



## Executive Director's Report

### Commission Meeting, November 4, 2013

- I. Budget
  - a. I am working with the Department of Finance to establish a budget for the Commission for FY14-15. DOF is not inclined to fund us at the \$500K level again. We are negotiating funding for operating costs (approx.. \$362K) with spending authority for \$500K for FY14-15.
  - b. The Commission's BCPs for 1.5PYs for FY14-15 were rejected based on the logic that we have not raised enough funds to support additional PYs. DOF is refusing to grow the Commission unless we can fully support those positions through outside funding.
- II. Fund Raising
  - a. I am working with Business and Professional Women on asks to Google, Yahoo, Citibank and Alliant to support the Women Veterans Mentorship Project.
  - b. I met with Kaiser representatives and began the process of asking for permanent support for the Women Veterans Survey. They are working the ask "up the chain" and I will be doing a presentation to their board in a couple of months.
  - c. I am developing an proposal with a Foundation for support for an paid graduate internship this winter.
- III. Logo Contest
  - a. The subcommittee is working with a professional graphics team to redesign a logo and develop a style guide. We have narrowed it down to one logo everyone likes and are working on refining it.
- IV. California Women Veterans Survey
  - a. The Women Veterans Survey is half way through its data collection process. We are still working on reaching our goal of over 1,000 respondents. We are tracking responses weekly and reaching out to groups and counties that are under-represented in the returns.
  - b. I met with Rick Perry's staff in September to talk about implementing this survey in Texas. These talks are continuing.
  - c. I met with Department of Labor Women's Bureau representatives about doing a national webinar featuring the information from the women veterans survey. They are working on finding funding to support the project.
- V. California Research Bureau Short Subjects

- a. The California Research Bureau has produced three short subjects on behalf of the Commission since our last meeting. They are enclosed in Appendix A.

VI. Women Veterans Mentorship Project

- a. The Commission launched a joint project with Business and Professional Women to mentor women veterans and their spouse. This is part of a nationally recognized program for women veterans and their spouses and has been promoted by Joining Forces. The BPW will conduct most of the back-end work on the project and use the Commission's site as a portal for women to join the project. The Commission announced this project on Veteran's Day.

VII. Social Media Outreach

a. Facebook

As of my last report, we had 457 "likes" and an average daily reach of 486 people. As of November 4, 2013 476 "likes" and an average daily reach of 902.

b. Twitter

As of my last report, we had 55 followers, including Constitutional officers, state and federal legislators, and reporters. As of November 4, 2013 we have 84 followers.