

**Indiana Commission for Women  
BOARD RETREAT AGENDA  
Wednesday, December 14, 2016  
11:30-2:00 p.m.  
Indiana Historical Society  
Multipurpose Room  
450 W. Ohio Street, Indianapolis, IN 46202**

**IN ATTENDANCE:** Christine Altman, Senator Vaneta Becker, Senator Jean Breaux, Kori Chambers, Melissa Cotterill, Representative Sheila Klinker, Representative Peggy Mayfield, Stephanie Moore, Patzetta Trice, Heather Willey

**STAFF:** Lindsey Craig, Kristin Garvey, Christine Meyer

The Board Retreat was called to order at 12:05 PM. After brief introductions, the board discussed the following programs:

**Torchbearers:**

Issues to address:

- # of attendees
- Time of year of event
- # of nominees
- Diversity of nominees

Discussion: Time of event – maybe January or February in 2018. Which is better – January or February or September or October?? Can we be specific on dates from year to year to build our brand. Revise the nomination packet; market more directly to get nominees; have the deadline be the deadline; notify the winners with at least a month's notice. Nomination packet needs to be much shorter – 1 essay to touch on all the elements of what makes a Torchbearer. Discussion about marketing the recipients prior to the announcement. Anyone can make nomination – website needs to be updated to make it clear who can nominate and have an on-going nomination packet available from the time of the date of Torchbearers until the deadline. Also talked about having local media more involved in discussing the recipients. Discussion about not keeping it a secret anymore – release to local media about who the recipient is, why they were picked, etc. Possibly allowing advertising in our program from companies who have Torchbearers. Emphasis of young nominees – young professional nominees. Website needs to be up to date to 2016 – only up to date through 2012. Also need to figure out how to turn the people and companies present for the event into donations for our other events. Bringing up someone to speak about girl's forum.

Sponsorship packet – one payment throughout the year for multiple events – robust sponsorship package. Need to get out in September/October time frame. \$2500 or \$5000 – these are standard tiers and then individual tiers. Then need to communicate with these folks on a regular basis.

#### Conclusions:

- Not during session – stay consistent w/ September
- Sponsorship packet ready to go 9/1/17 for 2018
  
- Before the end of January – comprehensive plan w/ Stephanie Moore’s committee – marketing plan. Stephanie will do a call w/ agenda by the end of January.

#### **Writing Her Story:**

- Articles on various women that tell a story about a prominent Indiana woman.
- Booklet of people we have featured. Possibly sending it to school teachers with teaching lessons to help them teach women in Indiana history.
- Board needs to tell Kristin who we should focus on.

#### **Girls Leadership Forum:**

- Kristin passed out beginnings of post-event report. 3 different Saturdays the event was held. Fort Wayne, Indianapolis and Evansville. Negatives were that we didn’t get the number of girls that we wanted.
- Market to schools. Go to new State Superintendent and ask to be in the weekly school superintendent newsletter. Get addresses for superintendents and email them. Who are we targeting? Jr and Sr’s in high school through Juniors in college. Time of year to host the event. Talk to School Board members to get them to go to Superintendents to get to the students. Go to Community Partners for getting girl’s there.
- What are we trying to accomplish? What is the age group we’re targeting or that we want to target?
- What are we going to call it?

#### **TASKS**

##### ***2017 Torchbearer Awards***

- Stephanie Moore, Kori Chambers, Melissa Cotterill, Patzetta Trice, and Christine Altman have agreed to be part of a committee to plan this year’s event.
- The committee will be meeting by the end of January to provide a plan of action for the first meeting of the board of commissioners. The plan should include a marketing plan and a sponsorship plan.
- Kori agreed to review the application so that we can streamline the nomination process.
- Kristin will look into what we can do on the website for sponsorships.

##### ***Writing Her Story***

- For this year’s *Writing Her Story*, I have put together a preliminary list of women to feature during March 2017 (Please see attached document).
- Please review the list and add your suggestions. We are looking for 31 women to feature in profiles.

### ***Girls Leadership Forum***

- Additional discussion on overall objectives is needed, including:
  - ~ Target age group (junior/seniors and/or early college women)
  - ~ Type of young woman
  - ~ Time of Year
  - ~ Programming
  - ~ Comprehensive marketing strategy
- Please let Kristin know if you are interested in participating in a committee to discuss and/or plan this year's Leadership Forum

### ***Administration***

- Revamp website and review all messaging
- Develop comprehensive sponsorship package (review *Leadership Indianapolis* sponsorship package) for annual giving
- Develop an annual work plan with tentative dates to determine optimal timing for each program
- Set next board meeting for February 15, 2017, which needs to be confirmed with all board members