

Communications Committee

Committee Members (5)

Chair: Lona Mozumder

Committee Members: Tracey Jordal, Ying Cao, Cassandra Tok, Marisol Collazo, Julie Winker

Goals (2022 goals)	Leads	KPIs	Plan Date	Rating	Trend
Gala Preparation	Lona	Gala marketing, LinkedIn, Web, Email	Ongoing		
Women's History Month	Lona	LinkedIn engagement, Video content, Email marketing, membership engagement	Complete		
Conference partnerships	Lona	FIA, SIFMA, ISDA	Ongoing		
Scholarship Program, Wolfpack	Lona	All form submission through Formstack, LinkedIn engagement	Complete		
LinkedIn Membership Growth	Lona	Page views, Unique visitors, Followers	Ongoing		

Progress Report

1. Women's History Month: Very successful with weekly content, banners and lots of video content that has very good engagement on the Female Friday Series and NYSE bell ringing
2. Ukraine Ride: Quickly pivoted from Girls Inc to Ukraine with great engagement and good funds raised
3. Analytics : New Followers up 42% in the last 30 days; Page views up 86% in the last 30 days.
4. Video content: We have accelerated the number of videos we have put out this year. Video content is the future of digital engagement.
5. Conference partnership: ISDA, Eurex partnership(video greeting)
6. Speaking roles with universities: Julie and myself will be doing a presentation to the students at St. Joseph University in Philadelphia. This event is a follow up event(from a couple of months ago when Julie and I did an Intro to Derivative class) talking about Women in Leadership in Corporations
7. High School and Young Professional scholarship : Launch of scholarship program through digital forms enabled through WIND website.
8. Gala Marketing: Save the date, webpage, videos!

Key issues:

- Scaling the website
- Digital media resource after Media intern leaves in May

Events Committee

Committee Members

Co-Chairs: Ying Cao, Tracy Rucker-Wilson

Committee Members: Kyle Brandon, Deborah North, Susi de Verdelon, Jackie Mesa, Petal Walker, Cassandra Tok, Marisol Collazo

Goals (10/2021-9/2022)	Leads	KPIs	Plan Date	Rating	Trend
1. Deliver high quality industry-related marquee WIND events	Susi/TRW	<ul style="list-style-type: none"> Conduct 3 events, each with \$10,000 event sponsorship or Platinum/Diamond-Premier corporate sponsorship 	Sept 2022		
2. Re-introduce small scale in-person events	Susi/Ying	<ul style="list-style-type: none"> Schedule 2 events each in LDN, NYC Schedule 1 event in each of 2 other locations 	Sept 2022		
3. Expand the geographic diversity of events to locations beyond NYC & London	All	<ul style="list-style-type: none"> Host 4 in-person events outside of NYC 	Sept 2022		
4. Utilize event formats that help expand audience reach and enhance member experience	Ying/TRW	<ul style="list-style-type: none"> Conduct 2-3 events using a combination of small-scale in-person, Zoom and hybrid formats 	Sept 2022		

Executive Summary on Progress (10/2021 – 3/2022)

Completed	4Q2021: LYS session in London (goal #2) 1Q2022: Global Macro virtual (goals #1,4); LSEG-sponsored WIND Laguna lunch (goal #3); WHM speaker series (goal #4)
Planning	2Q2022: NYC Women in Crypto (goal #2); Multi-location “Washington Update” (TBD); DC Digital Assets Policy (TBD) 3Q2022: Citadel-sponsored event (goals #1,3)

Noteworthy Items

- Delayed start to planning/scheduling in-person events through 1st quarter; event planning for 2022 is now getting back on track
- Coordinate with Finance committee on *corporate* sponsorship and *event* sponsorship to minimize conflicting outreach
- Rising Star cadre members facilitated each of the 5 WHM leader spotlights in March
- Better tracking attendance vs event registrations is needed to analyze ideal delivery

Finance & Fundraising Committee

Committee Members

Co-Chairs: Karen Wares and Julie Winkler

Committee Members: Cassandra Tok, Susi De Verdelon, Margoth Pilla, Tara Dziedzic & Marisol Collazo

Goals (2021-2022 goals)	Leads	KPIs	Plan Date	Rating	Trend
Wellness Charity Fundraiser	Karen	Plan and execute a charitable fundraiser in Q1 with a goal of \$1k.	Q1 2022 - Completed		
Recruit, Hire and Onboard Head of Membership	Marisol, Cassandra	Onboard of resource in Q1	Q1 2022 - New hire started		
Plan, fundraise and host WIND Annual Gala 2022	Karen, Julie, Cassandra	Stretch goal of \$500k Gala income with \$310K as base case by attracting corporate sponsors. Estimate ~125-150 in person attendees.	Q3 2022		
Obtain Corporate Sponsors for Marquee events: DC update, Macro event, X-border derivatives update, Regulatory update	Events committee	Meet or exceed base case \$40k in fundraising to support marquee events throughout the year.	All year		
Propose and maintain oversight of budget and finances for WIND. Work collaboratively with other Committees to support their financial needs	Margoth	Meet a balanced budget for 2021-2022 year while adding full-time staff and exceeding our fundraising goals	All year		

Executive Summary on Progress

- Update on 2022 budget to be shared at April Board meeting
- Fundraiser raised \$4,576
- New Membership Director is crushing it!
- Gala venue is secured. Sponsorship letter complete and sponsorship levels finalized. 2 committed sponsors so far. Outreach tracker has been sent to Board and tracking will be managed by Melody.

Noteworthy Items

- FIA luncheon netted \$5k for WIND (Corporate sponsors – DTCC, LSEG, & A&O – donated \$25k)
- All Board and Advisory Council members will be expected to help with Gala outreach. This should be done asap.

Leadership Committee

Committee Members

Chair: Petal Walker

Committee Members: Deborah North, Kyle Brandon, Karen Wares, Claudia Dowling, Tracey Rucker Wilson, Jackie Mesa, Cassandra Tok, Marisol Collazo

Goals (9/21-9/22)	Leads	KPIs	Plan Date	Rating	Trend
Continue Cohort Program	Claudia, Kyle, Tara, Julie, Ying, Deborah	<ul style="list-style-type: none"> Host social/support/other events for Emerge Host social/support/other events for Rising Stars Host social/support/other events for Trailblazers 	Q4 2022	●	
Establish Allyship training	TRW, Karen	<ul style="list-style-type: none"> Conduct training sessions for Allies 	Q3 2022	●	
Establish Wolfpacks	Petal, Karen	<ul style="list-style-type: none"> Wolfpacks meet 6 times during year Host 2 facilitator meetings during year Have individual meetings with all facilitators Adjust packs as necessary to strengthen weak packs 	Q4 2022	●	
Establish Scholarship Offerings	Petal, Jackie, Deborah	<ul style="list-style-type: none"> Post high school scholarship Send high school scholarship info to non-profits Post young professional scholarship Select high school scholarship recipients Select young professional scholarship recipients Disburse high school scholarship funds Disburse young professionals scholarship funds 	Q3 2022	●	
Start Curriculum	Claudia, Kyle, Tara, Julie, Ying, Deborah	<ul style="list-style-type: none"> Have 6 classes for pre-management Have 6 classes for early management Have 6 classes for mid management Have 6 classes for senior management 	Q4 2022	●	

Executive Summary on Progress

Cohort Program: Cohorts have had initial connection meetings, and begun curriculum programming.

Allyship Program: A coach for allyship training has been contracted, and launch date set for May 2022.

Wolfpack Program: Of the 10 original wolfpacks, 6 were thriving; the other 4 had limited attendance so were merged for a total of 8 wolfpacks now. Melody is developing a standing webpage where women can join packs. Had meetings w/ all facilitators.

Scholarship Offerings: Scholarship offerings for underprivileged HS girls and young professional women have been finalized, posted, and advertised on linked in. Waiting for applications.

Curriculum: Early, middle management, and senior management classes have begun with coaches; For Pre-management, speakers have been identified and are in the process of being secured.

Nominating Committee

Committee Members

Chair: Jackie Mesa

Committee Members: Tracey Jordal, Cassandra Tok, Marisol Collazo

Goals (2021-2022 goals)	Leads	KPIs	Plan Date	Rating	Trend
Add 5 more Board Members bringing Board to 15 members	Mesa	Increase in size of Board Members YOY	Q4		
Activation of Advisory Council	Jordal	Adding 2-3 more to Advisory Council bringing total to 5	Beg Q3		
Succession Planning for Board Leadership Roles	Collazo	Roll out of succession plan	End Q2-Q3		
Creation on WIND Executive Council	Mesa/Tok/Collazo/Jordal	3-5 individuals minimum added to create a WIND Executive Council	Q2-Q4		

Progress Report

- In talks with two potential new board members which would be added in Q2.
- Considered several new members for the Advisory Council; Discussions to take place with existing Advisory Council in April.
- Succession planning and discussion ongoing for board leadership roles and possible re-organization of or structure and officer roles.
- In process of creating WIND Executive Council to assist with programming and other WIND ideas. Possible ramp to board seat.

Key Issues

- Board members and Melody will need to remember to engage Executive Council on our events and areas where we need help or want to get the word out.
- Need to track engagement of Executive Council.
- Preparing for board self-assessment to be completed by June meeting