



Indiana Commission for Women

Moving Indiana Women *Forward*



2015-2016 Annual Report

July 1, 2015- June 30, 2016

In fulfillment of the requirements of IC 4-23-25-7(15), this report encompasses the activities of the Indiana Commission for Women occurring between July 2015–June 2016

TABLE OF CONTENTS

Table of Contents.....	3
Introduction	4
About the Commission	5
Increase awareness of the Status of Women	6
Recognize and Promote Contributions.....	11
Influence Public Policy	13
Achieve Operational Excellence	14
Conclusion.....	17
At-A-Glance: 2014-2018 Key Strategies and Progress.....	18
Appendices	23
Appendix 1: 2015 NACW Conference Final Report	24
Appendix 2: New ICW Performance Metrics Dashboard.....	27
Appendix 3: Social Media.....	29

INTRODUCTION

The Indiana Commission for Women (ICW) represents the State of Indiana's commitment to improving the quality of life for women [IC 4-23-25 Sec. 7(3)]. ICW's mission is to understand the needs of Indiana women and their families and to work strategically both within government and communities to help bring about positive change. ICW's board and staff have established the following strategic goals as part of its continuing efforts:

- Increase awareness of the status of women in Indiana and the issues they face
- Recognize and promote contributions that Hoosier women make to the community, state and nation
- Influence public policy that impacts women in Indiana
- Achieve operational sustainability

ICW continued to focus its efforts on the five priority areas identified during ICW's Hoosier Women Speak initiative¹. Those priority areas are: 1) health-related issues; 2) work-based issues; 3) care giving; 4) violence against women, and 5) leadership. The information gathered during this initiative has become integral to the Commission's efforts and helps identify further obstacles, find potential solutions, and develop partnerships that make Indiana a state of opportunity and economic security for all Hoosier women and girls. The Board of Commissioners, staff, and volunteers continue to set positive direction towards its mission by focusing on these priority areas and determining which areas it can serve as a leader, collaborative partner and/or supporter.

We value the opportunity to continue serving the State of Indiana as we work to move Indiana women forward. We recognize that when we help a woman succeed, we help her family, her community, and her state. We thank the appointing authorities who entrust the Indiana Commission for Women with the responsibility of promoting women's full participation in society as well as the ICW Board of Commissioners who generously volunteer their leadership, guidance, and energy to this important work. We look forward to our future work with, and on behalf of, the women and girls of the State of Indiana.

We are pleased to present our 2015-2016 Annual Report, highlighting activities between July 1, 2015 and June 30, 2016.

¹ *Hoosier Women Speak* (<http://www.in.gov/icw/2441.htm>)

ABOUT THE COMMISSION

The Indiana Commission for Women is a bi-partisan commission of fourteen appointed members. Established in 1992 by Executive Order and enacted by Legislative Statute in 1996 when Senate Bill 500 was passed, the Indiana Commission for Women represents the State of Indiana's commitment to improving the quality of life for women [IC 4-23-25 Sec. 7(3)].

VISION

The Indiana Commission for Women works to move Indiana women forward by acting as the voice of women to the public sector and by aiding agencies, organizations and communities in providing exemplary service to women. The Indiana Commission for Women communicates both women's needs and concerns and their successes and contributions so that they can become better connected to their communities and to the tools, resources and opportunities needed to find their own voice.

In this way, the Indiana Commission for Women's vision for women's equality focuses on its commitment to their full participation in all aspects of society and to the removal of barriers that hinder that participation, making Indiana a better place to live, work and raise a family.

MISSION

The mission of the Indiana Commission for Women is to understand the needs of Indiana women and their families, and to work strategically both within government and in our communities to help bring about positive change.

VALUES

- We continually strive for women's **EQUALITY** in all aspects of society by removing barriers that hinder their participation.
- We act as the **VOICE** of women to the public sector, communicating their needs and concerns as well as their successes and contributions so that they can become better connected to their communities and the tools, resources and opportunities needed to find their own voice.
- We believe that **COLLABORATIVE PARTNERSHIPS** between like-minded agencies, organizations, and stakeholders engaged in meaningful dialogue will augment individual efforts to shift societal attitudes and change cultural mindsets.

INCREASE AWARENESS OF THE
STATUS OF WOMEN

The duties of the Indiana Commission for Women include assessing the needs of Indiana women and their families and promoting the full participation of Indiana women in all aspects of society as stated in Indiana Code IC 4-23-25-7 (1). Each year, the Indiana Commission for Women aligns its programming and outreach efforts with the five priority areas identified in *Hoosier Women Speak*. This initiative assists ICW to identify where it can serve as a supporter, a collaborator, or a leader.

Overall, ICW participated in sixteen (16) programming and outreach activities and events, touching over 2600 constituents throughout the State of Indiana. Some highlights include:

NATIONAL ASSOCIATION OF COMMISSIONS FOR WOMEN 45TH ANNUAL CONFERENCE

The Indiana Commission for Women (ICW) is a member of the National Association of Commissions for Women (NACW), a national association of grassroots agencies and organizations working in communities throughout the United States to further equality and



justice for all women and girls and to represent the interests of millions of women and girls. At the 2014 Annual Conference in Sarasota, Florida, the NACW Board of Directors unveiled its new strategic plan that updated the organization’s vision, mission, and goals. Its new Mission is to sustain, strengthen, and advocate for women’s commissions in their work to promote equality and justice for all women and girls and ensure they are represented and empowered in their communities.

In early 2014, ICW submitted a bid to host the 2015 Annual Conference because of the potential benefits of hosting this national conference, including increased visibility for ICW. At their July 2014 Annual Conference in Sarasota, Florida, the National Association of Commissions for Women (NACW) conference selection team announced that ICW was selected to host the 2015 Annual Conference Meeting in July 2015.

By hosting the conference, ICW Commissioners recognized the potential of cultivating a larger network and forming relationships with national partners beyond the traditional member agencies and organizations. In addition, holding the conference in Indiana will allow more members of the ICW board to participate in networking and sharing best practices with other women’s commissions throughout the country. Commissioners also recognized the opportunity to expand its circle of influence with other women’s organizations throughout Indiana doing similar work. The conference offered professional development geared towards building successful organizations along with workshops in skills development, critical women’s issues, and creative programming ideas. It also provided opportunity to build relationships amongst peers and form alliances with national partners. In addition, because this conference marked NACW’s 45th year, additional celebratory activities were planned, primarily in the form of keynote speakers and the *Preparing the Next Generation of Leaders* Girls Forum.

Following is a brief overview of the conference. In addition, the conference final report can be found in Appendix 1.

Conference Attendance

In past years, the conference attendance was focused primarily on the number of full registrants and secondarily on one-day registrants, which artificially deflates the number of people impacted by the annual conference. With further analysis of the number of people attending the conference, the number of participants is closer to 180 people attending the 2015 conference in Indianapolis in some capacity (See Table 1).

Table 1: Conference Attendance

Description	ENTRY	RES	ATD	NOTE
Day Registration	4	4	4	
Exhibitors	3	3	3	
Full Registration	53	52	48	
Girls Forum	46	35	34	Final count was 35. There were 46 unique names due to substitutions.
Local Guests	37	46	46	Reserved and attended numbers include one table.
NACW member Guests	4	4	4	
Speakers	30	30	30	
Sponsors	17	9	6	The number of registrations available to each sponsor was 17; the number of sponsors who registered was 9; and the number of sponsors who attended was 6.
Staff	1	1	1	
Volunteer	5	5	5	
TOTAL	200	189	181	

The Indiana Commission for Women attracted 32 participants from Saint Mary's College in South Bend, Indiana. Saint Mary's College was selected for a grant by the US State Department's Bureau of Educational and Cultural Affairs to conduct a Study of the United States Institute (SUSI) for undergraduate women leaders on Women and Leadership. Their visit to Indianapolis coincided with the first day of the conference. Therefore, the women were invited in to attend one of the morning sessions and the Monday, July 20, plenary luncheon.

Keynote Speakers

For the 2015 Conference, considerable effort was made to attract well-known national speakers, especially because NACW was celebrating its 45th Anniversary. This year's keynote speakers included:

- Monday, July 20
 - Dr. Corey Hebert, a practicing physician, and television and radio talk show host, who has been featured many times on national broadcasts including The Oprah Winfrey Show, The Early Show on CBS, NBC Nightly News, and Good Morning America.

- Jennifer Browning Holmes, Founder and President of Integrating Women Leaders, LLC, and IWL Foundation.
- Tuesday, July 21
 - Jennifer Pope Baker, CEO, Women’s Fund of Central Indiana
- Wednesday, July 22
 - Mo’Ne Davis, first African-American girl to play in the Little League World Series, the first girl to earn a win and to pitch a shutout in Little League World Series history and the first Little League baseball player to appear on the cover of Sports Illustrated as a Little League player.
 - Starr Foster, Youth Development and High Performance Coach at Georgetown University
 - Dr. Theresa Rohr-Kirchgraber, Executive Director, IU National Center of Excellence in Women’s Health.

Each of the national speakers offered deeply discounted speakers fees while the local speakers waived their speaking fee. In order to generate interest in attending individual events during the conference, the Indiana Commission for Women developed an individualized flyer for each keynote speaker that could be distributed to specific populations, including the speaker’s own followers. In addition, a special legal briefing package was developed for the Wednesday plenary luncheon and afternoon sessions.

General Session Speakers

For the 2015 Conference, considerable effort was made to attract well-known national speakers. This year’s keynote speakers included:

- Monday, July 20
 - Representative Susan W. Brooks, U.S. House of Representatives Indiana 5th District.
 - Kristina Horn Sheeler, Ph.D., Chair and Associate Professor, Department of Communications Studies, and co-author, *Woman President*
- Tuesday, July 21
 - Kathy Cabello, Cabello and Associates and current President of NAWBO-Indy
 - Deborah Hearn Smith, President and CEO of Girls Scouts of Central Indiana
 - J.D. Zahniser, Representative, 2020 Centennial of Women Winning the Vote Initiative
- Wednesday, July 22
 - Latifa Lyles, Director, U.S. Department of Labor’s Women’s Bureau

Girls Forum

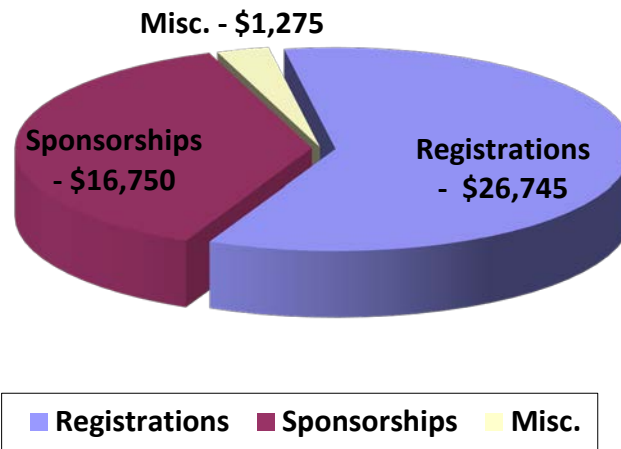
The Indiana Commission for Women (ICW), in conjunction with the National Association of Commissions for Women (NACW) offered a *Preparing the Next Generation of Leaders Girls Forum*, a one-day workshop for high potential girls, ages 16-18. Open to forty (40) girls who have demonstrated their desire to become leaders, the workshop focused on mentoring, leadership, and reputation safety. Speakers for the Girls Forum included:

- Chief Justice Loretta Rush, Indiana Supreme Court, Opening Remarks
- Samantha Lawson, Mentoring Women’s Network, Mentoring

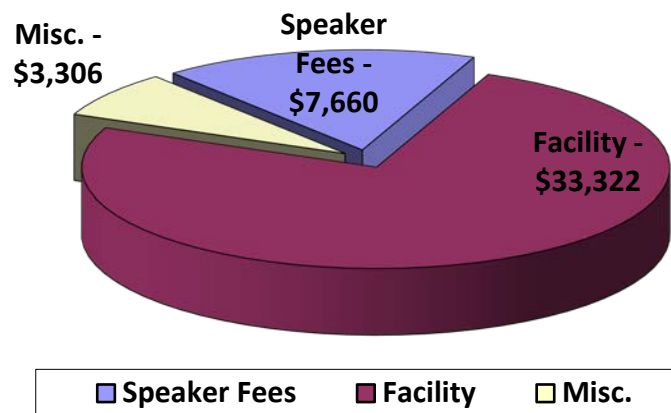
- Dr. Alyssia Coates, Notre Dame University, Leadership Development
- Jennifer Gabou, Open Gym, Reputation Safety
- Pat Wachtel, President and CEO, Girls, Inc., Facilitator
- Mo'Ne Davis, Keynote Speaker
- Starr Foster, Keynote Speaker

Conference Finances

2016 NACW Conference Revenue



2016 NACW Conference Expenses



HOOSIER WOMEN LEAD

In the Indiana Commission for Women's recent *Hoosier Women Speak* initiative, women's leadership, particularly in policy- and decision-making offices, was identified as one of the top five priority areas. ICW maintains data on women's progress as leaders and serves as a collection site of women's progress as leaders with an emphasis on local, county, and state government levels. Since 2008, ICW has been monitoring women's progress in leadership positions by providing a benchmark of women's status in the State legislature. In Fiscal Year 2015-2016, ICW published two *Hoosier Women Lead* reports.

After the 2015 Municipal Election, ICW published *Hoosier Women Lead Gender-Diversity in Elected Offices: 2015 Municipal Elections*, which can be accessed by going to: <http://www.in.gov/icw/2415.htm>. The Municipal Elections showed little progress for women in Indiana. Overall, women gained very little in 2015 from 2011 in elected positions at the city and town levels returning the percentage to the same level as 2007 (32.8%). Twenty-nine (29) counties saw no gain or loss in the percentage of women in municipal offices. Where women gained in some counties, they lost in other counties. While twenty-seven (27) counties saw a net loss, thirty-six counties saw a net gain of women in municipal elected offices. Generally speaking, the change experienced by most counties was caused by the loss or gain of only one to three women in offices. Because several counties have only a few municipal level elected positions, the percentage change of women in elected positions may appear greater.

After the May 2016 Primaries, ICW published *Hoosier Women Lead: Women as Political Candidates*, a one-page infographic (<http://www.in.gov/icw/2415.htm>). This report captures the outcomes of Primary elections for U.S. House of Representatives and for the Indiana General Assembly. Primary results show that women accounted for 24% of candidates in Indiana General Assembly races (See Appendix 3).

RECOGNIZE AND PROMOTE CONTRIBUTIONS

The Indiana Commission for Women is charged with identifying and recognizing the contributions made by Indiana women to their community, state, and nation as outlined in IC 4-23-25-7 (4). The Indiana Commission for Women continues to recognize and promote contributions women make to Indiana.

2015 TORCHBEARER AWARDS CEREMONY

For six years from 2009-2014, the Indiana Commission for Women held its annual event, the *Torchbearer Awards Ceremony*, in March. However, in January 2015, ICW Commissioners voted to postpone the annual Torchbearer Awards to September 2015 in order to accommodate the needed effort to plan and implement the 2015 National Association of Commissions for Women Annual Conference and Empowerment Summit that was held in July 2015.

The 2015 Torchbearer Awards Ceremony was held on Wednesday, September 30, 2015, at the Indiana Historical Society, 450 West Ohio Street. The Torchbearer Awards Ceremony recognizes women of Indiana who have been pioneers throughout their lives or who have stepped forward as leaders by breaking down barriers. The 2015 Torchbearer recipients were:

- Kathy Cabello, Indianapolis
- Nimbilasha Cushing, South Bend
- Sue Anne Gilroy, Indianapolis
- Dr. Dottie King, Terre Haute
- Angie Lewis, Bedford
- Cynthia Newman, Indianapolis
- Kathy Schoettlin, Mount Vernon
- Toby Strout, Bloomington



Toby Strout of Bloomington received the Heart of Indiana Award, which is given to a woman who has opened her heart and mind to the needs of humanity and who has demonstrated her commitment to philanthropic service, social change and the spirit of hope. Sue Anne Gilroy of Indianapolis received the Trailblazer Award, which is given to a woman in recognition of her pioneering contributions that have "blazed a trail" for other Hoosier women. Nimbilasha Cushing of South Bend received the Lifetime Achievement Award for her significant and fundamental contributions to moving Indiana women forward. The Lifetime Achievement Award signifies that Cushing's contributions have had a lasting impact on Indiana and have demonstrated a lifetime commitment to women's progress in society.

WRITING HER STORY

The Indiana Commission for Women created *Writing Her Story* in 2012 as a result of its *Hoosier Women Speak* initiative. It captures stories of everyday women who are quietly doing extraordinary things. The initiative began as a way to raise awareness of the importance women play in making a difference



in their communities. However, too often, the role of women in history is overlooked and undervalued. In 2015, the National Women's History Museum (NWHM) commissioned a study to determine Americans' knowledge of our nation's heroines, both historical and contemporary. The study revealed fewer than one in four Americans consider themselves knowledgeable about notable women and their accomplishments. In 2016, ICW focused *Writing Her Story* in order to bring attention to women's history in Indiana as part of the Indiana Bicentennial Celebration. As part of the 2016 Celebration, ICW had all thirty-one profiles made into posters for display at various events.

This initiative gave ICW an opportunity to identify, recognize, and celebrate women's contributions to history. ICW published thirty-one profiles of women who have contributed to Indiana's 200 years of history during Women's History Month (March). These profiles remain on ICW's website and can be accessed 24/7 by anyone interested in discovering the importance of women to Indiana's history. By visiting ICW's website, Indiana citizens can discover stories about women who have overcome societal barriers. *Writing Her Story* has become a lasting legacy for Indiana's future generations where they will learn about the achievements, courage, and strength of women who helped to build Indiana.

In July 2015, ICW received an Achievement Award for *Writing Her Story* by the National Association of Commissions for Women at their annual conference. In 2016, *Writing Her Story* was also endorsed as a Legacy Project by the Indiana Bicentennial Commission. The full list of profiles can be found at: www.in.gov/2440.htm.

2016 AIW ANNUAL LUNCHEON: VOICE FROM THE PAST – VOICES OF THE FUTURE

On April 8, 2016, the Association of International Women (AIW) held its annual luncheon. AIW Indy is a social, recreational and educational group of more than 250 women from nearly 50 countries. The annual luncheon is an opportunity for women to learn about women from the past and hear from those who are making a difference today. The moderated panel discussed their challenges and the challenges that the next generation will face. The event was endorsed as a Legacy Project by the Indiana Bicentennial Commission. ICW participated in the event as a partner and assisted with identifying speakers for the event. In addition, ICW provided all thirty-one *Writing Her Story* posters for display during the event.



To meet its statutory requirements outlined in IC 4-23-35-7(2)(6)(8)(9), ICW works with constituents and advisory board members to identify priority areas that impact the quality of life for women.

HUMAN TRAFFICKING

In October 2015, Commissioners voted to approve ICW's partnership with the *Not Buying It Human Trafficking Campaign* spearheaded by the Office of the Indiana Attorney General. As a part of Indiana's anti-demand initiative, ICW Commissioners and staff scheduled a human trafficking training during its December 2015 board meeting. Education is an important component to reducing demand for commercial sex and human trafficking. Training focused on how to identify and respond to human trafficking, a crime that has victimized hundreds of thousands of individuals, mostly women and children, across the U.S. and Indiana.

NAWBO-INDY DAY AT THE STATEHOUSE

The Indiana Commission for Women has partnered with NAWBO-Indianapolis to better improve the quality of lifestyle and business for women in Indiana. In January 2015, the Board of Commissioners voted to partner with other organizations such as NAWBO-Indy and participate in their legislative day initiatives. NAWBO-Indy held their event on February 22, 2016. This event is open to members, non-members, and corporate partners engage in state politics, advocate for women-owned businesses, and learn more about government processes. At the event, ICW staffed an exhibit table to build awareness of its initiatives.

The Board and staff of the Indiana Commission for Women continuously strive to achieve operational effectiveness and efficiency through responsible and prudent decision-making on expenditures based on its strategic priorities. According to its Statute, ICW's leadership is delegated to a Board of Commissioners [IC 4-23-25-8 (1-6)] and management is administered by an executive director. The bi-partisan Commission board consists of fourteen members appointed by the Governor (6), the Speaker of the House of Representatives (4) and the Senate President Pro Tempore (4) [IC 4-23-25-3 Sec. 3].

CURRENT BOARD OF COMMISSIONER MEMBERS

The Honorable Christine Altman
Hamilton County Commissioner

The Honorable Vaneta Becker
Indiana Senator, District 50
Evansville, Indiana

The Honorable Linda Bloom
Allen County Commissioner

The Honorable Jean Breaux
Indiana Senator, District 34
Indianapolis, Indiana

Kori Chambers
Attorney/Liability Claim Specialist,
Insurance Operations, IU Health Risk
Retention Group
IU Health
Greenwood, Indiana

Kayevonne Dailey
Executive Director, Friends of Bethany, Inc.
Fort Wayne, Indiana

Governor's Liaison

Lindsey Craig
Director of Public Health & Family Policy
Office of Governor Mike Pence

The Honorable Sheila Klinker
Indiana Representative, District 27
Lafayette, Indiana

The Honorable Peggy Mayfield
Indiana Representative, District 60
Martinsville, Indiana

Stephanie Moore
Founder and CEO, Moore Matters, LLC
Newburgh, Indiana

Patzetta Trice
Principal, Trice Strategic Consulting
Indianapolis, Indiana

Heather Willey
Barnes & Thornburg, LLC
Indianapolis, Indiana

The Honorable Joie Winski
La Porte County Auditor
La Porte, Indiana

Executive Director

Kristin Svyantek Garvey
Executive Director (July 2008 – Present)

COMMUNITY OUTREACH

Each year, ICW strives to increase board effectiveness, strengthen board commitment, comply with governmental reporting requirements, and seek out collaborative partnerships with other state agencies and/or external organizations.

Partnerships

In FY 2015-2016, ICW sponsored, supported, or served as community partners for the following organizations and/or their events:

- August 26, 2015 – *She Votes: 9th Anniversary of Women’s Suffrage*, Indy Women’s Equality Day
- September 1, 2015 – IWL Foundation Annual Women’s Leadership Conference
- March 2016 – National Women’s History Project Women’s History Month Alliance Membership
- March 26, 2016 – *Hoosier Women at Work*, Indiana Women’s History Conference, a one-day conference to explore and expand knowledge of women’s contributions to Indiana through their labor, featuring speakers, presentations and panel discussions
- April 28, 2016 – Latino Women’s Leadership Institute hosted by the Latino Coalition Against Domestic Violence and Sexual Assault

Presentations

- September 30, 2015 – NACW Webinar: *How to Conduct a Listening Session*
The National Association of Commissions for Women (NACW) requested that Kristin Garvey, Executive Director, present on ICW’s *Hoosier Women Speak* to instruct other commissions on how to conduct listening sessions in their communities. In addition to ICW, the Louisiana Women’s Policy and Research Commission and the Massachusetts Commission on the Status of Women presented on their public hearing process. To date, the Maryland Commission for Women and the Minnesota Office on the Economic Status of Women have utilized techniques ICW used during its initiative.
- February 3, 2016 – NACW Webinar: *Robert’s Rules of Order*
For the 2015 NACW Conference held in Indianapolis, Noell Allen, Administrative Law Judge for the Indiana Civil Rights Commission, served as the official Parliamentarian during business meetings. Based on feedback on her efforts during the conference, she was asked to present on *Robert’s Rules of Order* during NACW’s monthly webinars.
- March 31, 2016 – IUPUI Women’s History Month Leadership Awards Reception
Kristin Garvey was asked to be the keynote speaker at the annual Leadership Awards Reception because this year’s national Women’s History Month theme was: *Working to Form a More Perfect Union: Honoring Women in Public Service and Government*. Her speech focused on ICW initiatives that address the past (*Writing Her Story*), the present (*Hoosier Women Lead*), and the future (*Preparing the Next Generation Girls Leadership Forum*).
- April 27, 2016 – U.S. Department of Labor Women’s Bureau Webinar: *Women & Apprenticeships in Michigan and Indiana*
The US Department of Labor, Women’s Bureau invited the Indiana Commission for Women to present during its webinar on apprenticeships as a workforce development asset for women. Apprenticeship offers women the opportunity to earn a salary while learning the

skills necessary to succeed in well-paying occupations. Open to advocates, workforce and employment specialists, and individuals interested in learning more about how apprenticeship can work for women and provide women with on the paid job training in a high demand career.

SPEAKERS INCLUDE:

- Grace Protos, Regional Administrator, Chicago US Department of Labor, Women's Bureau
- Russell Davis, State Director, Michigan US Department of Labor, Office of Apprenticeship
- John Delgado, State Director, Indiana US Department of Labor, Office of Apprenticeship
- Elizabeth Thompson, Director of Program, Michigan Women's Commission
- Kristin Garvey, Executive Director, Indiana Commission for Women
- Stephanie Comai, Director, Michigan Talent Investment Agency
- Michelle Boyd, Executive Director, Top Notch

OPERATIONAL EFFICIENCY AND EXCELLENCE

ICW Board and staff held a retreat in October 2015 to determine a work plan for the 2016 calendar year. During that process, a change in how information is reported to the board was made. Therefore, performance metrics are reported in two different formats. The first format listed under the "At-a-Glance" section follows the format used in past annual reports. In Appendix 2, the new performance metrics matrix encompassing January through June 2016 is presented.

During FY2015-2016, the ICW Commissioners and staff participated in the following activities to address operational efficiency and excellence

Activities

- During the December 2015 Commission meeting, a representative of the Office of the Indiana Attorney General presented a training session on human trafficking in conjunction with their *Not Buying It Campaign*
- During the June 2016 Commission meeting, representatives of the Indiana Institute for Working Families presented on their current research on paid family leave.
- To increase diversity and inclusion in programs, outreach, and research, ICW partnered with the Association of International Women on their annual International Women's Day luncheon, *Voices from the Past – Voices for the Future*, held on April 8, 2016, and sponsored the Latino Coalition Against Domestic Violence *Latino Women's Leadership Institute* on April 28, 2016.
- The ICW Board of Commissioners was able to achieve quorum at five of the six (83%) meetings held in FY 2015-2016, which is a 50% increase over last year.
- Beginning in January 2016, ICW staff made a concerted effort on social media campaigns as part of its overall communications plans. The primary social media campaign occurred during March 2016 with ICW's *Writing Her Story* initiative. ICW was able to increase activity, tracking engagement of 45,111 and increasing followers by 165 people (See Appendix 3)

CONCLUSION

Members of the Board of Commissioners and staff value the opportunity to continue serving the State of Indiana as they work to move Indiana women forward. ICW recognizes that when we help a woman to succeed, we help her family, her community and Indiana to prosper.

We thank the appointing authorities who entrust the Indiana Commission for Women with the significant responsibility of promoting women's full participation in society; the ICW Board of Commissioners who generously volunteer their leadership, guidance and energy to this important work and the Advisory Board for their wisdom and ongoing support of the Commission and its activities.

We look forward to our future work with, and on behalf of, the women and girls of the State of Indiana.

AT-A-GLANCE:
2014-2018 KEY STRATEGIES AND

Priority 1: Increase awareness of the status of women in Indiana and the issues they face

Goals

- Advance the public’s awareness of the status of Indiana women in the areas of:
 - Health-Related Issues Violence Against Women
 - Work-Based Issues Leadership
 - Care Giving
- Increase women’s participation in the political process
- Establish ICW as a statewide repository of and resource for local, state and national research and statistics on women and the issues affecting them

Tactics

- Gather, research, and disseminate data on topics related to the status of women and girls in Indiana
- Monitor and report on women’s progress in elected positions by producing reports during each election cycle focusing on to women in government
- Continue to build partnerships with other organizations providing programs focused on the five priority areas

Performance Metrics

- Reach at least 2500 constituents per year through ICW activities = 2680 (107.2%)
- Participate in at least five (5) external events and sponsor one (1) original initiative per year, which are aligned with the five identified priority areas
 - External Events = 16 (320%)
 - Latino Women’s Leadership Institute (75)
 - Girls Inc Touchstone Awards (500)
 - Indianapolis Women’s Equality Day (115)
 - IWL Conference (550)
 - NACW Webinar – *How to Conduct a Listening Session* (18)
 - Women of INfluence (150)
 - Indiana Conference for Women (800)
 - NACW Webinar – *Robert’s Rules of Order* (28)
 - NAWBO-Indy *Day at the Statehouse* (75)
 - IUPUI Women’s History Month Leadership Awards Keynote Speech (110)
 - AIW *Voices from the Past/Voices for the Future* (106)
 - US DOL Women’s Bureau Webinar – Apprenticeships (153)
 - National Women’s Health Week Social Media Campaign
 - State of Hoosier Women Newsletter
 - United State of Women White House Campaign
 - ICW Sponsored Event = 2 (200%)
 - *2015 Torchbearer Awards Ceremony*
 - *2015 Writing Her Story: 31 Women in 31 Days*
- Produce at least two (2) reports per election cycle related to women in government and two (2) reports per year related to any topic related to the status of women
 - Election Cycle Reports = 2 (100%)
 - *Hoosier Women Lead: Gender Diversity in Municipal Elections*
 - *Hoosier Women Lead: Women As Political Candidates/2016 Primaries*
 - Status of Women = 1 (50%)
 - “Moving Indiana women toward 2020,” *Her: Magazine for Women*, Spring 2016
- Conduct listening session for at least one targeted population (On hold)

Priority 2: Recognize and Promote the contributions Hoosier women make

Goals

- Expand public’s awareness of women’s contributions to their communities, state and nation
- Ensure that women’s history is an integral part of Indiana’s history

Tactics

- Organize at least one statewide event annually for Women’s History Month in March
 - Participate in statewide commemoration efforts of significant historical milestones to include women’s history in those events
 - Increase use of video and social media in documenting women’s contributions to Indiana
-

Performance Metrics

- *Activities*
 - The Indiana Commission for Women organized *Writing Her Story: 31 Women in 31 Days*
 - The Indiana Bicentennial Commission endorsed the 2016 *Writing Her Story* initiative in 2016 as a Legacy Project
 - The Indiana Commission for Women joined the planning committee for the 2016 *Hoosier Women at Work Conference* sponsored by the Indiana Historical Bureau as part of Indiana’s Bicentennial Celebration
 - The Indiana Commission for Women has increased its social media activity during critical moments in women’s history, including *Women’s History Month* and National Women’s Health Week
 - Increase number of Torchbearer nominations and annual event registrants
 - There was a decrease of nominations from the previous year
 - The number of event registrants stayed the same
 - Decrease number of Torchbearer nominations coming from Central Indiana and Indianapolis MSA²
 - The number of Torchbearer nominations from the Central Indiana area remained approximately the same (56%)
 - Select 10-12 Outstanding Women as Torchbearers
 - Eight (8) women were honored during the 2015 Torchbearer Awards Ceremony
 - Publish at least five (5) *Writing Her Story* articles³
 - Thirty-one women were profiled in March 2016
-

Priority 3: Influence public policy that impacts women in Indiana

Goals

- Inform public policy by monitoring, critiquing and recommending changes to legislation as it relates to women
 - Assess programs and practices in State agencies for their effect on the state’s women
-

Tactics

- Identify, monitor and summarize information on key bills affecting women and their families during each legislative session
 - Assist local communities around the state in replicating successful programs
 - Plan and execute annual policy briefing event
 - Produce at least one issue briefing based on one of the five priority areas
 - Expand public recognition of board members as experts on women’s issues
-

Performance measurements

- *Activities:* Each year, ICW identifies bills to be tracked that are then submitted to the Indiana Civil Rights Commission master list and then reports progress to the ICW Commissioners at board meetings
 - Host Women’s Day annual event focused on engaging women in the political process with at least 150 registrants followed by an increase in registration by 5% each year
-

² The Indianapolis Metropolitan Statistical Area (MSA) includes the following counties: Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, and Shelby

³ In 2015, the format of *Writing Her Story* was changed to profile one woman per day during the Women’s History Month in March

- The ICW Board of Commissioners decided to participate as a partner in the annual NAWBO Day at the Statehouse instead of hosting its own event during the legislative session.
- Expand collaboration efforts by identifying five (5) partner organizations followed by an increase of five (5) additional organizations per year
 - In October 2015, ICW Commissioners voted to approve the *Not Buying It Human Trafficking Campaign* partnership with the Office of the Indiana Attorney General
 - In April 2016, ICW partnered with NAWBO-Indy on their annual *NAWBO Day at the Statehouse* event.
 - ICW sponsored the Latino Coalition Against Domestic Violence *Latino Women's Leadership Forum*, which was held April 28, 2016.
- Produce summary of annual Women's Day event with above average or excellent evaluations each year (Deferred)
- Present on Hoosier Women Speak efforts and/or status of women in Indiana to women's caucus (In development)
- Develop speaking points/presentation for board members to use during speeches (In development)
- Deliver presentations by at least five board members in their communities (In development)

Priority 4: Achieve Operational Excellence

Goals

- Position ICW as a significant contributor in areas of women's equality in order to combat discrimination against women
- Create organizational structure that provides functional and programmatic autonomy through use of endowment and/or "friends of" non-profit
- Increase board effectiveness and strengthen board commitment

Tactics

- Create an endowment or "friends of" foundation as support to ICW efforts
- Convene Commission meetings to address key women's issues and conduct meetings by including external speakers
- Educate the public about ICW through newsletters, alerts and social media
- Increase ICW outreach to include diversity and inclusion
- Comply with statutory and departmental procedural requirements
- Identify ways to incorporate interns who will assist in achieving some of the areas

Performance Metrics

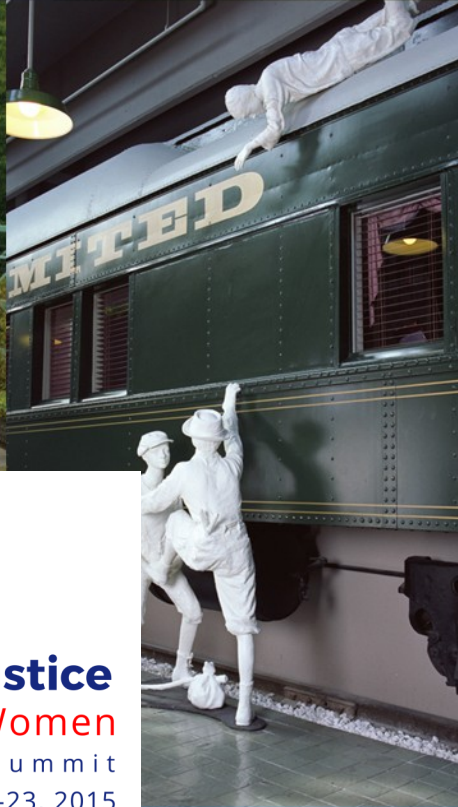
- *Activities*
 - Invited the Office of the Indiana Attorney General for presentation and training on human trafficking through their *Not Buying It Campaign* (December 2015)
 - Invited the Indiana Institute for Working Families for presentation on their current research on paid family leave (June 2016)
- Increase diversity/inclusion in programs, outreach, and research by 3% per year (10% increase total)
 - ICW partnered with the Association of International Women on their annual International Women's Day luncheon, *Voices from the Past – Voices for the Future*, held on April 8, 2016.
 - ICW sponsored the Latino Coalition Against Domestic Violence *Latino Women's Leadership Forum*, which was held April 28, 2016.
- Achieve quorum for all regularly scheduled meetings = 5 out of 6 meetings (83%)
- Research and create concept paper identifying legitimate ways to secure funds and/or establish a 501(c)(3) "Friends of" organization (In process / Deferred to FY 2016-2017)
- Produce quarterly newsletters (4), monthly ICW press releases and/or announcements (12), and robust social media campaign with at least 15 notices each month

-
- 1 – Newsletters (25%)
 - 9- Announcements (75%)
 - 270 – Social media (150% / average 22.5 tweets/post per month)
 - Host and/or participate in information sessions in at least five (5) communities = 5 (100%)
 - Speak publicly at a minimum of five (5) events throughout the state, including three counties outside the Indianapolis MSA
 - 5 events (100%) / 3 outside Indianapolis MSA (100%)
 - Events
 - NACW Webinar: *How to Conduct Constituent Listening Sessions* (Sept 2015)
 - Lugar Series: *The work of the Indiana Commission for Women* (Oct 2015)
 - IUPUI Women’s History Month: *Working to Form a More Perfect Union: Honoring Women in Public Service and Government* (Mar 2016)
 - NACW Webinar: *Robert’s Rules of Order* (February 2016)
 - Women’s Bureau: *Apprenticeships in Indiana* (April 2016)
 - Create concept paper with metrics and communication plan for each ICW event/activity = Completed
 - Convene subcommittee to review Strategic Plan in order to identify places where interns can be supportive of efforts
 - Ongoing refresh of Strategic Plan; in October 2015, ICW Commissioners requested new performance metrics dashboard to track progress, which was started in January 2016.
 - Submit annual report to Board of Commissioners and required entities = Completed
-

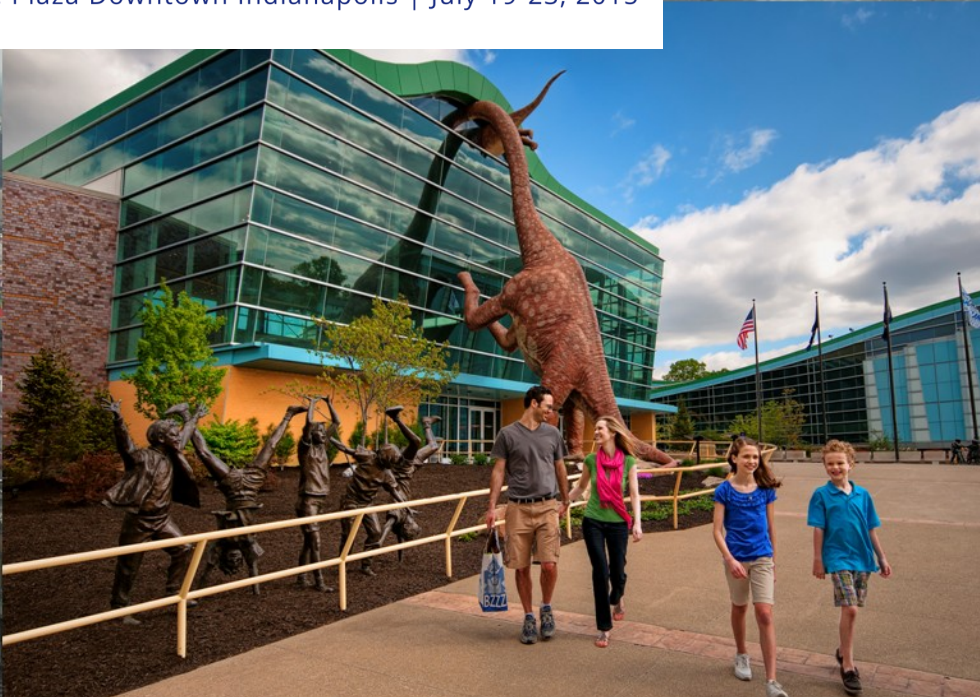
APPENDICES

LIST OF APPENDICES

- Appendix 1: 2015 NACW Conference Final Report
- Appendix 2: New ICW Performance Metrics Dashboard
- Appendix 3: Social Media



At the Crossroads of Equality and Justice
National Association of Commissions for Women
45th Annual Conference and Empowerment Summit
Crowne Plaza Downtown Indianapolis | July 19-23, 2015



Sunday, July 19, 2015

- 8:00 – 5:00 PM**
Conference Registration
Executive Alcove
- 3:00 – 6:00 PM**
Pre-Conference Board Meeting
Executive Ballroom
- 6:00 – 7:30 PM**
Welcome Reception
Grand Central Station
- 8:00 – 9:00 PM**
More and Mingle
Pennsylvania Station
- Monday, July 20, 2015**
- 7:30 – 8:00 AM**
Breakfast
Milwaukee Alcove
- 8:00 – 10:00 AM**
NACW Business Meeting I
New York Central
- 9:00 – 4:00 PM**
Information Expo
Grand Hall Exhibit Hall
- 10:15 – 10:30 AM**
Break
Milwaukee
- 10:30 – 11:45 AM Break Out Sessions**
Mentoring and benefits to the community
Milwaukee
- Human Trafficking*
B&O
- Preserving women's history in the Modern World*
C&O
- 12:00 – 1:30 PM**
Opening Plenary Luncheon
Illinois Street Ballroom
- 1:45 – 3:00 PM Break Out Sessions**

Leadership Development
Milwaukee

Trauma-Informed Care of Women and Girls
B&O

Pregnancy Discrimination Act and You
C&O

3:00-3:30 PM
Refreshment Break
Grand Hall Exhibit Hall

3:30 PM – 4:45 PM General Session
Illinois Street Ballroom

6:30 PM – 8:30 PM
Dinner Plenary Session
Grand Central Station

Tuesday, July 21, 2015

- 8:00 AM – 2:00 PM**
Conference Registration
Executive Alcove
- 7:30 AM – 8:00 AM**
Breakfast
Grand Central Station
- 8:00 AM – 9:15 AM**
NACW Business Meeting II
Victoria Station ABC
- 9:20 AM – 10:50 AM Breakout Sessions**
Board Commissioner Exchange
Victoria Station ABC
- Executive Director/Staff Exchange*
Victoria Station D
- Rethink, Regain, Recharge: Get Back Your Authentic Self*
Penn Station AB
- 10:55 AM – 12:10 PM General Session**
Empowerment through Partnerships

Victoria Station ABC

12:10 PM – 12:30 PM
Break

12:30 PM – 2:00 PM
Plenary Luncheon
Grand Central Station AB

2:15 PM – 3:30 PM Breakout sessions
NACW Board of Directors Meeting
Executive Boardroom

Keeping Girls Safe on the Internet
Victoria Station D

Service Women, Military Service and Family Life
Penn Station AB

Afternoon
Explore Downtown Indianapolis on your own!

6:30 PM - ???
No-Host Dinners

Wednesday, July 22, 2015

- 8:00 AM – 12:00 PM**
Conference Registration
Executive Alcove
- 8:00 AM – 8:30 AM**
Breakfast
Grand Central Station
- 8:30 AM – 9:30 AM**
NACW Business Meeting III
Victoria Station ABC
- 9:40 AM – 10:55 AM Break Out Sessions**
Using Social Media/PR to strengthen your mission
Victoria Station ABC

Creating Partnerships, develop relationships and work with stakeholders
Penn AB

10:55 AM – 11:05 AM
Break

11:10 AM – 12:25 PM
Break Out Sessions
Engaging Girls in STEM, One Princess at a Time
Victoria Station D

Different Funding Models for Sustaining Commissions for Women
Victoria Station ABC

Designing a Legislative Day
Penn Station AB

12:30 PM – 2:00 PM
45th Anniversary Plenary Luncheon
Grand Central Station ABC

2:00 PM – 2:15 PM
Break

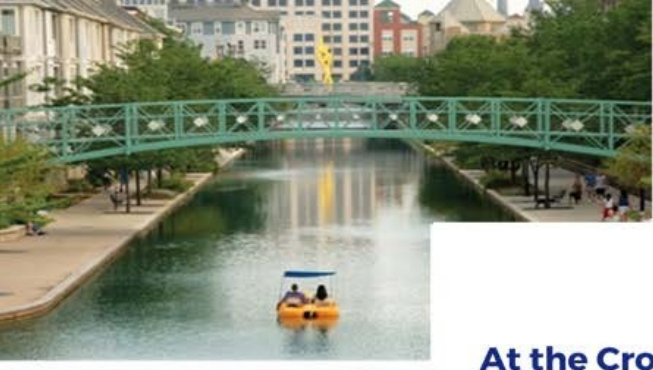
2:15 PM – 3:30 PM **General Session**
Lead on Lean
Victoria Station ABC

4:00 PM – 5:00 PM
Guided Tour of Historic Union Station

6:00 PM – 7:00 PM Closing Reception
Grand Central Station ABC

7:00 PM – 9:30 PM
Closing Plenary and Achievement Awards Dinner
Grand Central Station ABC

Conference At-A-Glance



INDIANA
COMMISSION
for women



At the Crossroads of Equality and Justice
National Association of Commissions for Women
45th Annual Conference and Empowerment Summit
Crowne Plaza Downtown Indianapolis | July 19-23, 2015



Special *Thanks*

Ruby *Sponsor*

American StructurePoint, Inc.

Emerald *Sponsor*

IUPUI Office for Women
IUPUI Office of Diversity, Equity and
Inclusion
The Corradino Group

Pearl *Sponsor*

Beam, Longest, & Neff
Butler, Fairman and Seufert Civil Engineers
DLZ Indiana, LLC
First Group Engineering, Inc.
HWC Engineering
Integrating Women Leaders, LLC
IU Center of Excellence in Women's Health
Krieg DeVault, LLP
Mentoring Women's Network
Moore Matters, LLC
RQAW Corporation
United Consulting
Women Like Us Foundation

Friends of *NACW*

Banning Engineering, PC
CHA Consulting
Champpps Downtown
The Honorable Christine Altman, Hamilton
County Commissioner
Spotlight Strategies
Tastings—A Wine Experience

Girls Forum *Sponsor*

Heroes Camp
Indiana Commission on Hispanic and Latino
Affairs
Jennifer Gabou, Open Gym Indy
State Representative Gail Riecken

Final Report *Summary*

By the Numbers

Registrations

- 189 total registrations
- 35 Indiana high school girls
- 32 Global Women's Leadership Institute international students

Evaluations

- 95% Excellent or above average overall approval rating
- 100% Excellent or above average approval rating for breakout sessions

Top Five Breakout Sessions by ranking

- Leadership Development
- Engaging Girls in STEM, one princess at a time
- Reputation Safety (*Girls Forum*)
- Designing a Legislative Day
- Rethink. Regain. Recharge: Get Back Your Authentic Self

What did you like most?

...Meeting with women from around the country, and learning about what they are doing. I learned about some things we could be doing in my organization.

...Mix of substantive issue-oriented workshops/topics with policy and practical help for commissions.

...I was impressed with the idea of having a "Girls Summit" during the Conference. I was an observer and really liked what I saw & heard. I've taken this idea to my Commission for consideration.

...The Speakers were all great and knew exactly what we are up against as women.

...I very much enjoyed the variety of speakers and the focus on empowerment, education and celebrating women.

Indiana Commission for Women
2016 Annual Work Plan

Begin	End	2016 Program/Activity	Indiana Statute	Goal	Q3	Q4	Reach	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
03-Feb-16	03-Feb-16	NACW Webinar-Robert's Rules	IC 4-23-25-7 (12)	IA / AOE	X				28					
10-Feb-16	10-Feb-16	<i>Hoosier Women Lead: Gender Diversity in Municipal Elections</i>	IC 4-23-25-7 (10)(11)	IA	X				X					
22-Feb-16	22-Feb-16	NAWBO-Indy Day at the Statehouse	IC 4-23-25-7 (3)	IPP	X				75					
26-Mar-16	26-Mar-16	<i>Hoosier Women at Work</i>	IC 4-23-25-7 (3)	IA	X					110				
30-Mar-16	30-Mar-16	Hoosier Heroines	IC 4-23-25-7 (3)(4)	PC	X					X				
01-Jan-16	31-Mar-16	Monitor and summarize legislation affecting women	IC 4-23-25-7 (2) (8) (9)	IPP	X			X	X					
01-Mar-16	31-Mar-16	NWHP Women's History Month	IC 4-23-25-7 (3)(4)	PC	X					X				
01-Mar-16	31-Mar-16	<i>Writing Her Story: 31 Women in 31 Days</i>	IC 4-23-25-7 (3)(4)	PC	X		45,111			31				
31-Mar-16	31-Mar-16	IUPUI Women's History Month												
31-Mar-16	31-Mar-16	Leadership Awards-Keynote	IC 4-23-25-7 (3)(4)	ALL	X					110				
08-Apr-16	08-Apr-16	AIW Voices from the Past/Voices for the Future	IC 4-23-25-7 (3)(4)	ALL		X					106			
27-Apr-16	27-Apr-16	Women's Bureau webinar on Apprenticeships	IC 4-23-25-7 (3)	IA		X					153			
31-Jan-16	30-Apr-16	<i>The Hunting Ground</i> Film Preview/Screening	IC 4-23-25-7 (1)(3)(11)	IA	X	X								
01-Apr-16	30-Apr-16	NAWBO-Indy Trailblazers	IC 4-23-25-7 (3)(4)	IA		X								
08-May-16	14-May-16	National Women's Health Week	IC 4-23-25-7 (1)(3)	IA		X						X		
01-May-16	31-May-16	<i>Hoosier Women Lead: Primaries</i>	IC 4-23-25-7 (10)(11)	IA		X						X		
08-Jun-16	08-Jun-16	State of Hoosier Women	IC 4-23-25-7 (11)	IA		X							X	
14-Jun-16	14-Jun-16	United State of Women	IC 4-23-25-7 (11)	IA / AOE		X							X	
23-Jun-16	23-Jun-16	NAWBO State of NAWBO Luncheon	IC 4-23-25-7 (3)	AOE		X								
01-Jan-16	31-Dec-16	Meeting with care giving/child care stakeholders	IC 4-23-25-7 (11)	IA	X	X						X	X	
01-Jan-16	31-Dec-16	Community Outreach	IC 4-23-25-7 (14)	IA / AOE	X	X				X				
01-Jan-16	31-Dec-16	ICW Bi-Monthly Board Meeting	IC 4-23-25-8 (1) (2)	AOE	X	X			8		9		11	
01-Jan-16	31-Dec-16	Send Announcement	IC 4-23-25-7 (11) (13)	ALL	X	X		1				1		
01-Jan-16	31-Dec-16	Send ICW Newsletter	IC 4-23-25-7 (11) (13)	ALL	X	X							1	
01-Jan-16	31-Dec-16	Send Social Media	IC 4-23-25-7 (11) (13)	ALL	X	X	-	18	13	112	9	43	16	
01-Feb-16	31-Dec-16	100th Anniversary Celebration Proposal	IC 4-23-25-7 (3)(11)	IA	X	X								
					17	16	45,111	19	124	363	277	44	28	855
					Total Activity			3	6	7	4	3	3	26
					Total Engagement			22	130	370	281	47	31	881

Indiana Commission for Women
2016 Annual Work Plan

<i>Begin</i>	<i>End</i>	<i>2016 Program/Activity</i>	<i>Indiana Statute</i>	<i>Goal</i>	<i>Q3</i>	<i>Q4</i>	<i>Reach</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUN</i>	<i>TOTAL</i>
--------------	------------	------------------------------	------------------------	-------------	-----------	-----------	--------------	------------	------------	------------	------------	------------	------------	--------------

Color Code
 Green = Completed in allotted time
 Yellow = Some delay due to timing, frequency, etc.
 Red = Not completed in allotted time, frequency, etc.

Definitions
 Lead = ICW is the (or one of the) primary coordinators
 Organizer = ICW is organizing some aspect of event/program
 Partner = ICW is a partner/sponsor of the event/program
 Supporter = ICW is helping to promote/support
 Contributor = ICW is helping in some way
 Participant = ICW is taking part in the event/program

Strategic Plan Goals
 IA = Increase Awareness
 PC = Promote Contributions
 IPP = Influence Public Policy
 AOE = Achieve Operational Excellence

**Indiana Commission for Women
2016 Annual Work Plan**

Social Media Performance Metrics

<i>Social Media</i>	<i>TOTAL</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUN</i>
<u>Twitter</u>							
Followers		525	531	563	562	564	569
Following		410	410	425	426	434	436
Tweets	109	11	4	61	4	23	6
Impressions ⁽¹⁾	57329	3034	1937	35210	5088	8498	3562
Engagement ⁽²⁾	598	90	89	390	1	24	4
<u>Facebook</u>							
Likes		387	391	523	535	545	547
Posts	102	7	9	51	5	20	10
Reach ⁽³⁾	12850	307	890	8872	530	1447	804
Engagement ⁽⁴⁾	968			639	39	190	100
TOTAL POSTS	211	18	13	112	9	43	16
TOTAL Impressions/Reach	70179	3341	2827	44082	5618	9945	4366
TOTAL Engagement	1387			1029	40	214	104
TOTAL Reach/Engagement	0						
<u>Website⁽⁶⁾</u>							
Page Views	6136	1020	895	1260	1110	873	978
Visits	3054	455	505	645	538	430	481
Visitors (unique)	2643	417	441	548	477	357	403
New Visitors	640	37	99	200	154	150	N/A
Returning Visitors							166
Bounce Rate ⁽⁵⁾	65.1%	45.5%	52.3%	51.8%	54.1%	64.2%	57.7%
<u>Content</u>							
Traffic Sources							
Direct Traffic	119	N/A	N/A	N/A	N/A	N/A	119
Referring Sites/External Referrers	941	190	185	200	195	162	9
Social Media	85	2	1	58	8	14	2
Search Engines	186	N/A	N/A	N/A	N/A	N/A	186
Google.com	170	N/A	N/A	N/A	N/A	N/A	170
Bing.com	26	N/A	N/A	N/A	N/A	N/A	26
<u>Top 5 Entry Pages</u>							
ICW: Home	870	157	148	171	167	147	80
www.in.gov/icw	81	33	28	N/A	20	N/A	N/A
ICW: Timeline of Women's Firsts	167	18	42	48	25	22	12
ICW: Torchbearers	216	18	N/A	N/A	24	90	84
ICW: Carolene Mays Medley	92	N/A	20	N/A	34	20	18
ICW: Women's History	48	N/A	16	22	N/A	10	N/A
ICW: Writing Her Story	96	N/A	N/A	84	N/A	N/A	12
ICW: 2016 Women's History Month	25	N/A	N/A	25	N/A	N/A	N/A
ICW: Education	0	N/A	N/A	N/A	N/A	N/A	N/A

**Indiana Commission for Women
2016 Annual Work Plan**

Social Media Performance Metrics

<i>Social Media</i>	<i>TOTAL</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUN</i>
ICW: Commissioners	0	N/A	N/A	N/A	N/A	N/A	N/A
ICW: Opportunities	0	N/A	N/A	N/A	N/A	N/A	N/A
ICW:Executive Director	0	N/A	N/A	N/A	N/A	N/A	N/A
<u>Top 5 Exit Pages</u>							
ICW: Home	644	120	113	126	142	97	46
ICW: Torchbearers	195	18	N/A	19	26	83	49
ICW: Timeline of Women's Firsts	175	17	43	56	37	22	N/A
ICW: Opportunities	49	16	20	N/A	N/A	N/A	13
ICW: Hoosier Women Lead	11	11	N/A	N/A	N/A	N/A	N/A
ICW: Carolene Mays Medley	88	N/A	19	N/A	31	20	18
ICW: Women's History	17	N/A	17	N/A	N/A	N/A	N/A
ICW: Writing Her Story	142	N/A	N/A	113	17	N/A	12
ICW: 2016 Women's History Month	26	N/A	N/A	26	N/A	N/A	N/A
ICW: Past Recipients	15	N/A	N/A	N/A	N/A	15	N/A
ICW: 2016 Nomination Form	0	N/A	N/A	N/A	N/A	N/A	N/A
ICW: Education	0	N/A	N/A	N/A	N/A	N/A	N/A
ICW: Commissioners	0	N/A	N/A	N/A	N/A	N/A	N/A
ICW: Contact Us	0	N/A	N/A	N/A	N/A	N/A	N/A

Newsletters

Newsletters	1	0	0	0	0	0	1
Jun 17, 2016 - ICW Qtrly Newsletter							
Total Recipients	2783	N/A	N/A	N/A	N/A	N/A	2783
Delivery Rate	96.6%	N/A	N/A	N/A	N/A	N/A	96.6%
Total Opens	881	N/A	N/A	N/A	N/A	N/A	881
Unique Opens	504	N/A	N/A	N/A	N/A	N/A	504
Unique Opens Rate	19.0%	N/A	N/A	N/A	N/A	N/A	19.0%
Total Clicks	12	N/A	N/A	N/A	N/A	N/A	12
Unique Clicks	87	N/A	N/A	N/A	N/A	N/A	87
Unique Clicks Rate	3.0%	N/A	N/A	N/A	N/A	N/A	3.0%

Announcements

Announcements	2	1	0	0	0	1	0
Total Recipients	5559	2750	N/A	N/A	N/A	2809	N/A
Delivery Rate	98.3%	98.2%	N/A	N/A	N/A	98.3%	N/A
Total Opens	2234	943	N/A	N/A	N/A	1291	N/A
Unique Opens	1181	602	N/A	N/A	N/A	579	N/A
Unique Opens Rate	21.2%	22.0%	N/A	N/A	N/A	21.0%	N/A
Total Clicks	77	41	N/A	N/A	N/A	36	N/A
Unique Clicks	68	36	N/A	N/A	N/A	32	N/A
Unique Clicks Rate	1.2%	1.0%	N/A	N/A	N/A	1.0%	N/A

Announcement Description

Jan 1, 2016 - Happy New Year

May 19, 2016 -TBA Nominations Opened

<i>Social Media</i>	<i>TOTAL</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUN</i>
July 27, 2016 - TBA Deadline							
July 29, 2016 - TBA Deadline Extended							
Aug 26, 2016 - 2016 TBA Invitation							
Sep 21, 2016 - ICW to Announce 2016 Torchbearer Awards Recipients at Annual Ceremony							
Sep 21, 2016 - ICW Announces 2016 Torchbearer Award Recipients							

Notes

⁽¹⁾ Twitter impressions = Number of times followers saw the tweet on twitter

⁽²⁾ Twitter engagement=@Replies, Mentions, Retweets, Likes

⁽³⁾ Facebook Reach = Number of people who have seen a post

⁽⁴⁾ Facebook Engagement = number of actions related to a Page's post as a result of your ad. This would include likes, shares and comments that your post receives.

⁽⁵⁾ Bounce Rate = Measure of effectiveness of website in encouraging visitors to continue with their visits.

⁽⁶⁾ Site Analytics migrate to SiteImprove from WebTrends

Social Media	1-Mar Sewall	2-Mar Strong	3-Mar Ostrom	4-Mar Slocum	5-Mar Overbeck	6-Mar Jenckes	7-Mar Guthrie	8-Mar Bradley	9-Mar Gougar	10-Mar Lombard	11-Mar Kor
Twitter											
Followers	527	528	527	530	531	531	531	532	534	534	535
Following	410	410	410	411	411	411	420	420	420	420	420
Posts	3	4	5	2	0	0	3	2	1	3	1
Impressions(1)	6489	437	1662	307	136	137	1391	268	197	593	1574
Engagement(2)	65	8	7	3	0	0	16	1	7	9	31
Retweets	16	0	1	0	0	0	4	0	0	1	5
Likes	11	2	1	2	0	0	2	0	1	6	7
Profile Clicks	8	0	1	0	0	0	2	0	2	0	0
URL Clicks	23	1	3	1	0	0	4	1	2	1	5
Detail Expands	5	3	1	0	0	0	0	0	4	1	6
Media Views	1	2	0	0	0	0	4	0	0	0	8
Facebook											
Likes	392	394	394	398	398	400	400	401	404	405	407
Posts	3	3	5	3	0	0	4	2	2	3	1
Reach(3)	704	148	406	231	0	0	248	127	311	203	161
Engagement(4)	60	9	16	12	0	0	8	3	23	6	15
TOTALS											
Posts	6	7	10	5	0	0	7	4	3	6	2
Impressions/Reach	7193	585	2068	538	136	137	1639	395	508	796	1735
Engagement	125	17	23	15	0	0	24	4	30	15	46

(1) Twitter impressions = Number of times followers saw the tweet on twitter

(2) Twitter engagement=@Replies, Mentions, Retweets, Likes

(3) Facebook Reach = Number of people who have seen a post

(4) Facebook Engagement = number of actions related to a Page's post as a result of your ad. This would include likes, shares and comments that your post receives.

<i>Social Media</i>	<i>12-Mar Harrison</i>	<i>13-Mar Freeman</i>	<i>14-Mar Harper</i>	<i>15-Mar Bacon</i>	<i>16-Mar StrattonPorter</i>	<i>17-Mar West</i>	<i>18-Mar Beard</i>	<i>19-Mar Nelson</i>	<i>20-Mar Walker</i>	<i>21-Mar Dunne</i>
Twitter										
Followers	534	534	534	537	539	541	542	543	543	541
Following	420	420	425	425	425	425	425	425	425	425
Posts	0	2	2	2	1	1	1	1	0	3
Impressions(1)	472	316	258	4514	668	177	682	119	358	983
Engagement(2)	0	9	2	13	22	8	11	3	0	20
Retweets	0	0	0	4	1	0	2	0	0	3
Likes	0	3	1	4	4	1	2	1	0	9
Profile Clicks	0	1	0	3	1	0	1	0	0	3
URL Clicks	0	5	1	1	3	1	1	2	0	3
Detail Expands	0	0	0	0	10	6	3	0	0	1
Media Views	0	0	0	1	3	0	1	0	0	1
Facebook										
Likes	407	407	407	407	407	406	407	407	408	411
Posts	0	2	2	1	1	1	1	1	0	3
Reach(3)	0	357	180	185	148	150	143	209	0	1015
Engagement(4)	0	12	13	11	10	9	10	9	0	71
TOTALS										
Posts	0	4	4	3	2	2	2	2	0	6
Impressions/Reach	472	673	438	4699	816	327	825	328	358	1998
Engagement	0	21	15	24	32	17	21	12	0	91

- (1) Twitter impressions = Number of times your post is seen.
- (2) Twitter engagement = @Replies + Retweets + Likes
- (3) Facebook Reach = Number of unique people who saw your post.
- (4) Facebook Engagement = number of interactions your post receives.

<i>Social Media</i>	<i>22-Mar</i>	<i>23-Mar</i>	<i>24-Mar</i>	<i>25-Mar</i>	<i>26-Mar</i>	<i>27-Mar</i>	<i>28-Mar</i>	<i>29-Mar</i>	<i>30-Mar</i>	<i>31-Mar</i>	<i>TOTAL</i>
	<i>Pence</i>	<i>Strauss</i>	<i>Stratton</i>	<i>Earhart</i>	<i>Main</i>	<i>Kimbrough</i>	<i>Way</i>	<i>Tharp</i>	<i>Leach</i>	<i>Lincon</i>	
Twitter											
Followers	543	544	548	549	552	548	548	548	553	554	
Following	425	425	425	425	425	425	425	425	425	425	
Posts	1	2	3	2	7	0	2	1	3	1	59
Impressions(1)	3674	741	1931	223	662	400	813	95	4315	618	35210
Engagement(2)	46	7	24	6	17	0	17	2	32	4	390
Retweets	4	2	4	1	2	0	1	0	6	1	58
Likes	8	2	5	3	5	0	6	1	5	1	93
Profile Clicks	6	1	1	0	3	0	0	0	2	0	35
URL Clicks	5	1	3	2	1	0	2	1	5	2	80
Detail Expands	6	0	5	0	5	0	4	0	8	0	68
Media Views	16	1	6	0	0	0	4	0	6	0	54
Facebook											
Likes	412	521	512	519	519	521	522	523	523	523	
Posts	2	2	2	1	1	0	2	1	1	1	51
Reach(3)	432	1176	958	222	150	0	569	314	115	10	8872
Engagement(4)	19	133	74	24	13	0	54	23	1	1	639
TOTALS											
Posts	3	4	5	3	8	0	4	2	4	2	110
Impressions/Reach	4106	1917	2889	445	812	400	1382	409	4430	628	44082
Engagement	65	140	98	30	30	0	71	25	33	5	1029

- (1) Twitter impressions = Number of times your post is seen.
- (2) Twitter engagement = @Replies + Retweets + Likes
- (3) Facebook Reach = Number of unique people who saw your post.
- (4) Facebook Engagement = number of people who interacted with your post (likes, comments, shares).

**Indiana Commission for Women
Top Social Media by Month**

	Twitter	Facebook
January	<p>Back to school? Don't forget to have students submit essays by Feb 22 to "Hoosier Heroines" contest. More info at: http://ow.ly/WBeJh</p> <p><i>Impressions: 1277</i> <i>Engagements: 11</i></p>	<p>The National Women's Business Council has published its Annual Report: "10 Million Strong-The Tipping Point for Women's Entrepreneurship." Find it at: http://ow.ly/WEq1F.</p> <p><i>Reach: 62</i> <i>Engagement: 4</i></p>
February	<p>Registration is open for Mar 26th "Hoosier Women at Work" women's history conference in Indianapolis. Info at: http://ow.ly/XQP6s .</p> <p><i>Impressions: 185</i> <i>Engagements: 2</i></p>	<p>Meet the All-Woman Team Heading to Antarctica This Year (Forbes.com)</p> <p><i>Reach: 245</i> <i>Engagement: 4</i></p>
March	<p>Albion Fellows Bacon worked to improve housing in Evansville area. Learn more: http://ow.ly/Zu7UM @Indiana2016 pic.twitter.com/AaJy20yIVt</p> <p><i>Impressions: 6828</i> <i>Engagements: 13</i></p>	<p>Did you know that suffragist May Wright Sewall was from Indiana? Learn more about one of Indiana's best known leaders of the women's suffrage movement at: http://ow.ly/YW9Hp #womenshistorymonth. @Indiana2016</p> <p><i>Reach: 1100</i> <i>Engagement: 129</i></p>
April	<p>The Overbeck Sisters were featured during "Writing Her Story." Learn more at: https://twitter.com/in_bureau/status/724582640230100996</p> <p><i>Impressions: 236</i> <i>Engagements: 0</i></p>	<p>Nominate a deserving woman for the 2017 National Women's History Project "Honoring Trailblazing Women in Labor & Business" at http://ow.ly/4ncbq3. Her contributions should be of national significance and should amount to more than a single act or accomplishment. The deadline is May 31, 2016.</p> <p><i>Reach: 181</i> <i>Engagement: 15</i></p>
May	<p>Happy Nat'l Women's Health Week! No matter your age, take steps for a healthier you. #NWHW http://thndr.me/M7pzja</p> <p><i>Impressions: 269</i> <i>Engagements: 4</i></p>	<p>On May 29, 1943, "Rosie the Riveter" by Norman Rockwell appears on cover of the Saturday Evening Post http://ow.ly/4npYAc</p> <p><i>Reach: 716</i> <i>Engagement: 54</i></p>
June	<p>ICW is accepting nominations for 2016 Torchbearer Awards. Deadline is July 29, 2016 Learn more at: ow.ly/GDm6301r6cm</p> <p><i>Impressions: 623</i> <i>Engagements: 3</i></p>	<p>Girls can be mathematicians!</p> <p><i>Reach: 264</i> <i>Engagement: 53</i></p>

INDIANA
COMMISSION
for women

100 N Senate Avenue, Room N103
Indianapolis, IN 46204

(317) 232-6720-direct | (317) 232-7485-fax
info@icw.in.gov | www.in.gov/icw
@Indiana4women

www.facebook.com/INCommissionForWomen