create the former (2004) report is currently undertaking a new Status of Women in the States project in partnership with the Ford Foundation. They are offering the opportunity for states to buy into the project to create a state-specific briefing paper. The cost is about \$15,000. Christine questioned whether the Board members were interested in seeing the Council pursue the possibility of an update or consortium or organizations to fund an update. Discussion ensued. Several members highlighted that such data is valuable, it may be timely to update, and such reporting is important part of the Council's institutional footprint. Christine will pursue possible partners to explore interest and funding commitments. Board members interested in participating in the effort: Carrie Richard, Heather Smith, Michelle Mettner and Nicky Bowman.

4. General Board Discussion

Board Retreat. Christine proposed the board consider a planning and team building retreat. Members in general felt that a full-day retreat would be beneficial. Christine will coordinate with the Executive Committee on the possibility of a retreat in 2014.

Motion to Adjourn. Moved by Jessie Nicholson, 2nd by Karen Katz. Unanimous to approve.

Respectfully submitted,
Christine Lidbury