



BOARD MEETING MINUTES **June 3, 2016, 8:15-10:00 a.m., Macky 230**

CWA Board Present: Charlene Coutre, Tracy Ferrell, John Griffin, Meredith Maney (via Skype), Tina Marquis, Marc Rochkind, Stephanie Rudy, and Tom Zeiler

CWA Board Absent: Peter Spear

Attendees: Margaret DeMichelis (Senior Director of Development, Music, Arts & Culture), Katie Grady (Conference Coordinator), and Erin Rain (Sr. Manager of Marketing and Media Relations)

Minutes prepared by: Katie Grady

I. Public Comment

- a. No public comments

II. Preliminaries

- a. Welcome New Members & Board Introductions
 - i. Charlene Coutre: 3-year elected Community Board Member
 - ii. Meredith Maney: 1-year appointed Student Board Member
 - iii. Tracy Ferrell: 3-year re-appointed University Board Member
- b. Election of Board Chair and Vice-Chair
 - i. John Griffin is re-elected for Chair (1-year position)
 1. Nominated by Stephanie Rudy, Seconded by Tina Marquis
 - ii. Tina Marquis is elected for Vice-Chair (1-year position)
 1. Nominated by Marc Rochkind, Seconded by Stephanie Rudy
- c. 2016-17 Board Meeting Schedule
 - i. Decision: Schedule monthly meetings, skipping a month if the workload lessens
 - ii. The office will send out a poll to determine the best meeting day and time
- d. Approval of 4/22 Minutes
 - i. Correct the spelling of a name, otherwise approved

III. Old Business

- a. Outcome of meeting with the Chancellor regarding future campus home of CWA
 - i. The Chancellor has offered for the CWA to stay in his office for another year
 1. This is endorsed by the Board
 2. Recommendation: Stay 2 years to coincide with Faculty Director contract
 - ii. The other option discussed was to move to the Provost's Office
 - iii. The goal is to be close to campus leadership and in a position to interact with the all schools of the University in addition to the external Boulder community.
- b. Partnership/Diversity meetings with Deans
 - i. John Griffin is in the process of meeting with various University departments/groups with the intent of learning how to engage the campus earlier in our planning stages.

- ii. A call has been put out to the campus for Athenaeum Speaker ideas in an effort to form partnerships and bring speakers that other University groups also have a vested interest in hosting.
 - 1. A similar model could be used for the Conference, with the involvement of the Program Committee Chair & Vice-Chair to determine the process.
 - 2. The goal is to increase our collaborations with University and local groups
 - 3. For example: Leslie Durgin, Boulder Chamber of Commerce's Nonprofit Liaison, has reached out to collaborate on bringing a Business speaker
- iii. Ideas to increase the level of diversity:
 - 1. Expand the model of the debates
 - 2. Build contrasting viewpoints more formally into the speaker selection process, particularly on chosen topics
 - 3. Include more guest speakers, particularly faculty or graduate students
 - 4. More Roundtables for skilled Moderators to bring an additional perspective

IV. New Business

- a. Progress Against Strategic Plan (John Griffin)
 - i. Attendance
 - 1. The attendance statistics were calculated by multiplying the Moderator/Producer reports of percentage occupied by venue size and summing across venues
 - 2. Livestream viewing was not captured
 - a. For the future determining a way to capture this data and quantify the unique and cumulative viewers will be important
 - ii. Overall Progress
 - 1. John Griffin & the office will do an assessment of the overall 2016 Conference progress against the plan for Board review in the next meeting.
 - 2. Proposed that we break down the Strategic Plan goals into individual steps that we can communicate to the various volunteer groups in order to better achieve the goals.
 - a. This can be included in a half-day Program Committee Chair Retreat
- b. CWA 2016 Logistical Recap (John Griffin)
 - i. The office built a "2016 Conference Recap" internal document to serve as a baseline for the logistical side of Conference, highlighting areas of improvement
 - 1. Sections to be added: Housing and Biography Writing
 - ii. A 1-Page Conference Fact Sheet is being built and given to the Chancellor and Provost (it will also be used for future marketing)
- c. Motion to Amend Governance Structure (John Griffin)
 - i. Amendment: Student leaders to be appointed by the Faculty Director, in consultation with the Community Chair.
 - 1. The current Governance Structure reads that the chairs of the program committee appoint the "SVCs." But given the logistical support the student leaders provide to the Conference, the office would like a voice in selecting the students and defining the roles.
 - a. Stephanie Rudy as Community Chair is okay with the change
 - 2. The "SVC" roles would also be structured slightly differently, into a trident of student leaders working together but owning on their various roles.
 - a. Student Volunteer Lead

- b. CWA Speaker Series/Athenaeum Lead
 - c. Student Subcommittee Chair
 - 3. Idea proposed that the office selects Student Volunteer Lead and CWA Speaker Series/Athenaeum Lead and the two students can select the 3rd position of Student Sub-Committee Chair.
 - ii. Motion is approved.
- d. Motion to Rebrand Athenaeum program (John Griffin)
 - i. Athenaeums, started circa 1999 by Jim Palmer, are CWA events that are hosted year-round. The problem is that most attendees are unaware of its affiliation with the CWA. Rebranding the name of the program will allow further CWA engagement with students and the community across the year.
 - 1. The office (consulting the Community Chair and Vice-Chair) proposed the renaming of the program to “CWA Speaker Series.” The program includes the speaker’s public talk in which the students and community are invited, the visits to classrooms, and any other commitments while here.
 - 2. The open student and community talk would be renamed and advertised as “CWA for a Day,” a part of the “CWA Speaker Series.”
 - ii. The Board agreed that a stronger CWA connection to the event is beneficial but expressed conflicting views regarding the use of “Athenaeum.”
 - iii. The office will reflect on the conversation and revisit the motion at a later meeting.
- e. Invitation to propose 2016-17 Board initiatives
 - i. Initial Discussion of Audience Registration (Marc Rochkind)
 - 1. Because the Strategic Plan contains 19 metrics related to the audience, it is necessary to have a strategic way of obtaining the measurements.
 - 2. The requirements proposed for acquiring the data are that it is: voluntary, simple & fast, perceived as helpful to the CWA, not suggestive of ticketing, anonymous, unique participation, and demographically unbiased
 - 3. Discussion focused around registration for the whole event vs. registration for panels, the need for an incentive to register, and the impact of registration on student attendance statistics.
 - 4. For the next meeting, we should put together a proposal to react to
 - ii. CWA Policy for Environmental Improvements (Marc Rochkind)
 - 1. We should have reuseable not plastic waterbottles for the speakers
 - 2. As we increase the App adoption, we will have need for fewer programs
 - iii. Proposal to Establish a Conference Outcomes Committee (John Griffin)
 - 1. The committee would focus on how to produce “civic engagement” and tangible concrete results from the Conference.
 - a. An idea proposed was to have a table to write to your Congressperson
 - 2. Marc Rochkind volunteered for the committee

V. Meeting Adjourned at 10 am

- a. Committee Reports - Moved to Next Meeting
 - i. Fundraising committee (TM)
 - ii. Campus engagement (need a new chair)