



Virginia Women Leading Government
Communications Team
Kick-off Meeting (conference call) – September 9, 2019

Attending:

Erin McLellan (Loudoun Co.)
Jerri Willson (Newport News)
Mandy Belyea (Shenandoah Co.)
Michelle Bixler (Strasburg)
Jennifer Carpenter (Colonial Heights)
Claire Collins (IBTS)
Sela Gordon (Williamsburg)
Gwen Kennedy (Loudoun Co.)
Robert Lee (Newport News)
Anne Lewis (Loudoun Co.)
Sharon Minter (Manassas)
Amanda Paez (Danville)
Nicole Pendleton (Botetourt)
Sarah Snead (Chesterfield)

Discussion:

1. Goals

- Discussed ways to establish communications that would meet the needs of the VWLG membership. Brainstormed ideas for getting started.
- Ideas included:
 1. Survey of the current membership to determine how they want communications from the organization (i.e. social media, newsletters, email blasts, etc.), what they are interested in, how they currently get information regarding the profession, demographic information
 2. Reaching out to other chapters to find out how they communicate with their members, how they reach new prospective members, what works and what has not worked for them around communications
 3. Interfacing with other professional organizations (VLGMA, IPMA, etc.) – Is there a potential in the future to be connected with other groups and provide information that may be of interest to our members in their professional development or networking? Discussion was that this is of interest for the group to explore in the future.

2. Follow Up Actions

- Survey – Everyone should submit any questions they suggest for the survey to Erin by **Monday, September 16**. Erin will compile list of questions and distribute back out to the group for review. Goal is to have a survey out to the current membership within 2-3 weeks.
- Contacting other chapters – each group member on the call was assigned 1 or 2 other state/regional chapters to contact with regards to communication. **Everyone should try to make initial contact this week**. Any feedback received should be communicated to the whole communications team. Any interesting feedback could also be used on the survey if received in time. See assignment list below

Name	Jurisdiction/Org.	Assigned Chapter Recon.
Mandy Belyea	Shenandoah County	Massachusetts
Michelle Bixler	Strasburg	Utah and Vermont
Jennifer Carpenter	Colonial Heights	South Texas and Central Texas
Claire Collins	IBTS	Florida
Sela Gordon	Williamsburg	Delaware
Shari Henry	Roanoke County	
India Jacobs	Petersburg	
Gwen Kennedy	Loudoun County	Ohio
Emily Kilroy	Albemarle	
Robert Lee	Newport News	Colorado
Anne Lewis	Loudoun County	California
Erin McLellan	Loudoun County	Alabama
Sharon Minter	Manassas City	South Carolina
Amanda Paez	Danville	North Texas and Gulf Coast Texas
Nicole Pendleton	Botetourt	Missouri
Rhonda Russell		
Sarah Snead	Chesterfield	Arizona
Sarah Taylor	Alexandria	
Jen Walkawicz	Joint Base Langley Eustis	
Jerri Wilson		Washington