Minutes – Strategic Planning Session
Oregon Commission for Women (OCFW)
Friday, September 20, 2013
12:30 pm - 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 strategic planning meeting was called to order at 1:20pm.

II. Strategic Planning Session/working lunch, 2013 – 2018 plan

1. Commissioners reviewed the November 2012 SWOT analysis and updated it.
   Sen Monnes Anderson would like to be able to Skype and/or Facetime in the future.

2. Three Words exercise
   Chair Vardavas conducted an exercise to gauge where Commissioners and staff see the OCFW today and where they will be in the future. Each person was asked to list 3 words to describe the OCFW today and in the future, and then to review two other people’s lists and then assign points to each word. The points were tallied:

<table>
<thead>
<tr>
<th>Present day</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 dedicated</td>
<td>64 Leader</td>
</tr>
<tr>
<td>23 committed</td>
<td>55 Influential</td>
</tr>
<tr>
<td>22 invigorated</td>
<td>52 Accomplished</td>
</tr>
<tr>
<td>19 visionary</td>
<td>49 respected</td>
</tr>
<tr>
<td>18 collaborative</td>
<td>33 successful</td>
</tr>
<tr>
<td>15 determined, accomplished</td>
<td>25 dynamic</td>
</tr>
<tr>
<td>13 inclusion</td>
<td>22 consulted</td>
</tr>
<tr>
<td>13 focused</td>
<td>21 amazing</td>
</tr>
<tr>
<td>11 potential, participation, skilled</td>
<td>17 sought after, well-known</td>
</tr>
</tbody>
</table>
Chair Vardavas attended the National Association of Commissions for Women in July 2013 and reported on projects of pride for other women's commissions:

A. Cultivating Junior Commissioners
B. Coloring books with specific themes pertaining to women
C. “Write women back into history” essay contest timed to coincide with Women's history month
D. Safe dating and healthy relationships into 9th grade public school curriculum
E. Summit for girls and women on non-traditional jobs

3. Brainstorm / list / consensus on activities and projects that could bring the OCFW to the desired state by December 31, 2018:

The goal is to shed light on the role and experience of women, and the obstacles women face in mainstream society and culture. A recurring obstacle is unhealthy relationships, which can lead to financial problems. The OCFW wants to identify the obstacles and provide women with the tools to remove and overcome them, so they may fully participate in society.

The OCFW is the catalyst that works at the policy level, brings together the different players, and collaborates with those organizations who are offering direct services. The OCFW can also work complementarily with legislators.

- Curricula which would be used in the schools if the Commissioners develop and relationship and coordinate with the Oregon Department of Education
  - Curricula priorities:
    - Need to be aware of other organizations already doing things - Junior Achievement/Money Jar/Umpqua Financial literacy; DV women, single women, homebuying (healthy relationships & financial literacy hybrid).
  - Safe dating and healthy relationships in 9th grade public school curriculum (Dr. McEwen);
  - Work with the Consumer Financial Protection Bureau, a federal agency, to develop a financial literacy curriculum (Dr. McEwen) that could be replicated;
  - Using education content and curriculum and programs to raise consciousness (raise awareness) of the history and all Oregonians (aligns with SB 739), by reaching out to numbers of people. This would be an annual goal.
- Dr. Doris McEwen, Director of Curriculum for OEIB, interested in "packing the rotunda" in collaboration with the OCFW for Women's History Month 2014. This may be a good link with writing women back into history essay winners or other outreach to schools;
- “We, the People” groups in high schools;
- Statewide speech tournaments;
- Essay contest - could partner with OEIB, ODE, with a goal of reaching a large number of people
3

- Iowa Commission for Women’s idea: Write Women into History, grades 6, 7, 8, & 9, [http://www.women.iowa.gov/index.html](http://www.women.iowa.gov/index.html)
- 50% of students come from single parent homes - show young women that Moms are important role models;
- "Women are Oregon's most valuable asset";
- Social and cultural history of women is under-reported. Opportunity for students to pull whatever thread of Oregon's history that appeals to them;
- Healthy relationships is not history - could be a different goal;
- 4th graders learn about the Oregon Trail Legacy Day when Women of Achievement Award winners visit a school in their area during March - internship project.

The Commissioners will keep focus on opportunities for Advocacy, Partnership, Leadership and Internship in whatever content is selected.

**VISION:** Full participation of women in society  
**HOW:** Financial literacy, healthy relationships, Oregon Women & the Law, Commission Handbook  
**OUTCOMES:** Improved curriculum in x schools; engage this # of people; developed x, y & z tools; recruited # partnerships; raised money

4. Other Business
   Coordinate recognitions/openings in Senate with Clerk, Robert Taylor.

   Legislative concepts for legislature need to be submitted to Legislative Counsel by November 25.

   Graphic arts and development are Commissioner skills that the OCFW is seeking.

   WOA planning - need to set date/venue/steering committee.

**III. Adjourn**  
The meeting was adjourned by common consent at 3:59pm.