

WACL

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WACL Executive Committee Agenda & Minutes: 16th February 2022, 8.30am (Remote via Google)

Attendees: Kate Waters, Carol Reay, Sarah Parkes, Kate Waters, Lori Meakin, Rania Robinson, Jodie Fullagar, Liz Wilson, Jackie Stevenson, Jill Schnura, Nicki Hare, Jan Gooding, Amanda Farmer, Rachel Bristow, Nadya Powell, Judith Salinson, Lisa Thomas

Apologies: Gill Huber, Louise Johnson, Mel Exon, Sarah Parkes

Guests:

NB. Please only feel obliged to provide an update if there is one and keep it short & succinct as possible.

If there are no key points to update on then please write N/A. *Font in blue denotes discussion at the Exec and Actions required*

Committee x	Updatex	Discussion / support needed	Exec meeting actions / By When
President Kate Waters	<p>Post away day working groups set up to cover new members and induction, governance, finance and comms/ consultation. Each group includes an Exec member, a longer tenure member and/or past president and representation from a newer member. These will report back with recommendations over the coming months.</p> <p>D&I debrief plus plans resulting from away day to be shared at Associates lunch and at March 30th event.</p> <p>Website launch has uncovered three projects that need support: 1) a big push to get the members directory up to date 2) updating the WACL speaker list 3) the blue book update - which is dependent on the above</p>	<p>How best to approach directory challenges?</p>	<p>Please share updates on other away day actions agreed.</p> <p>Volunteers required for speaker directory and member directory update/support</p>
Jill Schnura			

<p>Vice President Project Rania Robinson</p>	<p>VP Plans adjusted to take into account member feedback and outcomes from strategy day.</p> <p>Plan is to focus on members first and celebratory tone of 100 years with some extensions to current activity to help deliver on Next 100 Year target of 50% representation in all executive management teams in advertising and communications industry.</p> <p>Activities include:</p> <p>Supporting Kate's current agenda to get the club fit for purpose for Next 100 - Governance, Finance/Funding, Comms & Consultation, Approach to Membership</p> <p>Cross-generational member story-telling in line with 100 Year Celebrations</p> <p>Light touch schools outreach in partnership with Mentors for Schools and The Girls Network to share content where appropriate</p> <p>Equality framework inspired by BIMA framework as guidance for helping accelerate equal representation</p>		
<p>Hon Technology Amanda Farmer</p>	<p>Website launched and teething problems with member login and directory are being ironed out.</p> <p>Transfer of content from old site (NED events and speaker directory (although very out of date) is underway</p> <p>Process for event booking defined - event organiser fills in form from Jill Schnura capturing event details, event is then set up in Eventbrite by Jill, Jill then tells Poppy who will load details onto the website; event organiser then checks draft and can update with any further information required.</p> <p>Big SEO drive needed...</p>		<p>Please continue to feed through any bugs you spot and/ or pass on any from members that you hear of</p>
<p>New Members Louise Johnson</p>	<p>Feb/ March window for applications now paused. Committee has been informed.</p> <p>Review of new members process - kick off now pencilled in for 16th March with a cross section of members included for the working group.</p>	<p>NA</p>	<p>NA</p>

	New website page updated		
Associates Judith Salinson	Associates lunch hosted by Christine Walker on 24th Feb. Maximum 22 booked.		
Talent Awards Nicki Hare	Talent Award interviews were held w/c 24th January over 3 days. Winners contacted w/c 14 February with a celebratory event planned for mid-March. Winners under embargo until 18th March (tbc). 27 winners	Event planned for 15th March. Venue tba.	Any suggestions for inspirational speakers on the evening please Update comms calendar
Members Inspiration and Support Lisa Thomas			
Hon Dinner Sec Jodie Fullagar	Successful dinner held on Feb1st with Sandi Toksvig and Catherine Mayer. Two March events planned: VP drinks on 9 th at The Allbright and a members-only breakfast, hosted by UM (Rachel Forde) on 30 th March		
WACL 100 Carol Reay	<ol style="list-style-type: none"> 1. Strategy still celebrate the past and look to the future. 2. Rania and Carol working hand in hand to ensure whole club 2023 is as one. 3. Plan for 2023 in prep. 4. 100 logo and line in prep. 5. Documentary idea progressing 6. Looking into gift for WACLers 7. Beginning to reach out to potential Patrons. 8. Requesting main establishment bodies 'telegram' us congratulations next year 9. Meetings underway looking at sponsors and funders for various activities 10. Integrated marketing brief almost ready to ask agencies for help executing 	Patron ideas needed Meet with chairs of key activities to brief on making their events 100	Set chair meeting to take place March 22
Christmas Gala Sarah Parkes	N/A		
Talent Festival Liz Wilson			

<p>Talent Sessions Mentoring & Events Dawn Paine</p>	<p>Latest mentoring round now closed - we sold out very quickly with the campaign we wrapped around it. More targeted approach for different types of members. Mentor / mentees to be notified of pairings w/c 14/02 and programme can go live.</p> <p>First Talent Sessions F2F in over 2 years comms have gone live - 17th March at WPP SeaContainers on Creative Bravery in volatile times.</p>	<p>Please share and suggest to next gen female talent in your networks. Register at https://lnkd.in/eQDEx25E</p>	
<p>Inclusion & Diversity Jan Gooding, Tanya Joseph, Nadya Powell</p>			
<p>WACL Communications Lori Meakin</p>	<p>We're still focusing on building a consistent and meaningful WACL brand that's recognised, valued and respected by all in our industry.</p> <p>A busy time for comms, balancing two Talent initiatives (FoT and Sessions/mentoring) with Flexible First Checklist (as All In partner on gender action) and menopause in the workplace events.</p> <p>WACL Opinions content is appearing regularly in publications as well as our own channels.</p>	<p>We have so many members whose voices are so valuable - can we get them to write something for WACL Opinions?</p> <p>Can/should we sell WACL mugs at events as a badge of pride, to get the brand more visible?</p>	<p>Exec agree to reach out to WACL network to find more speakers, writers and topics to expand comms</p> <p>Associate Members and NEDs committee to be approached a</p> <p>WACL Mugs still to be continued with additional quotes to be considered at the end of the year</p>
<p>Campaigning Mel Exon</p>	<p>Flexible First Checklist launched as All in 'action on gender' at Renew 2022, endorsed by CMI, AA, IPA and ISBA, backed by Campaign mag. Good coverage and momentum so far.</p> <p>We are pausing development of a new campaign this year and instead focusing our efforts on Flexible First, particularly the growth in</p>	<p>Thank you to everyone who has used the Checklist and shared the link with our networks. Great if we can continue to do so!</p>	

	awareness & completions of the Checklist, plus sharing our approach to Campaigning with the club for feedback and input. Work in progress strategy docs for review saved in committee file here . Campaigning committee are briefed.	https://wac1.info/campaigning/flexible-first-checklist/ - (plus see WACL LinkedIn and Tw for more comms to share).	
Hon Sec Gill Huber			
Hon Treasurer Rachel Bristow			
AOB	Feb newsletter – please supply any info you want included		Please add updates / content here