Minutes  
Oregon Commission for Women (OCFW)  
Friday, September 20, 2013  
11:00 am - 4:00 pm  
State Office Building, 800 NE Oregon St., Room 612, Portland, OR 97232

ATTENDANCE:  
Chair: Stephanie Vardavas  
Vice Chair: Jeanne Burch  
Commissioners: Dr. Barbara Spencer, Jenny Greenleaf, Stephanie Swanson, Rep Komp, Sen Monnes Anderson (phone)  
Absent: Jessica Rodriguez-Montegna, Cynthia Scheines  
Staff: Lucy Baker, Nancy Kramer  
Guests: Jodi Ballard-Beach, Chair, Friends of the OCFW; Leanne Littrell DiLorenzo, VoteERA.org

I. Call to Order  
The Commission was called to order at 11:14am. Quorum was established.

II. Adoption of the Agenda – The agenda was adopted by common consent.

III. Approval of the July 2013 Minutes – ACTION ITEM  
The July minutes were adopted with the following edit to Section VII: “Leanne Littrell DiLorenzo commented that she is moving forward with a ballot initiative on the ERA. Legislative Counsel was not concerned about VoteERA.org’s ballot initiative. Legislative Counsel mentioned that the Legislative bill HJR 35 needed to be addressed legally as SJR 21 and HJR 24 had.”

IV. Public Comment  
Leanne Littrell DiLorenzo, VoteERA.org - She thanked the OCFW for endorsing HJR 35 in the 2013 Oregon Legislative session. The OCFW was the first group to endorse this bill. She noted that the version at the Federal-level passed.

The OCFW was thrilled to be an early supporter. Chair Vardavas asked Leanne to keep the OCFW apprised of the resolution’s progress. Leanne noted that there are legislators already interested in seeing it pass in 2014, and hopes that it will pass.

V. OCFW Old Business  
A. Meet & Greet October 6th – update
Past OCFW Commissioners and WOA awardees, were invited. In Mercy Corps space in Portland. Excited and hopeful. Invited some legislators as well. Conflict with the date, hope for a good turnout.
Chair willing to call potential guests, and other Commissioners may help as well.

1. Recruiting tool – Commissioner Swanson
Commissioner Swanson volunteered to build brand architecture for the OCFW. She introduced the first building blocks in this process to the Commissioners. She handed out 4 documents (appended), and encouraged Commissioners to consider using them as recruitment tools. Women play many roles, and the biography questions reflect these different roles.

Once Commissioners have created a bio, snippets of it can be used in multiple ways online. Commissioners are encouraged to be authentic in their bios (with a reminder that these are public documents), and also include what the Commission is doing in support of women. Commissioners were asked to complete these in time to share them at the October 6th Gathering. Commissioner Swanson also suggested that each Commissioner sign up for one month of blogging at the Friends of the OCFW site.

Nancy will send the template to the OCFW. It was agreed that they would be completed and submitted to Commissioner Swanson by October 1st. Nancy will then post them to the website.

B. Women of Achievement Awards – update
Chair Vardavas sent a message to the Oregon Women Lawyers, asking that they send an announcement about nominations to their listserv. The Executive Director of OMSI was informally nominated and it is anticipated that a formal nomination will be submitted. Chair Vardavas would like to create a pipeline of future nominees - women to watch in Oregon over the next five years.

The House resolution honoring the Women of Achievement was a huge success and the OCFW would like to make this a tradition for future awardees. WOA nominations end December 15th. Lucy agreed to draft a letter that Representative Komp send to her colleagues.

Commissioners were reminded to ping their friends to like the OCFW on Facebook.

C. Collective Impact Model (CIM) – Jodi Ballard
Almost everyone who Jodi Ballard and Elizabeth Nye approached have agreed to serve on the steering committee for the model. IWPR (Institute for Women's Policy Research), is often considered nationally for their data generation at the state level, but there are other local sources for research, data and report writing that may be a good fit for the project.

Chair Vardavas met with OregonAsk.org, and discussed the Status of Oregon Women report. They are eager to collaborate with OCFW. The Chair would like more closely review OA’s data, and compare to IWPR's data before asking the OCFW for a decision.
Jodi Ballard would like to serve as the catalyst to bring professors from different subject areas together, as well as identify organizations to sit on the coalition.

1. Friends of the OCFW/Meyer Memorial Trust update – Jodi Ballard
   The Friends’ Letter of Inquiry did not generate enough interest to warrant their submitting a longer proposal. They will attend a debriefing session with a MMT Program Officer about what to do differently next time.

D. The *Women and the Law* book was sent to the Oregon Women Lawyers (OWLS) with the goal of updating and reprinting the book ideally within a year. OWLS can solicit law firms to sponsor printing of the books. Their sponsorship would allow them to have their names associated with the on-line and printed version of the booklet, and would receive a number of hard copies for their offices.

VI. OCFW New Business
A. Commissioner Handbook update – Commissioner Barbara Spencer, PhD.
   She sent a survey, and researched other Commission for Women handbooks in the United State to see what was in their books. Her draft outline was shared in the meeting (appended). Commissioner Spencer views the handbook important as a leadership development tool. She was able to access the state of Oregon online training website (iLearn) to explore the state’s web training on ethics and new commissioner training. Vice Chair Burch will assist Commissioner Spencer with further developing the handbook. There will be a draft by the next OCFW meeting.

   Lucy will share this outline with the other Advocacy Commissions and see if any other Commissioners are interested in participating in this endeavor.

   It was suggested that each new Commissioner receive a welcome letter from the Chair and Vice Chair.

   Currently the OACO holds an orientation for new Commissioners with the Administrator to go over the budget, ethics, Commission history and other areas, and also a meeting every other year in Salem for new Commissioners with the Governor’s staff.

   The Friends are developing a website (www.friendsoforegonwomen.org), with alumni pages, information from the Annual Report and a blog. There could be a link to this site at state site. Currently the Friends have the capacity to update this site more frequently than the office.

B. OCFW event in Salem – Chair Vardavas
   The idea of having an OCFW event in Salem came from a guest of the October 6th event’s RSVP who finds coming to Portland from Salem to be difficult. She would like to be involved and asked if there would be an event in Salem at some point.
Nancy will reply to her that she will be invited to the Women of Achievement (WOA) awards in Salem, spring 2014, if no events in Salem materialize before then. Nancy will also ask if she is interested in volunteering at the WOA awards.

The WOA event will be in April, presentation with the Governor will be in accordance with the Governor's availability. A Joint Resolution for the WOA probably cannot happen in February 2014 as the Legislature will be VERY busy prior to that time.

It was agreed that the OCFW will again hold the reception in the lobby of the Capitol building.

C. Other Business
1. Lucy and Commissioner Spencer are meeting next week so discuss human trafficking issues with a subject matter expert. A request was made to share any information learned with the other Commissioners. Multnomah County Commissioner Diane McKeel is a possible ally.

Senator Monnes Anderson is also interested in this subject. Oregon has many services available for victims of human trafficking, but 4 states offer more than Oregon. The Senator met with Sybil Hebb from Oregon Law Center (OLC) to discuss this subject. It was agreed that more funding is needed. She is forming concepts for the 2015 session. The Senator will keep the OCFW up-to-date on the progress of this bill. More legislation is also needed to protect victims of domestic violence (DV). Domestic violence exists even in middle schools. Domestic violence is a big issue in Medford and Ashland. Representative Komp would like to co-sponsor a bill on this subject.

In spring 2014 there will be an opportunity to attract a Public Honors Fellowship law student of color from the Oregon State Bar – this is an externship for a law student. Often young law students are women. The competition is fierce for the Public Honors Fellowships, with top paying law firms offering high prestige. The Commissions could explore offering a public policy research externship in partnership with the internal unit of the Department of Justice and the Oregon Law Center, around trafficking and DV.

2. Women's History Month is in March. The Governor’s Office will issue a proclamation to commemorate this.

3. Equal Pay Day usually falls in mid-April. There is an article in Slate.com claiming that it is a myth that women earn only $0.77 for every $1 a man earns. Chair Vardavas asked for a commissioner to research this subject in preparation for Equal Pay Day month.

The American Association of University Women (AAUW) has done landmark research in this area. The AAUW will hold a forum on this subject at the end of April and the OCFW would like to be involved. There is research about this in the OCFW’s Annual Report.
Commissioner Swanson’s employer is a co-sponsor of a screening of Robert Reich’s documentary about women, called “Inequality for All”, on September 27th. She suggested this film be discussed in March for Women's History Month.

4. Chair Vardavas saw a sexual abuse documentary, “The Invisible War”. She suggested that OCFW and the other Advocacy Commission consider sponsoring film screenings that shed light on Commissions’ topic of interest, then host a post-screening discussion. It was noted that Monday night is a slow night for theaters so they may be most receptive for an event on that night and that the Hollywood Theater and the Academy Theater (which has daycare) are the venues most likely to be interested in supporting these screenings. Chair Vardavas is looking into finding a venue for a kick off film screening for the OCFW.

VII. Administrator’s Report - Lucy
A. Finalization of 2013 – 2015 OACO Budget
The Governor signed the omnibus bill in August 2013. There is a 2% budget holdback for each state agency; for OACO that equals $8,500. There is also a permanent reduction of 5% in Services & Supplies, which comes to $850 for the OACO. Lucy has renegotiated for another year rent-free with DAS which will cover the $8,500. And will find reductions to cover the permanent reduction of Services and Supplies.

OACO met with OACO’s Human Resources person to discuss needs for further staffing connected with the survey of Commissioners conducted in the spring of 2013. The survey showed that most Commissioners consider more staff as necessary to conducting their statutory work. In consultation with Frank Garcia in the Governor’s Office, OACO has requested that HR provide job descriptions for 2 or 3 new positions to carry out the statutory work of the Advocacy Commissions. OACO will work with the Commissions to prepare a plan and related budget request for the next biennium that addresses staffing needs.

B. Work-Study Student – update
The OACO has not attracted a work-study student yet. In October 2013 staff will meet with the PSU Work-Study Office to discuss recruiting a student for the spring semester.

C. OCFW Internship – update
Diane Schwartz-Sykes and Commissioner Jacquot met to discuss an anti-stalking internship and have developed a draft that they will share with the OCFW for review and proposed approval at their November meeting.

D. Joint Meeting of Advocacy Commissions
January 2014 will be first statutory meeting of the Advocacy Commissions to discuss and take action on issues of mutual interest jointly. The Chairs and Vice Chairs will be meeting to begin planning for that meeting and suggest an agenda for the Commissions.
VIII. Good of the Order
   A. Next OCFW meeting November 15, 12:00 PM – 3:00 PM, 800 NE Oregon Street, Room 612, Portland, OR 97232
   B. The OCFW thanked Commissioner Jenny Greenleaf, as she completes her term on the Commission. They applauded her service and leadership and hope to work together again in the future. Jenny thanked the Commissioners for their applause and noted she hopes to take on small projects for the OCFW in the year ahead.

IX. Adjourn
   The business meeting was adjourned at 1:15pm.
Background

The year 2014 marks a significant milestone for the Oregon Commission for Women: 50 years of advocacy for economic, social, legal, and political equality for women in Oregon.

Through education, networking, tool development and policy recommendations – the Oregon Commission for Women continues to be a valuable resource for the advancement and parity of Women in Oregon.

As we celebrate past accomplishments of OCFW

- Women of Achievement Awards: Recognition and honors for 77 women who have significantly improved the lives of women in Oregon.

There is still much work to do:

- More women than men live in poverty
- Women make less than men with the same education
- Women make up over 50 percent of the population, but less than 30 percent of our [elected] representation
- Women are subjected to rape and domestic violence in frightening numbers.

Successfully completing this work relies as much on understanding our OCFW past as investing in future OCFW Commissioners.

Engaging, encouraging and promoting OCFW Commissioners will help sustain and grow the Commission's efforts moving forward.

Goal:

1) Increase awareness and understanding of past Commissioner contributions to OCFW to inform actions moving forward.
2) Expand OCFW Commissioner representation and participation to generate new ideas and a healthy pipeline of new stakeholders.
Strategies:

- Leverage 50th anniversary milestone to develop mechanisms for past, present and future OCFW Commissioners to share ideas, expertise and experiences to benefit OCFW mission and the communities they serve.
- Incorporate ‘personality’ into marketing and communications to encourage emotional connections and contributions {the human factor}.
- Illustrate that real people are appointed to Commission positions and that becoming a Commissioner is easy, fulfilling and action/result-oriented.

Tactics:

- Create a Q/A template for ALL commissioners to answer questions about themselves to illustrate the many roles and responsibilities for women, ‘from cradle-to-grave’ – roles as daughter, mother, partner, business leader, politician, caregiver – and the influences those make both as an involved citizen in OCFW, and as a member of society. [see attached draft Bio_AboutUs_QA_Template]
  - Distribute template at the Oct. 6 Commissioner Open House, and make available on web site
  - Request current commissioners complete BIO Q/A before Oct. 6 event (use as samples to encourage others)

- Draw connections between OCFW Commissioners, The Friends Board and OACO staff with updated web site content in an About Us section with new, user-friendly bios. [see attached draft Swans on_BioSample]

- Invite Commissioners, Friends and OACO to sign up for a rotating monthly blog posting and storytelling opportunity to
  - create individual interest and
  - connect to OCFW role and purpose.

- Recruit OCFW blog writers via email, on OCFW Facebook page and in-person at OCFW event(s). [see attached draft blog post, Swanson_Blog_Sept2013]
  - Leverage and cross-promote blog content through other OCFW channels (in flyers, web, social channels, events)
Name:

Affiliation with the Oregon Commission for Women
[e.g., Commissioner, Friend of the Commission, OCAC Staff, Interested Oregonian]

When you were seven years old, what did you want to be when you grew up?

What were you like as a teenager?
[use adjectives or a story to illustrate your teenage self]

What have been your most interesting areas of study in school and why?
[also reference you education level: high school, college, graduate, post-graduate, etc.]

As women, we adopt so many roles throughout our lives: daughter, student, mother, partner, professional, politician, civic leader, caregiver…What roles have you played throughout your life that have meant the most to you, and why?

If you had a theme song, what would it be and why?

If you could have dinner with anybody, living or dead, who would it be?

What is your favorite place to dine in Oregon?

What do you most enjoy for fun and entertainment?

What don’t you get to do enough?

Note: Please include a photo with your answers. The information you provide in this document will be used for educational and promotional purposes on behalf of the Oregon Commission for Women – both in online and traditional printed materials.
Name: Stephanie Swanson

Affiliation with the Oregon Commission for Women

Commissioner, Oregon Commission for Women

When you were seven years old, what did you want to be when you grew up?
As a small child, I wanted to be a super hero. Not just any super here, but Wonder Woman. She had a very cool invisible plan, came from an island with a whole lot of other amazing women, could beat up bad guys (mostly men) and she looked great in red, white & blue. My little girlfriends and I used to play super heroes at the community pool and we’d make up all kinds of secret adventures with mysteries to solve – that usually resulted in diving under water to discover buried treasure.

What were you like as a teenager?
I was stubborn, way too sassy to my parents. Friends ruled my world and sadly my younger notions of becoming a super hero had evolved into fashion rules and visions of being a famous movie star.

What have been your most interesting areas of study in school and why?
A 7th grade Spanish teacher inspired me to learn everything I could about the culture, language, politics and socio-economics of Latin American Culture. This really is the foundation of everything that ‘came next’ in my education and career: a degree in Latin American Studies, travel abroad to Latin America, a career beginning with an International Desk Assignment at CNN in the late 80’s.

As women, we adopt so many roles throughout our lives: daughter, student, mother, partner, professional, politician, civic leader, caregiver…What roles have you played throughout your life that have meant the most to you, and why?
Student. I try to approach all my roles (mother, wife, daughter, business leader, volunteer) with an effort to learn something new.

If you had a theme song, what would it be and why?
‘I Am Woman,’ by Helen Reddy. This is really cheesy, but when I was in middle school, I played endless Helen Reddy (then Elton John) on my old ’45 record player – dancing around my room – singing my anthem and dreaming of the day I would accept my Oscar Award for Outstanding Performance as...

If you could have dinner with anybody, living or dead, who would it be?
Leonardo Da Vinci

**What is your favorite place to dine in Oregon?**
Andina – hmmm. The Latin American fascination continues?

**What do you most enjoy for fun and entertainment?**
At rest: relaxing in my backyard with my husband, family and a whole possee full of really good friends. At play: biking, skiing, hiking all over Oregon.

**What don’t you get to do enough?**
Travel – for pleasure, exploration and knowledge.

*Note: Please include a photo with your answers. The information you provide in this document will be used for educational and promotional purposes on behalf of the Oregon Commission for Women – both in online and traditional printed materials.*
My friend Katie turns 50 this year, and I volunteered to create a photo slideshow in her honor. Against a soundtrack of Helen Reddy’s “I am Woman,” my own memory lane appeared. At the age of 8 when it debuted, I’m sure I had no idea of the song’s iconic ‘second-wave feminism.’ Today, I revel in the significance of Ms. Reddy’s words for me, women of my generation and my daughters. Hear us Roar!

As my daughters enter, and soon graduate high school, I think a lot about what kind of role model I’ve been to them. Will they seek my mentorship as they question their place in feminism and humanism on the planet? Am I doing enough to instill an ethic of leadership, community service, individualism and humanity?

As much as I’d like to think that the previous generation of amazing women leaders fought AND WON many fights for equality, reproductive rights, battles against violence, abuse, sexism...Sadly, I feel as thought we’re backsliding.

Despite record level representation in business, education and politics:
- Women-owned firms generate $3 trillion in economic development
- Undergraduate college enrollments are 60% women to 40% men
- Women represent the head of government in 17 countries around the world

Women continue to be vastly underrepresented:
- 21 female CEO’s in Fortune 500 companies
- 24% female full professorships in U.S. Universities
- 118 out of 635 possible seats in the U.S. Legislature (and don’t even get me started about the Executive branch)

And these numbers don’t even begin to tell the story of the poverty, abuse, lack of resources and education that exists right here in our own state. It can be overwhelming to consider. With so much inequity, where does one begin? Where do I begin?

Those questions led me to the Oregon Commission for Women. And a dialogue. With women. About women. In service to women. I’m the newest member of the Commission, and have a lot to learn about what we do, how we do it – turn ideas into actions that will benefit Oregonian women. I have more questions than answers right now. But I have three years to figure some things out. Join me?
Outline of OACO Board Leadership Development and OCFW Handbook

Pre-Appointment:
- Board and Commissioner Training – Oregon I-Learn web training
- Membership Handbook for Boards and Commissions

Post Appointment:
- Web Handbook with General Information for OACO:
  - History of OACO
  - Mission (advising policy, growing leadership and building success)
  - Strategic priorities (education, jobs and economy, healthcare, justice, safety and policing, civic engagement, housing and stable families and environmental justice)
  - Current initiatives (proposing policy, education equity briefs, wage equity and status report, legislative advocacy and strengthening hate crime protection)
  - Relationship to Governor’s Office
  - Roles and responsibilities of board members
  - Ethics
  - Appendix
    - By-Laws
    - Budget
    - Policies (Travel reimbursement and attendance of meetings by teleconferencing, Acceptable use of State Assets (email), and Professional Conduct)

OACO Commissioners Orientation:
- Administrator’s Overview for New Commissioners
- Discussion with Commission Chairs for New Commissioners
- Commissions and the Governor’s Office for New and Seasoned Commissioners – field trip to Salem for meetings with key staff and commission officials

OCFW Commissioner’s Handbook (web and hard copy)
- Letter from the OCFW Chair and Vice Chair
- History of OCFW (pictures of past board members and accomplishments/milestones
- Commission current goals and accomplishments
- Interacting with the Governor’s Office, Legislature, Communities – the nuts and bolts
- What does a commissioner do (expectations and involvement)
- Do’s and Don’ts (attendance, public communication, ethics 101,
- How to write testimony
- Current OCFW commissioners (Contact info if on the web?)
- Friends of the OCFW (Women of Achievement)
- Appendix with OCFW By-Laws, Budget, Policies and Forms