CWA Board Present: Charlene Coutre, Tracy Ferrell, Bruce Fredrickson, John Griffin, Betsy Hand, Manuel Laguna, Tina Marquis, Tess Rose, and Peter Spear
Absent: None
Attendees: Alan Culpepper (Dir. of Operations & Marketing), Laurie Hathorn (Community Vice-Chair) and Katie Grady (Conference Coordinator)
Minutes prepared by: Katie Grady

I. Preliminaries

a. Public Comment
   i. No Public Comment.

b. Approval of September 19, 2017 Board Minutes
   i. All in Favor, Approved.

II. Committee Reports

a. Program Committee (Betsy Hand)
   i. 77 speakers invited so far with the 3 tracks forming well.
   ii. Office to send list of invited/accepted speakers to the Board.
   iii. Idea: Food Track to host a charity fundraising lunch at the UMC during CWA week.
        1. Board Recommendation: Keep the lunch separate from the program (without a presentation), as it is not free and open to the public.
        2. The intent is to be another option for the audience to purchase lunch where a speaker would appear.

b. Community Engagement Recommendations (Betsy Hand)
   i. Goal: Identify and evaluate the recommendations that impact CWA policies.
   ii. Local Guest Speakers
        1. Board Recommendation: Be mindful that the topics of Guest Speakers do not push local politics.
        2. Idea: In the summer, have the Program Committee subcommittees each identify 10 Community Experts to build a pool of potential guest speakers. The office has already entered faculty information into the pool.
   iii. Bringing Speakers or a Panel to Corporations/Organizations
        1. Board Recommendation: Encourage organizations to bring employees to campus and support the University rather than bringing the CWA to them.
        2. Board Recommendation: Be mindful that organization involvement doesn’t turn into sponsorship for speaker appearances.
iv. Greater Audience Diversity
   1. Board Recommendation: Including a Saturday in CWA Week is a good step towards bringing a broader demographic to the Conference.
   2. Betsy Hand & Tina Marquis will organize a “13er Committee” again this year to curate a panel for the Conference.
   3. Idea: Gear some of the “Day at CWA” marketing materials to “Parents with Kids” and to “Middle School Students” for BVSD’s Friday off.

c. Office – Budget Scenarios & Fundraising (Alan Culpepper)
   i. Scenarios show a 3-year projection covering various outcomes of fundraising/sponsorship goals and additional CU support.
      1. Scenario 4 & 5 are most likely: Additional CU support and moderate growth in fundraising incomes, with no additional expenses incurred.
      2. Idea: Additional variable to consider is general economic stability.
      3. Idea: Compare financial models of some of the standalone departments like the Center for American West.
   ii. Board Recommendations:
      1. Staff to identify what is needed by the Board to meet a goal of $250,000 Individual Fundraising. If not plausible, adjust goal to $200,000.
      2. Work with the University to have one person dedicated to CWA specific fundraising (either in Advancement or in the Office).
      3. Focus on CWA Student Alumni group and have Advancement pitch CWA to all Alumni.
      4. Focus Fundraising on a specific outcome rather, ie: tracks.
   iii. Clarification on the Sponsorship Inquiry Process: Informal approaches/inquiries with corporations is welcomed. Once the inquiry begins to formalize, the University would then be included.

III. For Future Agenda

   a. Continuation of Strategic Plan Review
   b. Establish Board Goals and Priorities
   c. Revise Election Procedure Discrepancy (between Governance Structure & Board By-Laws)
   d. Discuss Process to Nominate and Elect Community Chair & Vice-Chair
   e. Discuss Election Process for Program Committee Chairs (Student and Community) and Potential “Escape Clause”

IV. Meeting Adjourned at 12:25 PM