

EWTG Board of Directors Meeting Minutes

Wednesday, February 19, 2025

5:30 – 7:00 PM

Zoom Meeting

Board Position	Name	Present
President	Coleen McCarthy	x
President-Elect	Terri Peirce	
Finance Director	Jennifer Moussa	x
Conference Director	Alida Bennett	x
Operations Director	Tricia Schulze	x
Affiliates Director	Bobbie Lehrmann	
Communications Director	Colleen Couch	x
Education Director	Jessica Hyde	x
Membership Director	Poornima Siddapur	x
Professional Development Director	Sarah Melecki	x
Engagement Director	Chan McDermott	x
Community Service Chair	Yvonne Campos	
Nominating Chair	Aelia Akhtar	
Scholarship Chair	Retha Youell	x
CMP Management	Melanie Bowman	x
CMP Management	Becky Gray	x

- 1) Segue – Coleen McCarthy called the meeting to order at 5:35 pm.
- 2) Approval of Minutes: November 2024 and January 2025 Minutes were presented. **Jennifer Moussa made a motion to approve the November 2024 minutes as presented. Tricia Schultz seconded the motion. No discussion. The motion carried. Chan McDermott made a motion to approve the January 2025 minutes as presented. Tricia Schultz seconded the motion.** Jennifer Moussa shared that based on guidance from CMP Management during the EWTG Leadership Meeting, Carolyn Price will remain as a designated signer on the Corporate Resolution. The corporate resolution discussion will remain in the notes of the January 2025 minutes, however the recommendation to remove Carolyn Price from the Corporate Resolution is no longer requested for 2025. **Chan McDermott then made another motion to approve the January 2025 Minutes with this revision on the Corporate Resolution. Colleen Couch seconded the motion. No further discussion. The motion carried.**
- 3) EWTG Calendar and EWTG Scorecard – Coleen McCarthy
Reminder to add events on the EWTG Calendar and avoid overlapping with other events. A recommendation was made to share the Smartsheet calendar with EST leaders to add their events. Chairs are also asked to update the number of committee members monthly on the EWTG Scorecard.
- 4) President's Update
 - The Bylaws subcommittee will be led by Tricia Schulze and other volunteers are needed. Notify Tricia Schulze if interested in participating. Scholarship criteria will be reviewed as well as all the Bylaws to ensure alignment with current practice.
 - Terri Peirce will lead the Strategic Planning Committee reviewing for potential updates based on 2025 goals and organizational updates. Committee Chairs should review the existing Strategic Plan and be thinking about potential changes needed.
 - The 2020 Policy Manual also needs revision.

- The [EWTG Volunteer Form](#) has been updated to include automation to notify committee chairs when a member submits an interest in participating. Chairs should respond to volunteers within 3 business days.
- Coleen may have limited availability in late March.

5) Finance Director Report – Jennifer Moussa

The financial statements for November and December of 2024 and January of 2025 were presented. Jennifer shared financials related to the annual conference income.

Chan McDermott made a motion to approve the financials as presented for November-December 2024 and January 2025. Poornima Siddapur seconded the motion. No discussion. The motion carried.

6) IDS- 2025 Budget – Jennifer Moussa

Jennifer used the 2022-2024 budgets as a reference when reviewing all recommendations for the 2025 budget. Alida Bennett shared that conference budgets are still under development and will be conferring with the CMP Event Team to get insights into finalizing the conference budget. There was a discussion about potential line-item change recommendations made by committee chairs. Coleen McCarthy recommended that Leadership Women scholarships be focused on Leadership Women, Leadership American and Leadership Pipeline. Further budget planning will follow in anticipation of approving the 2025 Proposed Budget during the March Board Meeting.

7) IDS- Q4 Scholarship Application – Retha Youell

Hailey Norris submitted a scholarship application for the Leadership Pipeline Scholarship. The scorecard is currently being developed. Coleen McCarthy shared that a completed scorecard would be required for review and potential consideration for approval. Additional review to follow and a potential virtual Board vote to follow prior to the March Board meeting. Marketing for scholarships opportunities will be shared by email to members soon. Committee member recruitment needs to be a priority as there are currently only 2 members.

8) IDS – Corporate Resolution – Coleen McCarthy

The Corporate Resolution was discussed. **Chan McDermott made a motion to approve the Corporate Resolution as presented. Tricia Schulze seconded the motion. No discussion. The motion carried.**

9) President-Elect – Terri Peirce

No report

10) Conference Committee – Alida Bennett

No additional report

11) Operations Committee – Tricia Schulze

No report.

12) Membership Committee – Poornima Siddapur

a. Kick-Off meeting Jan 2025

- i. Discussed a wide range of ideas and interests from the committee members.
- ii. Planned a couple sub-committees

b. Monthly meeting February 11, 2025

- i. Discussed the overall ideas, tasks and distinction between membership and engagement committees
- ii. Brainstorming ideas to get agency sponsored membership programs
- iii. Considering a karaoke event towards the end of March – details to follow.

c. Progress Made Towards Strategic Plan Initiatives:

- i. An idea was presented to bring an issue to the Texas Legislature that can positively influence Texas workforce.

13) Education Committee – Jessica Hyde

- a. Secured speakers
 - i. March (TBD): Alma Allen-Johnson, DSHS – Overview of Texas Legislature Online
 - 1. Potentially Chan as backup
 - ii. April 9th: Lily McClure, DSHS – Effective workshops
 - iii. May 14th: Jennifer Becerra, NASA Johnson Space Center – Imposter syndrome
 - iv. June 11th: Maria Luisa Robertson, La’Creasha Wells, TDLR – Collective EmPOURment (rise by lifting others)
 - v. July 9th: Jamie Langham, TPWD, Culture of professional development at TPWD
 - b. Continue to secure speakers
 - i. Received suggestion at board retreat to have a session on financial literacy – any suggestions for potential speakers?
 - ii. Secured interest but still need to schedule:
 - 1. Keri Cain, HHSC – Failure-positive culture
 - 2. Carrie Williams, Texas Hospital Association – used to work for DSHS, HHSC, invited her to speak on communicating during a crisis from her experience as the media relations director during the Ebola scare in 2014
 - c. Continue to recruit for education committee
 - d. Scheduled 4/8 required educational events
- 14) Professional Development Committee– Sarah Melecki
- a. Professional Development Committee:
 - i. Held first committee meeting February 12th
 - b. Executive Success Teams:
 - i. February 20th – Executive Success Team (EST) Kickoff event
 - ii. Developed EST kickoff slides and recruited current EST leaders to present
 - iii. Worked on edits to EST interest form with members Lucie Prieto and Kim McConic
 - iv. Drafting newsletter article re: EST kickoff
 - c. One-on-one mentoring program:
 - i. Recruited mentors – currently confirmed are Regina Durden, Meghan Kempf, and Audrey Selden, and have requests out to get two additional mentors
 - ii. Drafted one-on-one mentoring program guide
 - iii. Drafted one-on-one mentoring program kickoff slides
 - iv. Worked with Audrey Selden and CMP to create one-on-one mentoring program questionnaire for interested mentees
 - v. Drafting newsletter article re: one-on-one mentoring program
 - d. Peer mentoring program:
 - i. Drafted peer mentoring program guide
 - e. Website redesign:
 - i. Met with Colleen Couch to identify needs for first special committee meeting
 - f. Other:
 - i. Attended Engagement Committee meeting and working to plan a dinner & a musical engagement outing – would like to partner with the **Membership Committee**
 - g. EWTG Activities (Future Months):
 - i. Professional Development Committee:
 - 1. Hold next committee meeting March 12th
 - ii. Executive Success Teams:
 - 1. Follow up activities from EST Kickoff event
 - 2. Update EST website language

3. In March or April, work with EST leaders to ensure all EST members are current EWTG members and, if not, to help them update their membership
- iii. One-on-one mentoring program:
 1. Work with the Communications Committee and CMP to advertise mentee interest questionnaire
 2. Late March - Work with Professional Development Committee to complete mentor-mentee matching and send out emails with match information
 3. Early April – Host one-on-one mentoring program kickoff for mentors and mentees
- iv. Peer mentoring program:
 1. Work with Chan McDermott to finalize program guide
 2. Recruit members to peer mentoring group(s)
- v. Website redesign:
 1. Work with Colleen Couch to schedule and host the first special committee meeting
- vi. Other:
 1. Attend Engagement Committee meeting and finalize plans for dinner & a musical engagement outing
- h. Progress Made Towards Strategic Plan Initiatives:
 - i. Goal 3 - Increase opportunities for EWTG members to participate in EWTG-sponsored peer support and/or mentoring programs/activities (including Executive Success Teams (ESTs)).
 1. All Professional Development Committee activities
 - ii. Goal 5.1 - The Membership Director will work with the Membership Committee to conduct at least one EWTG-sponsored networking and/or membership event annually.
 - iii. Attended Engagement Committee meeting and working to plan member social

15) Communications Committee – Colleen Couch

- a. Committee
 - i. The Communications Committee met virtually in January (1/11) and in-person in February (2/1).
 - ii. Integrating new members and encouraging their participation in social media post development and scheduling.
- b. Website Redesign
 - i. Colleen and Sarah met to begin planning for the kickoff of the website redesign special committee.
 - ii. Developed a draft project plan that will be tailored with input from Sarah and the committee.
- c. Social media
 - i. Created social media images and images for the newsletter.
 - ii. Completed the leadership spotlight series.
- d. Newsletter
 - i. Worked with board members, committee chairs, and CMP to publish the January and February newsletters. Utilized committee support for proofreading and copy editing.
- e. 2025 theme graphic
 - i. identified a committee volunteer willing to develop the graphic. Gave assignment due by the end of February.

- f. Migrating from HootSuite to Buffer for social media post scheduling
 - i. closed out our HootSuite account before annual billing.
 - ii. Purchased Buffer subscription prior to HootSuite expiration, allowing for continuous social media posting.
- g. Board responsibilities
 - i. Attended 2025 leadership retreat.
 - ii. attended CMP meetings: one to discuss EWTG website redesign; one to discuss better utilization of EWTG calendar.
- h. EWTG Activities (Future Months):
 - i. Kickoff website redesign project- end of Feb/beginning of March.
 - 1. begin work on this project as outlined in the final version of the project plan.
 - ii. Develop March newsletter.
 - iii. Committee meeting
 - 1. The next committee meeting will be held on 3/1. I will train the committee on Buffer in this meeting.
- i. Progress Made Towards Strategic Plan Initiatives:
 - j. Goal 1, strategy 1.2: worked with Affiliate Director to promote educational opportunities through newsletters, websites, and social media platforms.
 - k. Goal 2, strategy 2.1: worked with EST leaders and Professional Development Director to promote professional development opportunities (EST gatherings, EST kickoff) through the newsletter, website, and social media platforms.
 - l. Goal 4, strategy 4.4: worked with Scholarship Chair to promote Q1 scholarship deadline through the newsletter, website, and social media platforms.
 - m. Goal 5, strategy 5.3: worked with Affiliate Director to promote the Brazos Valley affiliate through advertising their local educational opportunities via the newsletter, website, and social media platforms.

16) Engagement Committee– Chan McDermott

- a. The Engagement Committee has met twice, once in January and once in February. The Committee discussed activities we'd like to conduct, the importance of collaborating with the Membership Director and Committee and the cadence of committee meetings.
- b. Submitted articles for the EWTG Star
- c. EWTG Activities (Future Months):
 - i. Meet with Membership Director
 - ii. Request list of new members from Membership Director or CMP
 - iii. Set up process to reach out to new members to discuss options for getting involved in EWTG
 - iv. Set a schedule of member socials
 - v. Develop and implement New Member Orientation
 - vi. Continue to recruit for Engagement Committee

17) Affiliates – Bobbie Lehrmann

No report.

18) Community Service Committee – Yvonne Campus

No report.

19) Nominating Committee – Aelia Akhtar

No report.

20) Scholarship Committee– Retha Youell

No further report.

21) Conclude / Adjourn – **The meeting adjourned by consensus at 7:11 pm.**

Action Item –

- CMP - Identify costs incurred from conference photographer.
- Board members should email out needs to the full board.