



# Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

## **BOARD MEETING MINUTES**

**October 17th, 10:30 am - 12:30 pm, Macky 230**

**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**