



UNAPPROVED

BOARD MEETING MINUTES **October 6th, 8:00-10:00 a.m., Macky 230**

CWA Board Present: Charlene Coutre, Betsy Hand, John Griffin, Meredith Maney, Tina Marquis, Marc Rochkind and Tom Zeiler

CWA Board Absent: Tracy Ferrell and Peter Spear

Attendees: Alan Culpepper (Director, Marketing & Operations) and Katie Grady (Conference Coordinator)

Minutes prepared by: Katie Grady

I. Preliminaries

- a. No Public Comment
- b. Approval of 9/8 Board Minutes
 - i. Betsy Hand Motions, Tina Marquis Seconds, All in Favor, Minutes Approved.
- c. Upcoming Key Dates
 - i. Wednesday 10/27, 6:30 PM @ Old Main – CWA Speaker Series: Daniel Traub
 - ii. Thursday 11/3, 8 AM @ Macky Boardroom – November Board Meeting
 - iii. Thursday 11/3, 6:30 PM @ Old Main – CWA Speaker Series: Chris Moody

II. Announcements

- a. Program Committee Briefing
 - i. 39 Speakers Approved/Invited, 18 Accepted
 - ii. Keynote Speaker selected and will be held Monday at Noon
 - iii. Molly Ivins Memorial Plenary Speaker selected
 - iv. Potential Invitations going out to Collegiate Athlete Activists
 1. John Griffin suggests that we connect with Rick George, CU Athletic Director, in advance of the speaker announcement.
- b. Inclement Weather Plan
 - i. The Office is putting together a plan for Conference logistics affected by weather.
 - ii. We will present the plan to the Board in one of the next few meetings.

III. Old Business

- a. Business Plan Committee
 - i. John Griffin met with Paul Repetto, Bob Yates, and Laurie Hathorn last week.
 - ii. The Committee will bring a set of questions and recommendations (options) to the Board that look at the next 3-5 years in Conference growth and financially.
- b. Strategic Plan Tactics Committee
 - i. John Griffin, Charlene Coutre, and Meredith Maney met a few weeks ago to address the metrics of the Strategic Plan needing corrective action.
 - ii. One focus of the meeting was how to engage the working-age demographic.
 1. Tina Marquis will chair the “13er Committee”
 - a. 40 – 60 year olds (the 13th Generation since Independence)
 - b. Tonight is the first meeting hosted at Tina’s home
 - c. The goal of the committee is to potentially nominate a speaker and learn what interests this demographic and what can the Conference

- do/change to better attract them (more engagement, higher entertainment value, etc.)
- d. Problem: This group is extremely busy and few can make meetings.
- e. Idea: Hold an AM meeting for and stay-at-home parents
- iii. Idea: Host a CWA 5k in the month leading up to the Conference to advertise
 - 1. Idea: Invite all cross-country teams and parents of nearby schools
 - 2. Problem: Funding. Races can cost up to \$20,000 to put on. Do we have paid registration? Or host a less formal "Fun Run"
 - 3. Problem: Does this create confusing messaging for the CWA brand?
- iv. Idea: To interact with other local Alumni groups
- v. Idea: Use the Google Trends Tool in Speaker Evaluations
 - 1. It could be a possible metric measuring the "Prestige" of CWA

IV. New Business

- a. Fundraising Committee Report
 - i. The "2017 CWA Annual Fundraising Strategy" was created to be a roadmap of objectives and a calendar for the CWA's Fundraising Strategy.
 - 1. The strategy allows us to be proactive and systematic in fundraising and focuses on individual gifts.
 - 2. The goal: 650 donors and equivalent donation levels as 2015
 - 3. Each month we intend to speak more directly and with a clear message of costs, needs, and the impact of an individual's donation.
 - a. First outreach will be sending the "Statement of Needs" next week
 - b. Followed by a different focus each month of the different ways someone can give: jazz concert donation match, inviting new donors, monthly credit card option, donation in memoriam etc.
 - 4. This strategy is flexible and can be adjusted given the community response
 - ii. The "Statement of Need" Document
 - 1. The document highlights that the University pays for personnel costs and the Community pays for all operational expenses.
 - 2. Suggestion: Change the language from "Expense Breakdown" to "Budget Breakdown or "Anticipated Expense Breakdown"
 - a. The current language implies that we already have enough donations rather than highlighting the gap to our budgeting needs.
 - b. Add a smaller bar graph at bottom to show where we are against the donation need as of today to clarify the need.
 - 3. Highlight the total cost at the top of the document.
 - iii. Corporate Sponsors
 - 1. The Fundraising Committee has prepared a plan of potential sponsors and committee members individually own the outreach.
 - 2. The Committee also built out the assets of Sponsorship Benefits.
- b. Campus Engagement Committee Report
 - i. The committee met for the first time last month to determine 2017 strategy
 - ii. Goal: Targeting "Department Liaisons"
 - iii. Goal: Better publicize the Conference and learn what different experiences could engage new Conference attendees?
 - 1. Idea: Allow engaging visuals (not slides/presentations)
 - 2. Idea: Do an Ignite Boulder talk – 3 seconds per slide

- iv. Goal: Better engage Faculty
 - 1. Best time to approach Professors is early December when they are preparing their Spring semester syllabus
 - 2. Obstacle to Professor Engagement is that it is labor intensive for them to comb through the speakers and the speaker's areas of expertise for a classroom visit or proposing a panel.
 - a. Idea: Look at the Spring Class calendar and approach Professors with a short list of pertinent speakers interested in classroom visits
 - 3. Invite CU Faculty to talk on panels of their expertise
 - a. Would engage the academic community and would increase student attendance.
 - b. They would be added to panels where a strong fourth is needed but would want to have different faculty members every year.
 - c. Obstacle: More speakers, means more panels, and a need for more (sometimes obscure or distance) venues
 - d. Betsy Hand taking the suggestion to the Program Committee.
- c. Pros and Cons of using Off-Campus Venues
 - i. The timing of when off-campus is used will be important
 - 1. Mornings and nights are best as to not disrupt the flow of the day and dilute the CWA experience.
 - 2. Possible lunchtime off campus location for working professionals
 - ii. The Venue having access to good parking is critical
 - iii. Off-Campus Suggestions:
 - 1. New Google Building Auditorium (2018)
 - 2. Casey Middle School
 - 3. 29th Street (Movie Theater)– On the bus stop and we have a parking deal
 - 4. Boulder Library
 - iv. Off-Campus and the Program:
 - 1. Last year some topics were doubled at BHS and CU. Doubling topics was fine for attendees, because it was different audiences. But, often times similar speakers had to speak twice on the same subject.
 - 2. Need to consider the speaker experience.
 - v. This year: Experiment with off-campus venues on a small scale.

V. Proposed for Next Meeting Agenda

- a. Review of the Business Plan Committee Recommendations
- b. Religious Holiday Plan

VI. Meeting Adjourned at 10 AM