

85 Broads SoCal Chapter - 2010 Plan

A Quick Review of 85 Broads Generally

What are we?

- A global women's professional networking organization

Who are we?

- Students to senior executives belonging to 14 chapters in the US from Boston and New York to Los Angeles, 14 chapters globally from Sydney to London to Dubai and 41 US and international undergraduate campuses
- We are trying to elevate everyone. All inclusive organization – all backgrounds, all industries, all nationalities etc

Who is eligible to join 85 Broads and what is the process for joining?

- Its open to anyone – provided she completes an application and it is approved. Women tend to join for career networking. They are also often leaders (career, non-profit, life experience/accomplishment) and/or have achieved/accomplished throughout their life.

Definition of SoCal Region

- Divided into [five] distinct regions:

What is the value proposition for 85 Broads members in SoCal?

- Being part of a highly regarded, established global women's professional networking organization and gaining access to its global membership
- Access to events both in SoCal (local networking events, speakers etc) and nationwide (networking and speaker events in other cities, webcasts etc)
- Getting to know other business leaders in the SoCal community
- Mentoring and networking opportunities
- Provide career support, from informal networking to organized speaker series on career-related topics
- Provide opportunities to learn more about getting involved in the community, including non-profit involvement
- Help business leaders new to the area to transition into SoCal seamlessly
- Host informative events, including speaking events with industry experts
- Have fun events!

What are the goals of an 85 Broads chapter (as defined in 85B Intro to Chapt handbook)?

- To develop and strengthen the 85 Broads network through networking, developmental and service-focused events in each region
- To attract new members
- To retain, engage, and connect existing members 85 Broads
- To plan, publicize, and organize regularly scheduled regional 85 Broads events
- To increase brand awareness of 85 Broads
- To develop professional and leadership skills among women
- To provide opportunities for women to address the needs and concerns of the community and our world

What are the requirements of an 85 Broads chapter (as defined in 85B Intro to Chapt handbook)?

- Register all members on the 85 Broads website
- List all Chapter Leaders on your Chapter page with a photo and active email address
- Plan at least two events per year. Preferably six.
- Create an annual plan
- Designate a point person to be responsible for communications with 85 Broads HQ
- Establish a core group of volunteers to lead the organization
- Send monthly email updates to 85 Broads HQ
- Submit a Chapter Affiliation Agreement to 85 Broads HQ
- Post pictures and summary of hosted events on the website
- Craft and approve a Constitution and ByLaws
- Submit at least one best practice to 85 Broads

Each of these addressed below in context of our annual mtg discussion

Current Status of 85 Broads SoCal

- Believe there are ~1,000 members within Santa Barbara, San Diego, Orange County, Manhattan Beach/South Bay, Los Angeles (including downtown), Pasadena and Palm Springs.
- Few active members (based on survey results indicating last time profile was updated and number of events people have attended in the past year)
- Grassroots effort required to get Social up and running – both internal organization (since social is widely dispersed, need to leverage central regional functions as much as possible) and creating real value proposition for new members to ensure membership grows
- Major efforts underway from corporate to improve database – historically difficult to reach and search members or sort by region
- Believe there is a ton of great energy and ideas out there – just need to harness it!

85 Broad Internal and External Development Plan for 2010

What does Social believe are the priorities of our chapter for 2010?

In the context of the aforementioned 85 Broads requirements....

- Register all members on the 85 Broads website
 - Indeed, a requirement of any new member
 - For existing members, part of longer-term campaign in conjunction with HQ and database clean up? **Need Volunteer**
- List all Chapter Leaders on your Chapter page with a photo and active email address
 - Done
- Plan at least two events per year. Preferably six
 - Local – depending on size, 1-3 smaller events per qtr (ie coffees, cocktails)
 - Regional – agreed 2.
 - **Tentative plan for 1 regional in March and 1 in Winter in Palm Springs (Choy to lead Palm Springs) - Need 2-3 leads + plus many volunteers to plan and execute**
- Create an annual plan
 - This is it!
 - Suggestion: **Perhaps condense into 4ish major regions and each region send in a few bullet points on their event plan for the year**

- Designate a point person to be responsible for communications with 85 Broads HQ
 - Each CH is accountable for e-mailing Marlena/HQ for policy and procedure questions in order to ensure greater efficiency (from social end) and most up to date information is gained. If CH or regional committee head finds out helpful information, new info or clarification then **they should e-mail the group with the issues and response**
- Establish a core group of volunteers to lead the organization
 - Role of each of the chapter leads...will be easier once all roles are defined
 - Immediately engage people who volunteered through the survey to ensure we harness their energy!
- Send monthly email updates to 85 Broads HQ
 - Beth Andrews and newsletter
- Submit a Chapter Affiliation Agreement to 85 Broads HQ
 - Beth working on
- Post pictures and summary of hosted events on the website
 - Role of whomever hosts event
 - We can also coordinate through newsletter so that people can send pics in once and save time!
- Craft and approve a Constitution and ByLaws
 - Beth working on
- Submit at least one best practice to 85 Broads
 - Can put together collectively at annual meeting

Other areas discussed at meeting particular to Social

- Social database clean up
 - Andrea, Cara and Beth to map out zip codes so we can target social subregions. Overall information update campaign to come (possibly) later this year in conjunction with HQ
- Newsletter
 - De'Ann and Andrea leading
 - Need more volunteers on submissions. Perhaps we can split out by section if there are lots of volunteers (e.g. someone to write up the monthly Chapter Leader profile, member profile, book reviews, etc)
 - Immediate addition – use newsletter to profile job openings
- Advisory Group
 - Agreed that the group at the annual meeting and any other folks who take an active/leadership role become members of the mailing list we use to support each other, get advice/feedback on events, ideas etc
- Job postings
 - Appears to have been added back to corporate site. Local job seekers and hirers also currently highlighted in Social newsletter
- Building membership
 - Develop plan for gaining new members and bringing awareness to 85B Social (via facebook, linked in or other) and run by HQ - Claudia (Talia and Beth to discuss with her); could use other volunteers
 - Think about connection with alum associations, partnering with corp groups and other non-competing networking groups
 - Chapt leads should send welcome letter to all new members as they join. Need volunteer to lead

- Create a prospect list of new members in each region. **Need volunteers to lead in each region**
- Mentoring Program
 - Connecting mentors with mentees in social – once we have our database sorted and can email just the social region, could be fairly simple....have online spreadsheet to connect folks and let them meet on their own
 - **Need Volunteer to lead**

Annual Regional Meeting

- Agenda suggestion: regional and category reports/updates followed by misc/new items
- Beth to put forth agenda and get feedback on it prior to meeting

Next Steps and Agreed To Dos From Annual Planning Meeting

Item	Volunteer
1) Send out list of current regions for mapping	Beth
2) Perform mapping	Beth, Andrea, Cara
3) Be in contact with Corp on clean up of database, improved functionality etc	Beth, Andrea, Cara
4) Develop plan for gaining new members and bringing awareness to 85B Social (via facebook, linked in or other) and run by HQ	Claudia (Talia and Beth to discuss with her)
5) Continue to send pix and write-ups of events to Andrea for Newsletter	EVERYONE
6) Regional Event Leads: <ul style="list-style-type: none"> v Spring Event v Fall/Winter Palm Springs Event 	TBD Choy
7) Contact HQ about automatic email to new members – see if zips can be included	Cara
8) Send Plan to Social Region highlighting where volunteer opps exist	Beth
9) Send follow email to your local region introducing ourselves and highlighting vol opps	ALL CHAPT HEADS
10) Schedule next call for Mid-Jan	Beth

Summary of Volunteers Needed

Central Regional (ie Social)	Local (ie SD, Westside, Pasadena etc)	Status and Comments
	Chapter Heads (7)	Assigned
	Deputy or co chapt heads	Optional – Volunteers welcome!
Head of regional events (2)	Head of local events (7)	STILL NEED MANY VOLUNTEERS
Head of database mgmt and general cleanup, Corp Comm		Beth, Andrea (could also have local folks)
Newsletter		Andrea, De'Ann
Head of Membership Outreach (via facebook, linked in, etc)		Claudia; Need additional volunteers
Job postings project lead		Newsletter only for now
Mentoring program lead?		Sanjna showed interest, on hold for now