

# SOMERVILLE COMMISSION FOR WOMEN MEETING

## *Outreach, Education, Communication, and Events*

### *(OECE) Subcommittee*

Monday, November 17th, 2025 6:00 p.m. (Virtual Meeting)

## Commissioners in Attendance:

- Melissa Canu
- Ayerim Decena
- Jenn Harrington (she/her)
- Katelin Firth (SCW Co-Chair)
- Alex Barbat (SCW Co-Chair)

## Minutes

### 1. Discussion of meeting schedule for subcommittee

- a. The OECE subcommittee will meet the second Monday of each month at 6:30pm.
- b. Subcommittee meetings will be moderated by the following volunteers:
  - i. December 2025: Melissa Canu
  - ii. January 2026: Ayerim Decena

### 2. Discuss creation of mission statement for subcommittee

- a. Proposed mission statement to be voted on 11/18/2025
  - i. OECE drafted the following statement for Commission review and vote:  
The mission of the Outreach, Education, Communication, and Events Subcommittee is to advance the goals of the Somerville Commission for Women and strengthen community engagement by developing and implementing equitable outreach strategies, educational initiatives, and public events that are responsive to community needs.

### 3. Draft proposal for Fall Event scheduling & planning

- a. Given the rapid approach of the holidays and 2025 year end, OECE will focus on event brainstorming for CY2026.
- b. There is interest in developing a communications plan to improve visibility on social media and in local outlets about the CSW's work, priorities, and events.
  - i. OECE would develop and implement the plan on behalf of SCW.
- c. For future events, OECE could consider a community canvassing approach through which bags are distributed to residential homes for residents to fill up and place back on their stoop for pickup by OECE.

- i. The dropoff bag could be paired with educational material about menstruation and/or a survey about future events/areas of focus of interest.
- d. RSJ will circulate some neighborhood events calendars for OECE awareness.
- e. Commissioners from SCW (and others) could attend the first meeting with the new City Council to meet the new elected officials and position the SCW for future collaboration.

#### **4. Discuss partnership ideas**

- a. SCW Co-Chair Katelin Firth contacted Councilor Strezo to leverage her institutional knowledge as former SCW Chair and network as City Councilor to discuss a potential collection/drive for menstrual products.
- b. The Somerville winter farmer's market is indoors at Arts at the Armory and has a community tabling opportunity that the Commission could leverage.

#### **5. Discussion of potential SCW city webpage updates**

- a. Jenn will develop a draft copy for Commissioners to use on their resumes/LinkedIn.
- b. Commissioners can consider adding their Commission involvement to their LinkedIn as "professional experience" instead of "volunteer experience."
- c. OECE will discuss expanding individual Commissioner visibility on the Commission webpage at a future meeting.
  - i. More visibility would be helpful when OECE and other Commissioners are conducting outreach regarding Commission business.

#### **6. Elect Committee head for subcommittee**

- a. OECE proposes Ayerim Decena and Melissa Canu to serve as Co-Chairs of the subcommittee.
  - i. A vote will take place during the 11/18/25 SCW meeting.

#### **7. Adjourn**

- a. The meeting was adjourned at 7:05pm.