

**Permanent Commission on the Status of Women**  
**Strategic Planning Meeting**  
June 7, 2013, 10:00 am – 2:00 pm  
Nash School, Augusta

In attendance: Scott Murray, Romy Spitz, Ruth Summers, Marrienne Moore, Fatuma Hussein, Eloise Vitelli, Jen Burke, Donna Yellen  
Guest: Sarah Ruef-Lindquist, CEO of the Maine Women's Fund

**Welcome and Introductions**

**Review and approve Minutes from 3/27/2013**

**Strategic Planning – Goals for the Day**

Timeline for next year - goals within each quarter  
Revisiting meeting structure – flexible to meet needs  
Membership/ filling vacancies - Chair, Vice Chair, Treasurer, Denis/elderly, Megan/girls  
Know more about each other – bios  
Public education/who the women's commission is/are  
Better sense of connection/place within women's community  
What do we do with our info now and who do we do it with?

**Framing Questions – setting the vision**

*Five years from now, what should the Commission be known for?*  
Do we act as a summit to bring women's groups together to fill needs and report to policy makers?  
Do we offer solutions? Or, do we give to policy makers for solutions?  
Can't promise anything that cannot be delivered.  
Work with report as a roadmap with benchmarks  
Educating public and promoting report

*How PCSW can best fulfill mission*

Other women's commissions – wide range of issues they handle  
CT most active in NE. Proactive role. Policy guide. Can subpoena. Publish a report to see how legislature did on those issues.  
VT – track and be involved with appointing women in commissions.  
MA – many commissions. Boston one acts as a clearing house form women's issues.  
There is a national commission with annual meeting.

Maine Economic Growth Council – report with benchmarks, refrain from policy recommendations  
Promote their data. Assign gold stars or red flags. – This gives a policy recommendation without being formal. Good tool for other groups and their work.

*Roles and Relationships with affinity groups –*

Good idea, especially if they brought us data.  
Do we look at issues that we see as Women's Issues or issues that have impact on women?  
How narrow or how broad we define our mission. Either view fulfills mission.  
Report covers a broad range of issues already.  
We are already looking at broad range. Women aren't focused on women's issues. Forum for getting solutions.

Catalyst for solving issues. Communicated to those who can effect policy changes

Don't address one without the other/summit and report. Need resources, one or two hot topics affecting women and girls today. Prioritize. Consistent, realistic message.

Be the voice for issues that have an effect on women's lives

## **SWOT analysis**

### **Threats**

Could be seen as polarized/ing

The Governor appoints the chair/leadership

Being marginalized or lost in the fog of issues

Funding – not 501C3, public government agency. Foundation may not be inclined to make grants to government agencies. Utilize section 170 of Internal Revenue Code.

Cut-backs in social services agencies and increased demand impacts ability to do more preventative work

### **Strengths**

Strong, diverse, smart, passionate, capable group of women from throughout Maine

Connections to organizations bring collaborative potential

Opportunity to raise money now/can fund ourselves

Have great Interns

We have a successful document and report

Good start to database of affiliates

Legislatively enacted

### **Challenges**

We're all busy volunteers

No paid staff, no budget

Still largely invisible to the public, no physical presence or brand

Leadership – officer positions, committee chairs

Statewide membership – getting together (Adobe Connect, Google Plus, Jabber an option with fund)

Getting adequate input from members and others (young, elderly)

### **Opportunities**

Intern

Funding – establish budget

Public outreach/education

To become the voice of women and girls in ME, “the umbrella” for issues of importance for women

Occasional pro bono grant writer

### **Next Steps – Action Plan**

*Priorities, Partners, Policies, Process*

*Who, What, When Where, Why*

Look at other Commissions for ideas on money, structure, etc.

Communication with members – mail hardcopies of output ideas

Fill vacancies by September – Governance Committee, Jen will connect with Elizabeth (Elderly/Gov, Girls/Speaker)

Meet with Sarah (MWF) to build affiliates database  
Reintroduction to those on in the database with link to report, would you like to be added to communication list.  
Establish meeting schedule/structure  
Identify priority areas for the year – report and the survey  
    Take a look at the report, pick your one or two areas to prioritize and share  
Develop a timeframe for public outreach campaign  
Develop budget and fundraising strategies – planning grant  
Consider needs for staffing: interns, part-time staff  
Consider plan for event/s  
Set date, process for next report – data update yearly, significant report/update every 5 years  
Build bios  
Home for PCSW data, communication, archive documents, Facebook page, website of their own

**Meeting schedule:**

July24 – walk away with priority areas  
September  
Nov  
Jan  
March

Q – Go to Meeting or InterCall (like Polycom)