

COSW Minutes

May 24, 2013

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Present: Mimi Bell, Beth Boehm, James Brown, Valerie Casey, Phyllis Clark, Sam Connally, Sherry Duffy, Bob Goldstein, Brenda Hart, Michele Kosiewicz, Ann Larson, Amy Lueck, Kenyatta Martin, Georgette Moore, Bridgette Pregliasco, Amy Reid, Mordean Taylor-Archer, Nancy Theriot **Guests:** Sarah Johnson, M.D. and Joann Webb

Absent: Nancy Barr, Pamela Feldhoff, Kamla Gant, Jeanne Guerrero, Barbara Hanger, Marcia Hern, Casia Horseman, Sharon LaRue, Wendy Metcalf, Missi Moutardier, David Owen, Margaret Pentecost, Gale Rhodes, Melissa Long Shuter and Tammi Thomas

Chair Comments: Chair Casey reported on the following:

- **Great Places to Work Steering committee meeting.**
 - GPTW website
 - **1.) Reminder — Brown bag lunch for parents, caregivers** ○ *Noon May 30, Student Activities Center, Room W307*
 - The Work-Life Balance committee for Great Places to Work is hosting a new monthly brown bag lunch series to reach out and connect parents and caregivers who are dealing with the same issues. Each month, the group will discuss a different topic. The meeting will include discussion of a new Great Places to Work work-life balance Web page and available resources to families; as well as open discussion for participants to bring forth any topic.
- **AFO – Sustainability Committee** ○ Investigating ways to reduce UofL’s carbon footprint. ○ Reviewing air travel offsets – discounts for old appliances – and discounted energy efficiency home inspections for employees
 - Discounts from hardware store for energy efficiency repairs
- **Pathways Conference** – (Melissa Shuter, Gale Rhodes, Pam Feldhoff, Gale Rhodes, Fannie Cox (CODRE), Ann Larson, Valerie Casey)

The event exceeded expectations with 158 registered participants. That is over 4% of the women employed by UofL. Over 15% of Professional and Administrative staff were in attendance. All VP/Dean areas were represented - Next year has been scheduled for May 16, 2014. If you attended, don't forget to complete your evaluation.

Minutes: There was not a quorum and the April minutes will be held for approval until next month.

Focus Louisville Presentation

Focus Louisville is a three-day leadership program provided by the Leadership Louisville Center attended by Joanne Webb, Joanne Webb, Accountability Coordinator in the College of Education and Human Development. The note below is the report submitted by Professor Webb.

Session began on April 11 at the Kentucky Science Center, with a welcome from the leaders of Focus Louisville. Dr. Tom Owen conducted a tour that morning down Main Street and surrounding streets and then loaded us on a bus to tour the Portland neighborhood. That afternoon we heard presenters on Louisville's economy, performing arts, and government. We also toured the NuLu area. This day gave us opportunities to make connections with other participants, as well as to become better informed about Louisville's history, the west end, and recent entrepreneurial development in the city.

The next day we focused on education and social services, with representatives from JCPD and the Kentucky Department for Community Based Services. We took two related field trips, each of us having a choice of visiting one of three schools and one of four services. I visited Western Middle School and the Kids Center for Pediatric Therapies. Western Middle has been converted to a magnet school for the arts, and several of the middle school children performed for us. We were treated to a dance routine choreographed by a student, a song by a fabulously talented young opera student, and a skit written and performed by a student. Later we observed many of the arts classes (art, drama, instrumental, dance) and ate lunch with a few of the students. I was very impressed with the talent and focus of the children.

At the Kids Center for Pediatric Therapies we learned about the many services they provide to special needs children—they see over 300 children each week with challenges such as autism, downs syndrome, spina bifida, and cerebral palsy. We observed some of the therapies being administered and were able to ask questions of the therapists. I made some connections that I think will be beneficial for the College of Education and Human Development in preparing teachers to work with special needs children.

On Saturday morning we met at The Parklands in Eastern Jefferson County (<http://theparklands.org/>). The park ranger spoke about city planning for parks to bring employers to Louisville and to meet the needs of Jefferson County inhabitants. We also heard from Robert Blair, former headmaster of Kentucky Country Day School and now the founder of the West End School, a free boarding school for middle-school boys. The school helps at-risk boys from the west end neighborhoods by providing a live-in, academically challenging environment. The work being done at the West End School to change the future of troubled boys is admirable. Many of their graduates go on to some of the best schools in the area and continue their schooling into college. Later on Saturday, all Focus Louisville participants worked in groups to troubleshoot one of Louisville's challenges related to social services, education, employment, etc.

I enjoyed the Focus Louisville experience and applaud the efforts of Leadership Louisville to encourage community engagement through exposure to the underpinnings of the work and challenges of the city. Thank you again for this opportunity.

Ignite Louisville Presentation

The note below is the report submitted by Dr. Sarah Johnson highlighting some of her experiences with Ignite Louisville and the Capes and Gowns Gala she and her cohort (Team Delta) created to benefit the Kids Center for Pediatric Therapies.

Ignite Louisville is a 7-month program that provides emerging leaders with the skills, confidence, problemsolving abilities and connections essential to professional success. Participants gain hands-on experience in civic leadership and working effectively as a team.

To remain financially viable, to avoid cutting services or turning kids away, we need to broaden our fundraising base by connecting with young donors ages 21-40 years old and to rekindle the passion our alumni have for the Kids Center.

One of the key deliverables was to get the Kids Center's name out into the public spotlight. The Capes and Crowns Gala was perfect instrument to make that happen. From an appearance on WLKY news, to radio spots and photos posted on CJ.com, Sophisticated Living, The Voice-Tribune and n Focus magazine...we were able to get the Kids Center's name buzzing. The Kids Center website saw a 15% increase in Facebook "likes" as a result. (1421 to 1626) The most compelling result may be the over 15,000 Facebooks hits for the Kids Center post-Gala. 163,000 Total Touches

- Previously, only few fundraising events with small number of participants...although successful events
- Few people engaged from within the Kids Center
- Limited press and practically no social media
- Team Delta wanted to establish an event that could stand the test of time, draw in new faces, media buzzworthy, fun for all ages, rekindle alumni connections
- Rewarding the Kids Center families
- The gala was a themed costume "optional" party that included:
 - DJ formally of Radio Disney
 - Silent Auction consisting of items donated from people and businesses from around the community
 - Candy Bar
 - Food and Beverages
 - Miss World 2010
 - Balloon animals
 - Dance contests
- Team Delta was responsible for the entire planning and execution of the event...from site selection to corporate sponsorships to decorating and hosting.
- This event is one of a kind. Something that GLI and Major Fisher can promote when business recruiting for LVL
- Involving non-Kids Center youth helps them understand philanthropy and value their good fortune so they'll help others
- Over 200 people attended the inaugural event
- Positive cash flow in year 1 of over \$6,000 with donations still coming in
- Word of mouth has seen participants promoting the event and others asking if they can come in 2014

We dropped ticket prices to **\$45** for adults and **\$12** for children (under 3 free) because numbers are lower than we had hoped for. Of course, people could still have chosen the \$75 option, but there is a \$45 Kids Fair rate on the site now. It is always a challenge to create a new event, so we are definitely having the "challenge" part of the Ignite program with our project! Also, anyone who purchases tickets before Wednesday can get free parking. More information will follow to those who purchase tickets.

Capes and Crowns was held at the Icehouse downtown. It is a "family friendly" event and we have a DJ who was formerly with Radio Disney, great food and drinks included for the adults. We had a silent auction, balloon animals, princess station, photo-booth and "adult lounge" for those who prefer a little more peace and quiet.