



Executive Director's Report

Commission Meeting, September 19th, 2013

- I. Budget
 - a. Thank you to all the Commissioners who worked so hard on getting the Commission's budget through the legislature and through the Governor's budget process. The Governor signed the FY13-14 budget with \$500,000 for the Commission. This includes funding for 2.1 PYs and lots of program development.
 - b. I have undergone Governor's Budget Training for FY14-15. I am in the process of working with DOF to create next year's budget for the Commission.
- II. Legislation Update
 - a. Commissioner Nora Campos had AB960 signed by the Governor. This bill ensures that at least one Commissioner will have a military affiliation. Congratulations Commissioner Campos!
- III. Logo Contest
 - a. The subcommittee for the logo contest declared a winner, Ms. Amber Jones from Catch Charter High School. We will use her logo on a number of commemorative items.
 - b. I traveled to Los Angeles to present Amber Jones an Assembly Resolution signed by Commissioner Lowenthal. Catch Charter High School put on an assembly for Ms. Jones. Video footage of the assembly and photos of the event may be found on our website.
 - c. The Commission has engaged Uptown Studios to create a professional logo and style sheet for the Commission.
- IV. Fund Raising
 - a. The Commission held a "friend raiser" at Sony Studios in Culver City. This event generated \$1,250 in checks on the spot and had prompted several meetings with agencies who wish to donate to the Commission. We received additional in-kind donations as well. Thank you Commissioners Mitchell and Chair Davis for hosting the event!
 - b. I am working on setting up a fund raiser in Long Beach with Mario Solis-Marich in the near future. As those plans develop, I will keep you updated with the biweekly updates.
 - c. I have set meetings with a number of private businesses who wish to fund the Commission. As those checks come in, you will be notified.

- V. California Women Veterans Survey
 - a. We are launching the third iteration of the California Women Veterans Survey on September 18th. This survey was initially prompted by work of the Commission in 2007 and 2008. The Commission has formed a coalition with the California Research Bureau and CalVet to host this survey every other year.
 - b. The US Department of Labor invited me back to speak to a national audience about the work the Commission has done on the survey. The DOL is highlighting this work as a model for the rest of the nation. It is hoping to get other states to consult with the Commission so that this work can go national.
- VI. 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.
- VII. Mount St. Mary's Short Subject Reports
 - a. I formalized a relationship with Mount St. Mary's College to produce a series of short briefs based on their *Status of Women and Girls* report. The plan is to roll those briefs out beginning in January as a lead up to the release of the 2014 report on March 27th. I will be working with the primary investigator and editor of the report to produce these briefs. The briefs will be co-branded with the Commission's and MSMC logos.
- VIII. "Reach for the Stars" Campaign/Story Booths
 - a. We have secured studio space in Los Angeles and San Francisco for the shoots of the videos for this project. We are in the process of lining up days for women to come in and tape their interviews with the Commission. We are aiming to have the first videos taped and up on the Web in November.
- IX. Social Media Outreach
 - a. Facebook

As of my last report, we had 423 "likes" and an average daily reach of 486 people. As of September 6, 2013 457 "likes" and an average daily reach of 860.
 - b. Twitter

As of my last report, we had 28 followers, including Constitutional officers, state and federal legislators, and reporters. As of September 6, 2013 we have 55 followers.
- X. Website
 - a. The Commission has a redesigned website. DGS is now the Commission's web host. A standardized government skin was selected and content is currently being updated.
- XI. Hiring
 - a. I made an offer to a young woman to be the Commission's AGPA on September 6, 2013.