

## Board Meeting Agenda

### League of Women Voters Dane County

#### Feb. 9, 2022 Board Meeting

1. Call to Order
2. Approval of Minutes
3. Treasurer's Report
4. Consent Agenda
  - a. Finance
  - b. Executive Director
  - c. Governance
  - d. Programs/Advocacy
  - e. Fund Development
  - f. Communications
  - g. Membership
  - h. Voter Service
  - i. Bulletin
5. Discussion Agenda
  - a. Programs - (Sue) - 5 minutes
  - b. President's Report - (Chris) 3-5 minutes
    - i. Discussion/Ratification
6. Old Business
  - a. Group Norms and Values (Chris) - 10 minutes
  - b. Mini-Planning Retreats and Budget Priorities (Wendy and Chris)- 25 minutes
  - c. 2022-2023 Nominations/Positions/Bylaws (Chris and Barb) - 20 minutes
  - d. Grant Consultant RFP (Wendy) - 10 minutes
7. New Business
  - a. Board Replacement DEI (Chris) 5 minutes  
Lisa Janairo - Mary Ellen Schmit
  - b. Carrie Chapman Catt Award (Chris) 5 minutes
  - c. Community Outreach and Partnerships
  - d. Review of ED - FD expectations (Wendy is excused)
8. Adjourn

**League of Women Voters Dane County**  
**February 9, 2022 Board Meeting Minutes**  
Conducted remotely using Zoom

**Present:** Chris Clements, Jean Jacobson,, Barb Feeney, Amber Rottier, Joan Provencher, Bonnie Chang, Laura Grueneberg, *Sue Jennik & Elizabeth Kanne (new members)*

**Absent:** Joan Schwarz

**Meeting called to order by President Chris Clements at 5:37pm**

**Minutes**

**Motion to approve January minutes by Provencher**, Second Jacobson, approved, new members abstained

**Treasurer's report**

January 2022 is similar to prior years in that the financial results are at their lowest for the year. We ended the month with an operational loss of \$10.8k. Revenue totalled \$2.6k, trailing off after strong fundraising campaigns in November and December. Expenses were \$13.3k, the majority of which were non discretionary expenses such as payroll, rent, telephone/internet, etc. Community engagement (discretionary) expenses totalled \$1.2k. January investment activity was also negative for the month with unrealized losses (fluctuations in market values) totaling \$40k. Fortunately, on a year to date basis realized gains exceed unrealized losses by \$3k.

The Balance Sheet continues to be strong, but our cash position did decline \$15k from December levels due to expenses exceeding revenue.

Despite January's less than stellar performance, our year to date results are satisfactory. Revenue is at 60% of budget (excluding the \$52k in targeted grants) and expenses are 38% of budget (excluding the expenses tied to the \$52k in grant money). Overall, our year to date operating loss is \$10k vs a budget loss of \$119k.

Prior to year end we will need to consider the 15% withdrawal from the Memorial Trust Fund to cover the Executive Director's salary as authorized by the Board and membership. The timing and withdrawal amounts will be discussed with our newly hired investment management firm.

## Finance

The Financial Advisory Committee, Chris Clements and Wendy Hathaway met with our new investment management firm, eCIO, on February 1 to discuss the transition to their firm. The process is simplified by the fact that both organizations utilize Charles Schwab as the brokerage firm. Board members as well as the Financial Advisory Committee are being asked to complete a survey regarding investment objectives for the Memorial Trust Fund. The results of the survey will be discussed later in February with the initial meeting group and will become the basis for the governing investment policy going forward.

Substantial progress has been made in creating a Dashboard for the Board Domains. The domains which are completed or almost completed include Finance, Membership and Fund Development. [Amber Rottier](#) will present the dashboard file during the February meeting. We are asking for Board Members to provide feedback to us subsequent to the meeting.

The 2022-2023 Budget Files and Instructions will be made accessible to Domain Chairs on Tuesday or Wednesday. Finance Committee members will serve as liaisons to each of the Domains and should be invited to the Domain Budget Committee meetings. The liaisons are as follows:

- Board - Helen Horn
- Advocacy - Jean Jacobson
- Program - Susan Dietzel
- Membership - Linda Syth
- Voter Service - [Paul Lindquist](#) and Joan Provencher
- Fund Development - Jean Jacobson
- Operations - Julie Allen
- DEI - [Linda Syth](#)
- Communications - Jean Jacobson

### Top Priorities for 2022-2023

- Outsourcing the preparation of the 990 Return
- Working with newly hired Investment Management Firm to grow the Memorial Trust Fund and to review, update and implement policies to ensure the sustainability of the fund for the future.
- Onboarding of an Assistant Treasurer position

## **Consent agenda--Chris Clements**

**Motion to approve the Consent Agenda by Jacobson**, seconded by Rottier, approved

## **Discussion Agenda**

### **Programs**

Sue Jennik has been approved by the Board as Program Director. Pat Patterson continues as Program Chair. On February 1, the Social Equity Subcommittee produced its first forum: "Moving from Eviction to Housing Security." The Climate Change subcommittee continues its campaign, "Kicking Carbon to the Curb." The Making Democracy Work subcommittee is planning for future advocacy events and development of the coordinating structures between the Program and Advocacy Domains. The Steering Committee is planning the annual survey, evaluating the current year, and developing the program plan for next year. Sue and Pat have met with the Board Executive Director and Treasurer to plan next year and transition to a new Domain structure.

The **Steering Committee** continues to add additional meetings to restructure its goals and functions following the split of the Program/Advocacy Domain into two domains. The working group, Annual Survey of Interests, is finalizing a survey to identify areas of interest for the three subcommittees.

The **Making Democracy Work** subcommittee continues to develop areas of focus to expand advocacy efforts and to develop coordination with the new Advocacy Domain.

The Social Equity Subcommittee produced its first forum: "**Moving from Eviction to Housing Stability.**" There were 156 registrants and 94 attendees excluding the speakers, moderator and tech staff. The subcommittee is planning a forum for April 12, titled: "Low-Income Housing: What's Next?"

The **Climate Change Subcommittee** continues its campaign, "Kicking Carbon to the Curb." They are planning an event to include a bus/bike ride to a local park and a motivational talk by Zia Brucaya, a Climate Forum Speaker. (Zia Brucaya is Program Manager for *RoundTrip*, the transportation demand management program of the Greater Madison Metropolitan Planning Organization that promotes sustainable transportation options in Dane County. Her work focuses on developing partnerships to support transportation demand management in the Madison region and connecting individuals and employers with smart alternatives to driving alone.)

The **Book Discussion Group** held 2 meetings in January to discuss, *How the Word Is Passed: A Reckoning with the History of Slavery Across America* by Clint Smith. In

February, *Twelve Ways to Save Democracy* by Matthew Rothschild will be discussed following up on the Lively Issues Forum Topic.

The five **Discussion Units** will resume this month following their mid-winter break. All discussion units will continue to have resource people available for February meetings.

The **Blog, Swinging for the Fences**, published two blogs: *WI Roadway Infrastructure Recommendations Must See the Light of Day* by Meg Gordon and *Tales from the Challenge* by Cara Lee Mahany Braithwait and Pat Patterson.

### **Priorities for 2022-23 Year**

1. Produce 3-5 forums in the areas of Making Democracy Work, Climate Change and Social Equity.
2. Develop 1-3 campaigns in the areas of Making Democracy Work, Climate Change and Social Equity. Examples of campaigns are the Fair Maps work and the Transportation Challenge
3. Continued development of Program's infrastructure, i.e. relationship with Advocacy, recruiting new members to subcommittees.,

### **Financial Priorities for 2022-23 Year**

The cost of presenting the forums will be the main financial priority, if forums return to the in-person format. Other major financial needs are funding campaigns and printing a Program Handbook for members of the subcommittees.

### **RECOMMENDATION TO THE BOARD FOR DECISION / DISCUSSION REQUEST FOR APPROVAL FOR POTENTIAL SPEAKERS**

“Low Income Housing: Where Do We Go Next?”  
Social Equity Forum, April 12, 2022

This forum is designed to address questions such as “What is the history of low-income housing in Madison/Dane County?” “What are the current needs for expanding housing?” “What are proposed Madison and Dane County Housing/Planning and Development projects to address needs?” “How are private developers and non-profit groups addressing needs?” “How can we as citizens support these projects?”

After conversations with community leaders and those in various areas of “housing”, the Social Equity Subcommittee recommends these individuals as qualified speakers for the subcommittee to choose from to be speakers at the forum.

### **History and Current Needs:**

**Justice Castaneda**, Executive Director, Common Wealth Development, can address the historical impact of redlining and zoning in the current locations of local low income housing, current needs, and factors that lead to healthy housing communities.



**Angela Jones**, United Way of Dane County Director of Community Impact and Income, leads projects to identify needs of low-income individuals in areas such as housing; partners with community housing groups such as Housing First with the Community Development Authority; and works with the new United Way Foundation Affordable Housing Fund.



**Kurt Paulsen** is a professor of urban planning in the Department of Planning and Landscape Architecture at the University of Wisconsin – Madison. “His teaching and research focus on housing, affordable housing finance and policy, land use, and municipal finance. In addition to his published academic research, he has authored two Dane County housing needs assessments, has chaired the City of Middleton Workforce Housing Committee, and does economic impact analysis research for WHEDA (Wisconsin Housing and Economic Development Authority). He is most recently the author of “Falling Behind: Addressing Wisconsin’s workforce housing shortage to strengthen families, communities and our economy,” published by the Wisconsin Realtors Association. Professor Paulsen is a member of the American Institute of Certified Planners.”



**City of Madison and Dane County Planning and Development Departments:**

**Olivia Parry**, Senior Planner, Dane County Planning & Development Department, Dane County Housing Initiative Senior Planner Parry can address low-income housing plans and funding through Dane County and communities in Dane County via federal and local funding and partnerships.

“Dane County Housing Initiative is a public-private partnership of residents, elected officials, financial institutions, housing developers, school districts, private sector employers, local government staff, non-profit housing agencies and interested stakeholders. DCHI works to

develop a network of information and resources, facilitate communication and learning, and help build strategies and decision-making capacity to expand housing options in Dane County. DCHI is a program of the Dane County Planning and Development Department.



**Jim O’Keefe**, Director Community Development Division, can address the needs for low-income housing in Madison and speak to the new Housing Forward: An Agenda to Address the Housing Needs of All in a Growing City. He is a central figure in planning for specific affordable and low-income housing around the City, from “tiny houses” to multifamily apartment buildings to affordable home ownership with public, private and non-profit groups.



#### **Non-profit-City Funded Low Income Options:**

**Justice Castaneda** (see above) administers the non-profit Common Wealth Development which targets housing for the lowest paid range of renters. They develop small-scale projects using funding sources distributed through the City Community Development Division. He can address the distinctions between “affordable housing” and “low-income housing” in relation to current housing patterns in Madison.

#### **Home Ownership:**

**Sara Alvarado** of Alvarado Real Estate Group, Advisory Team Member of “Own IT”: Building Wealth with One City Schools. “We are a network of Madison area professionals in the real estate, banking, financial industries ready for change.... To empower, educate, and guide communities of color towards homeownership, wealth and financial freedom.”



**Ruben Anthony**, President and CEO of Madison Urban League, can give an update on the Urban League Home Ownership Program for affordable single-family homes along with financial and home ownership training coaching.



**Vanessa McDowell**, Leader of Madison Roots and YWCA Executive Director, has formed Madison Roots:

“We are a team of Black investors seeking to amplify the wealth of Black families using home ownership as a catalyst. Our platform seeks to connect with White co-conspirators to inject seed funding via our LLC for the purchase of both rental property and homes. We are a team of Black investors seeking to amplify the wealth of Black families using home ownership as a catalyst. Our platform seeks to connect with White co-conspirators to inject seed funding via our LLC for the purchase of both rental property and homes.”



**Motion to approve inviting these speakers (3 will be selected for the panel) by Jennik, second Rottier, approved**

Following the vote there was discussion of offering a “soft request” for donations to the groups represented by these speakers.

**President’s Report Chris Clements**

-Discussion/ratification of action items



No written communication in January, but a telephone call took place between the LWVDC President and City Attorney Mike Haas about making documents for discussion available to the public before PCOB meetings. Two official letters had been sent on this issue previously.

## **Old Business**

### **Group Norms and Values–Clements**

The group reviewed the edited document. It will be finalized at the next meeting.

### **Mini-Planning Retreats and Budget Priorities–Hathaway & Clements**

Wendy and Chris presented the outcome of the mini retreats that have taken place so far.

### **2022-2023 Nominations/Positions/Bylaws (Chris and Barb) - 20 minutes**

#### **Structural Board Domain Issues.pdf**

Board members discussed the interpretation of elected versus appointed board members, and its application to the slate of nominees. The following interpretation was recommended by the Executive Committee and unanimously endorsed by the Board.

The Executive Committee recommends that the Board wait to decide which seats will be elected and which will be appointed until after nominations have been made and nominees have indicated their interests. If there are not enough candidates to fill all appointed and elected seats, keeping one or more of the appointed seats unfilled will give the Board flexibility to add new Board members as the needs and candidates come forth. There will be 4-6 elected positions.

## **Grant Consultant RFP–Hathaway**

 Grant Consultant RFP February 2022.pdf

The RFP drafted by Wendy was discussed.

**Motion by Jacobson** to endorse option two, not to exceed \$7,500 in fees.  
Second Rottier, approved

## **New Business**

### **Board Replacement DEI–Clements**

Mary Ellen Schmit is recommended to serve as Director for DEI to complete Lisa Janairo's term, which ends on June 30.

**Motion to approve by Chang**, second Grueneberg, approved

### **Carrie Chapman Catt Award–Clements**

Chris asked board members to nominate potential awardees by the March board meeting. Previous winners of the award can be found on our website. Please check this before putting forward a nomination.

*\*\*Note: the name of the award has been changed to Defender of Democracy*

### **Community Outreach and Partnerships**

Guidelines for this will be developed and presented at a future board meeting.

**Review of ED - FD expectations (Wendy is excused)**

The board went into closed session to discuss expectations of the ED regarding fundraising. The President will discuss this with Wendy at her 6 month review in May.

**Meeting adjourned at 7:35pm**

**Respectfully submitted**

**Joan Provencher  
LWVDC Secretary**

## Appendix

### Consent Agenda

#### Executive Director

##### *Onboarding/training*

- Jean Jacobson and Julie Allen met with Cindy and me to kick off the operations budget for the coming year. I'm also learning about Finance Policies & Procedures, joining a team that's working on this project, led by Julie Allen. Last week, I got to join members of the Finance committee as they met with the new investment firm that will be managing our Memorial Trust Fund.
- Paul Lindquist and I are meeting regularly to talk tech (current procedures, transitions, etc.). We found two volunteers willing to take on some of our tech tasks (including a volunteer Voter Registration Calendar Coordinator—one of my old roles with VSSC/Voter ID Coalition)—and someone who might be able to help support the Voter Helpline. Also learned how to set up an appeal on our website (Squarespace) and our member database (Little Green Light) ahead of the Valentine's Day campaign.
- Cindy Lindquist met with Amber Rottier and me to review membership procedures and policies ahead of the annual member survey and the member renewal process. (Cindy is also training Kerry on these procedures as part of her onboarding.)

##### *Currently working on*

**Staffing:** Excited to report that we hired our new office administrator! Kerry Helmer started on January 31 and was able to train with Cindy Lindquist for one week before Cindy's last day on February 3. Kerry's schedule will be slightly different than Cindy's, so our office hours (open to volunteers) are also changing: Monday–Thursday, 11 a.m.–3 p.m.

**Annual Meeting:** Chris, Kerry, and I kicked off planning for the 2022 Annual Meeting. We reviewed and updated the project plan and are working right now to set a date. We are surveying all members to get a sense of whether they feel most comfortable in person, online, or with a hybrid option that allows them to choose.

**2022-23 Board Nominations:** The campaign to recruit board officers and directors launched in the February issue of Bulletin. This will be followed up with ENews and an email to all members. Built a new website landing page to house all the related information:

<https://www.lwvdanecounty.org/board-nominations>

**Fund Development:** Valentine's Day campaign mailed on Feb. 2—results will be available at next month's board meeting. Also working to develop committee and match committee members with fund development projects that fit their interests and/or expertise.

**Voter ID Coalition:** An ad hoc working group is creating new flyers to distribute at food pantries that emphasizes the “why” of voting as well as the “how”

**Strategic Planning Mini-Retreats:** Our last mini-retreat was held on Monday, February 7. Thank you to everyone who participated! I'll compile my notes and share some high-level summaries and themes with the entire Board shortly.

*What's ahead*

**Board onboarding:** This week, will be sending a survey to past and present board to better understand what's needed to onboard new board this summer. Email me if you want to join our ad hoc working group! [wendy@lwvdanecounty.org](mailto:wendy@lwvdanecounty.org)

**Grant consultant:** Excited to start circulating this request for proposal if Board approves tonight. Please email me if you have any follow up questions ahead of the vote.

**Voter Service:** Working with members of VSSC and apartment outreach to explore broader community outreach opportunities.

**Community Outreach and Partners:** Working with Barb Feeney and others to explore the first phase of a listening tour with peer civic engagement organizations to understand how the LWVDC is perceived by their constituents and to start building authentic relationships (per DEI Recommendations). **Looking for folks to join this ad hoc working committee on guidelines and best practices for working with existing community partners and developing new relationships!** Please consider joining and/or appointing someone from your domain to join. Email me [wendy@lwvdanecounty.org](mailto:wendy@lwvdanecounty.org).

## **ADVOCACY—Joan Schwarz**

The Advocacy Domain has a tripartite organization: The Observer Corps, the Advocacy Corps and the Speakers' Bureau. Joan Schwarz and Ralph Peterson from the Steering Committee met with Chris Clements, Wendy Hathaway and Jean Jacobsen for its mini retreat on February 2, 2022 and we found the exchange of ideas to be quite valuable.

The Observer Corps presently consists of six observers are the “eyes and ears” of the League. Laurie Egge, the coordinator, organizes the corps and trains the observers. The meetings being observed are as follows: Dane County Criminal Justice Council; Dane County Land Conservation Committee; Dane County Agriculture, Environment and Natural Resources Committee; Dane County Health and Human Needs Committee; and Dane County Public Protection and Judiciary. Joan Schwarz was a guest speaker at a consortium of Michigan county Observer Corps to share ideas about the LWVDC's Observer Corps and collaborate about similar problems and solutions endemic to an Observer Corps.

The Advocacy Corps has evolved from the Program “Making Democracy Work” subcommittee and is engaged in promoting action-oriented activities and responding to Action Alerts from the LWVUS and LWVWI by contacting elected officials and taking action to promote needed policies. The Advocacy Corps is working closely with the three Program subcommittees as it develops its advocacy strategies. Advocates speak in their own voice. They are beginning work on an Action Alert from the LWVWI regarding contacting Wisconsin officials to wisely invest federal infrastructure funds and provide strategies to engage the public by letter writing, phone banking; etc. Also, Advocacy will present a virtual workshop presented by Braver Angels for members on March 16<sup>th</sup> from 6:00 -8:30, entitled “Depolarizing Within” which is designed to foster skills to help members to lessen the effects of polarization when one encounters them in a political conversation.

The Speakers Bureau is in its beginning phase of recruiting members who have expertise in various advocacy issues and will speak on behalf of the League on timely issues, such as gerrymandering and election integrity; judicial integrity; campaign finance reform; civil discourse, environmental and climate issues; and/or social and racial equity.

### **Fund Development**

The Valentine’s Day campaign has launched. A mailing went out Feb. 3 and started to hit mailboxes last weekend. A follow will be in ENews on Feb. 14. Average campaign performance 2014-2020 was \$5,711 / 44 donors. Goal this year is \$6,000. Campaign performance will be reported at the March board meeting.

We’re always looking for more folks to join the fund development committee! See Wendy or Chris if you know of someone who’s interested.

### Top Priorities for Funding

#### **Grow and diversity funding sources, including grants**

- Grant consultant.
- Mailing costs for appeals (e.g., Annual Report)

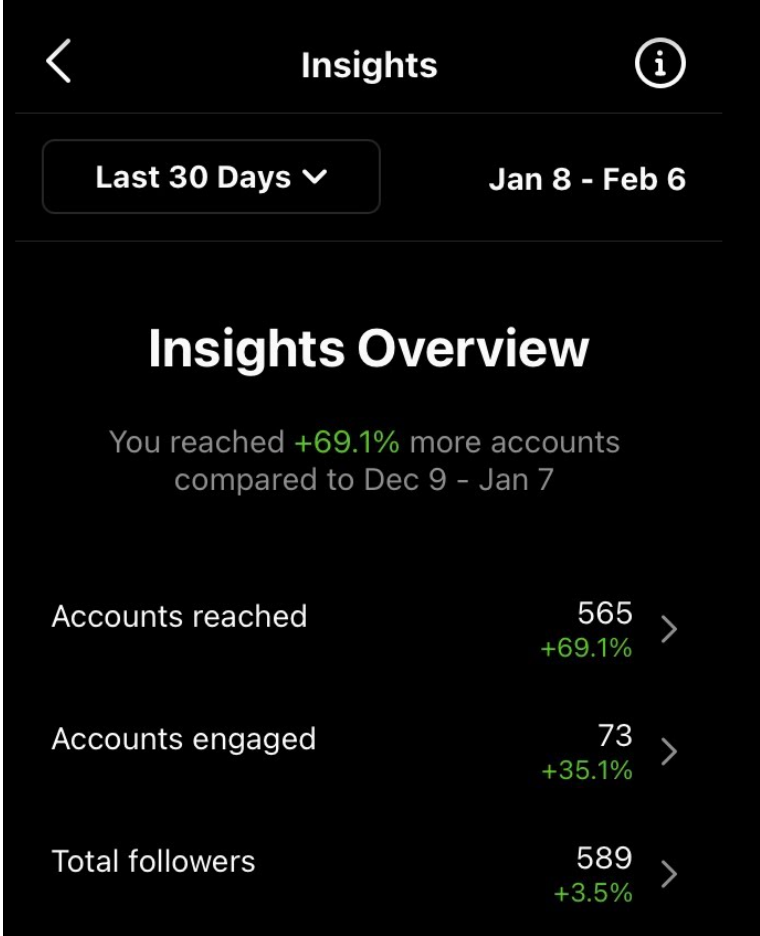
### **Communications**

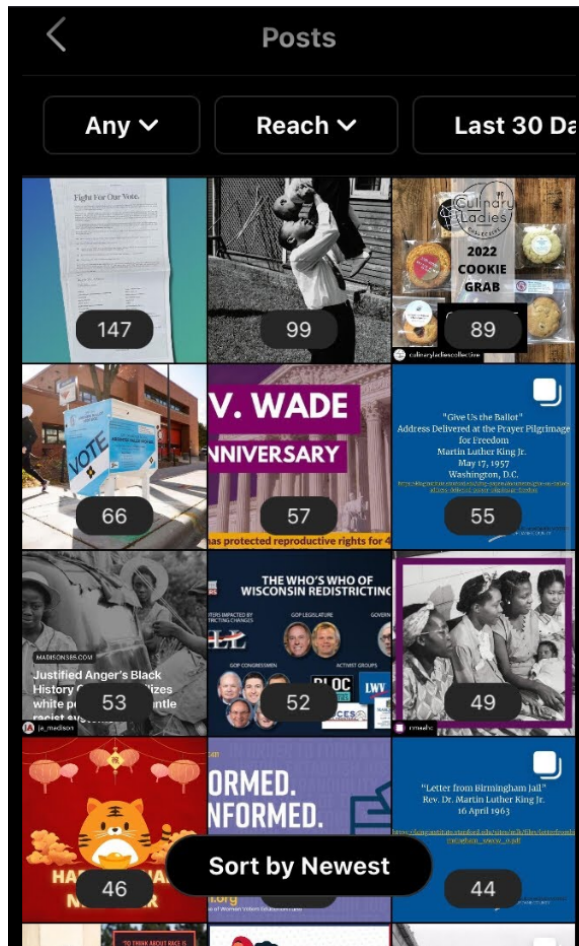
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Social media postings from the last 4 weeks focused on promoting DEI, lifting up community events, and sharing voter education information. Posts focused on MLK Day, reminding folks to sign up for their 2022 calendar year absentees, dropbox news,

celebrating the Lunar New Year, celebrating Black History Month, and the Culinary Ladies Collective's 5th annual cookie fundraiser with proceeds this year going to Centro Hispano. Instagram presence significantly up this month from the CLC collaboration. A diverse following continues to grow with the Publicity co-chairs' continued social media presence and active in-person events with the partners and the public.

**Instagram statistics**





## Twitter statistics

Top new follower- Stanford Political Science professor Hakeem Jefferson who reposted our MLK day content that highlighted his article in the SF Chronicle on Black voting rights.

Top mention- Tamia Fowlkes, UW senior, Andrew Goodman fellow, and BadgersVote intern, after congratulating her on her tremendous work moderating a discussion with Nikole Hannah Jones for the UW's MLK symposium

Top tweet- uplifting the Culinary Ladies Collective's 5th annual cookie fundraiser

Top media post- reminder folx to apply for their calendar year absentees, was retweeted by several state legislators and a Senate candidate.



TWEET HIGHLIGHTS

**Top Tweet** earned 4,262 impressions

Grab your hats & mittens, bundle up, & join us, [@WIFairMapsCo](#), & [@Wifaithvoices](#) Fri. Jan. 21 at noon on the WI Capitol steps (State St entrance) for a rally calling for [#SCOWIS](#) to be nonpartisan deciding which maps will determine representation!

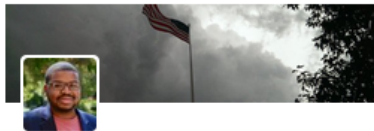
Details: [lwdanecounty.org/advocacy-2/2022...](http://lwdanecounty.org/advocacy-2/2022...) [pic.twitter.com/lAs8U3xuZS](https://pic.twitter.com/lAs8U3xuZS)



4 replies 11 likes

[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 33.3K people



**Hakeem Jefferson**  
[@hakeemjefferson](#) [FOLLOWS YOU](#)

Assistant prof [@stanfordpolisci](#). On leave AY 21-22 [@CASBSStanford](#). Race is the central organizing feature of American politics. Pro-democracy.

[View profile](#)

**Top mention** earned 5 engagements

 **tamia fowlkes**  
[@tamia\\_18](#) · Jan 26

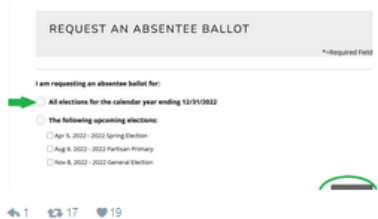
[@LWVDaneCounty](#) [@nhannahjones](#) [@UWMadison](#) [@uw\\_sjmc](#) Olivia Rodrigo and a kind tweet from [@LWVDaneCounty](#)?! Made my day, thank you! ❤️

1 like

[View Tweet](#)

**Top media Tweet** earned 3,211 impressions

Happy New Year! Make a resolution to vote safely in all elections in 2022 by requesting your absentee ballot today on the [@WI\\_Elections](#)'s website: [myvote.wi.gov/Vote-Absentee-...](http://myvote.wi.gov/Vote-Absentee-...) [#VoteReady](#) [pic.twitter.com/9dCjKJuGKj](https://pic.twitter.com/9dCjKJuGKj)



1 reply 17 retweets 19 likes

[View Tweet activity](#) [View all Tweet activity](#)

JAN 2022 SUMMARY

Tweets **35** Tweet Impressions **20.2K**

Profile visits **1,144** Mentions **10**

New followers **22**

## 28 day summary with change over previous period



Feb 2022 - 7 days so far...

### TWEET HIGHLIGHTS

**Top Tweet** earned 1,237 impressions

🕒 Time & cookies are running out. 🕒  
🍪 Order your CLC cookie boxes today! 🍪

Buy cookies & support local womxn led businesses and @MiCentro's incredible work!

[giantjones.com/cookiegrab/](https://giantjones.com/cookiegrab/)  
[twitter.com/FrancescaHongW...](https://twitter.com/FrancescaHongW...)  
[pic.twitter.com/os2pq7YIUUA](https://pic.twitter.com/os2pq7YIUUA)



👁️ 1 ❤️ 2

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**Top Follower** followed by 2,749 people



**UW-Madison Sustainability**

@SustainUW | [FOLLOWS YOU](#)

The official feed for the UW-Madison Office of Sustainability.

[View profile](#)

**Top media Tweet** earned 1,006 impressions

Happy #LunarNewYear! 🧧 May the #YearOfTheTiger bring good fortune & good health!

#新年快乐  
#新年快樂  
#새해복많이받으세요  
#MaligayangBagongTaon  
#สวัสดีวันตรุษจีน  
#ChúcMừngNămMới  
#SelamatTahunBaharu  
#SelamatImlek  
#旧正月  
#HuatAh [pic.twitter.com/E4iFggRCC6](https://pic.twitter.com/E4iFggRCC6)



👁️ 1 🍪 3 ❤️ 8

[View Tweet activity](#)

[View all Tweet activity](#)

### ADVERTISE ON TWITTER

**Get your Tweets in front of more people**

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

### FEB 2022 SUMMARY

Tweets: 12 | Tweet Impressions: 3,514

Profile visits: 505 | New followers: 7

## Facebook statistics

Jan 10 - Feb 6 • Last 28 days

1.3K  
Post Reach

254  
Engagements

57  
Link Clicks

## Posts ?

46 posts published in the last 28 days.

### MOST ENGAGING

### RECENT

#### MOST ENGAGING POSTS








This #MLKDay  
please read S...  
January 17

Reach 212  
Engagements 24



**BREAKING:**  
Absentee dro...  
January 24

Reach 123  
Engagements 20

<span style="font-size: 24px; font-weight: bold;">←</span> Post Insights			
MOST ENGAGING		RECENT	
<b>MOST ENGAGING POSTS</b>			
	<p>This #MLKDay please read S... January 17</p>	<p>Reach <u>212</u></p> <p>Engagements <u>24</u></p>	
	<p><span style="color: red; font-weight: bold;">★</span> BREAKING: Absentee dro... January 24</p>	<p>Reach <u>123</u></p> <p>Engagements <u>20</u></p>	
	<p>The Culinary Ladies Collec... January 24</p>	<p>Reach <u>178</u></p> <p>Engagements <u>19</u></p>	
	<p>The League of Women Voter... January 11</p>	<p>Reach <u>118</u></p> <p>Engagements <u>17</u></p>	
	<p>'I have no idea': Vos attorney... January 24</p>	<p>Reach <u>55</u></p> <p>Engagements <u>12</u></p>	

Reminder - Events are posted on the LWV Dane County's Facebook page for all major League events. Reminders are posted an hour before the event. Press releases are sent for Candidates's Answers and all major League forums.

Publicity continues to request any and all press releases & publicity requests be sent in a timely fashion (per long-standing policy) to [publicity@lwvdanecounty.org](mailto:publicity@lwvdanecounty.org) **at least 4 weeks ahead of the event**, following all Editorial Guidelines.

## Top Priorities for 2022-2023

- Further growing BIPOC engagement
- Website redesign
- Grow Communications domain
- Grow presence on TikTok to better engage the younger demographic
- Launch Bonfire store & create more merch (for launching campaigns)

## Membership

Member Type	Active Member Count ▾
Primary [L1V] or [L2V]	422
Secondary [L3V]	54
Life [L4V]	27
Student [S1V]	19
<b>Grand total</b>	<b>530</b>

Total Members: 530

New Members in January: 11 (the most in the past 12 months!)

The membership committee held its first virtual member hangout on January 18th. We had 20 attendees and received positive feedback - we are planning to host another in early March.

We are beginning to work on the **annual updates to the member interests & activities survey**. We will be soliciting board member feedback in February regarding how we can best structure the survey to meet your domain specific needs. We will provide copies of the [2020](#) & [2021](#) surveys for your review and request that you submit your feedback directly to Amber or comment on the previous years surveys with your feedback. **Requested action from board: Review surveys and provide feedback on desired changes by March 4th. (Email to follow)**

## Membership Priorities for 2022-2023

- Membership Engagement - continue to find creative opportunities for members to connect and feel engaged with the League
  - In person engagement opportunities if safe

- Continued virtual opportunities
- Engagement of student/younger members
- Segmentation of membership - identify our different member groups and what they want to get out of the League. Use that to fuel membership engagement ideas and opportunities

## **Voter Service**

A new volunteer (Deb Hanrahan) has been found to take over VS calendar responsibilities previously handled by Wendy Hathaway and Paul Lindquist, and a volunteer has been found to coordinate the Know Your Candidate interviews (Shel Gross).

We do not expect to be on the UW campus this Spring for voter registration events, due to COVID. We will be at the Madison College campus in March.

We are currently looking for volunteers to be on the New Citizens grant team which will operate until November.

At the February 14 meeting, VSSC will be considering a new model for apartment outreach. We will report on this in March.

The Local Government coordinator, Gail Krc, is working hard to find liaisons for all the municipalities in Dane County.

The *Candidates' Answers* publication will come out in mid-March.

We have not yet been informed of who will replace Zachery Holder, who supervised the UW BadgersVote team (which includes our interns).

The Senior facilities volunteers and the Apartment Outreach volunteers have been asked to begin reaching out to their contacts about the April elections.

At next week's VSSC, we will have a preliminary discussion of the 2022-23 budget, and funding priorities.

Sue Fulks and Beth Fultz are working on revising the VS volunteer training modules.

In the year ahead, priority areas will be outreach to potential new citizens, voter registration outreach beyond the locations LWVDC has typically focused on in the City of Madison, and implementation of a new generation of apartment outreach to be discussed at the February 14th meeting,

## **Bulletin**

### March Bulletin Deadlines

March Bulletin Deadlines				
				Please confirm by this date what you plan to submit for the Bulletin. Email commitment to <a href="mailto:bulletin@lwdanecounty.org">bulletin@lwdanecounty.org</a>
Sunday	13-Feb	8pm	Article Commitments Due	
Sunday	20-Feb	8pm	Articles & Data Due	Please email articles to <a href="mailto:bulletin@lwdanecounty.org">bulletin@lwdanecounty.org</a>
Monday	21-Feb	8am	Editing & Layout Begin	Layout & Editing
Thursday	24-Feb	8pm	Editing & Layout End	
Friday	25-Feb	8am	Copy Editing & Board Review	Copy Editor Edits (Simultaneous Board Review for Content)
Monday	28-Feb	8pm	Copy Editing & Board Review End	
Tuesday	1-Mar	8pm	Final Updates	Final Updates to be made to Bulletin
Wednesday	2-Mar	5pm	Pre-publication	Editor will send Webmaster an email confirming the Bulletin is finalized and ready for publication.
Thursday	3-Mar		Publication Date	Webmaster to publish