



# Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

*UNAPPROVED*

## **BOARD MEETING MINUTES**

**November 20, 2020, 11:30 am - 1:30 pm, Virtual via Zoom**

**CWA Board Present:** Steve Bosley (Observer), David Brown, Leslie Durgin, John Griffin, Laurie Leinonen, Tina Marquis, and Peter Spear (Observer)

**Absent:** Anya Berlova, Alison Cool and Shelly Miller

**Attendees:** Betsy Block (Human Condition Chair), Alan Culpepper (Director of Marketing and Operations), Katie Grady (Conference Manager), Ralph Gregory (Development Committee), Anne Knorr (Racism in the U.S.A. Chair), Mark Meyer (Development Committee Chair) and Erin Rain (Senior Manager of Marketing and Media Relations)

**Minutes prepared by:** Katie Grady

### **I. Preliminaries**

- a. No Introductions
- b. No Public Comment
- c. Administrative Matters
  - i. Approval of the October 16, 2020 Board Meeting Minutes – Approved
  - ii. Board Vacancies
    1. Rashel Gandhi has stepped down from her Community Board Seat in response to new personal commitments.
      - a. According to the bylaws, in the event of a board vacancy an interim member will be appointed until the next election (late May/early June) by either the Community Program Chair or Community Outreach Chair (depending if the board member was or was not a member of the program committee).
      - b. Leslie Durgin and Laurie Leinonen have elected to work together to identify someone, upon Board approval, to serve in the vacant seat from December through May.
      - c. Board members: please send any recommendations to Leslie and Laurie.
    2. In May, two additional board seats (one community and one faculty) will be opening up as Tina Marquis and Shelly Miller are not eligible for or seeking another term, respectively.
  - iii. Election of Second Student Member
    1. After the Board's approval of a second student Board seat, a call was placed for self-nominations by written application.

2. An election by student volunteers will be administered next week with an eye toward having a student join the Board in December
- iv. Student Program Chair Update
    1. Our current Student Program Chair, Lauren Daniels, has received a prestigious internship with NASA and will be in Houston next semester.
    2. She will be stepping down from her role with CWA and William Romano (the current Vice Program Chair) will step into the Student Program Chair role.

## II. Old Business:

- a. Racial Equity Initiative
  - i. The newly renamed Racial Equity initiative group asked the Board to seek outside advice for identifying next steps to enhance racial equity in CWA
  - ii. Board Reactions:
    1. Ask CU's OIEC to help investigate the best short-term and long-term strategies
    2. Provost has asked all units to identify 2-3 long-term initiatives and CWA has chosen increased diversity as one of its initiatives
    3. CU has also created an "Idea Plan" to help increase campus-wide diversity. Office to circulate the plan to the Board.
    4. A perspective from outside the organization can be helpful
    5. Continued conversation on the topic will be helpful
    6. Ensure that leadership within the organization isn't only reflective of Boulder donors/monetary support.
    7. Hold additional and ongoing diversity trainings with program committee (especially before 2021 speaker invitations begin)
  - iii. Board Consensus: Have Theresa Wroe (perhaps with an outside consultant) meet with the Board in December, and perhaps on an ongoing basis, to help us to define the initiative's scope of work and identify opportunities and roadblocks to implementing.
    1. Ideally beginning next board meeting.
    2. Invite Beatrice Salazar and Thomas Windham (other members of the Racial Equity Committee) to the next board meeting.
- b. CWA Policy on Inclusion of Diverse Viewpoints
  - i. After the Board adopted the resolution, it was posted on the CWA website, shared at the New Volunteer Orientation, and introduces/discussed briefly at a chairs meeting
  - ii. Program Committee Leadership will continue to focus on its implementation as speaker invitations begin.

## III. New Business:

- a. November 12 Event - Data and Feedback
  - i. 185 attended on Zoom over and 238 watched live on YouTube
  - ii. YouTube had an additional 630 views in the following week
  - iii. Great anecdotal feedback (particularly on Phil Weiser's moderating) and that the panel topic was timely following the election.
  - iv. Average rating of "would you recommend this session" (0-10) exceeded 9

- v. The Law School has been a great partner and their advertising helped expand the CWA audience.
- vi. Speakers' sharing the event with their social media followings also expanded the CWA audience.
- vii. After the panel, we hosted select donors in a 30-minute post panel discussion with a few of the speakers.

#### **IV. Committee Reports**

- a. Development Committee
  - i. Launching an End-of-Year Mailing Campaign to anyone who made a donation to CWA in the last 3 years (roughly 650 households)
  - ii. Development Committee will be doing individual outreach to donors who typically donate around this time of year.
  - iii. Office has built a spreadsheet to support the Development Committee with metrics and donor history (built in compliance with CU information sharing)
  - iv. John Griffin speaking with Jessica Helzer, Executive Director of Industry and Foundation Relations, Office of Advancement, to support CWA with grant and sponsorship outreach
  - v. The development committee will not focus on financial support from the volunteer base until January 2021
  - vi. The committee is also exploring ways to coordinate with the Boulder Visitors Bureau for partnership
  
- b. Program Committee
  - i. 60+ event proposals were submitted by the Program Committee that are being narrowed down to 17 panels, 6 performances, 3 debates, and 2 keynotes for the CWA Week program content
    - 1. There were many creative ideas for unique and interactive programming
    - 2. Leadership Team will review results to ensure it's an equitable spread across the subcommittees
    - 3. Next focus will be sorting out timing and speaker selection and ensuring effort toward increased diversity initiative.
    - 4. Brad Goode is organizing a virtual (and CU safety compliant) Jazz Concert
    - 5. Laurie Leinonen has done a superb job leading the committee to institute adjustments to virtual planning
  - ii. Utilizing the canceled CU Spring Break week
    - 1. Faculty reached out asking if CWA would be able to create content for their courses to do something to provide a break in the usual curriculum
    - 2. Office proposed using the Spring Break week to hold classroom visits with our 2021 speakers and market the coming week of panels.
    - 3. Office will put out call to faculty for requests
    - 4. Board Reaction:
      - a. This is a great idea to develop engagement with faculty and students and introduce CWA as a source of guest speakers throughout the semester
      - b. Invite the new CU Regents to learn about these opportunities
      - c. Community volunteers could be a resource for professors as well
  
- c. Strategic Planning Implementation Updates
  - i. Organizational Effectiveness

1. Handout is a companion document to Org Chart
  - a. Built to emphasize the importance of communication across the two components of the organization (Program Committee and Office)
  - b. It also emphasizes that volunteer roles on one side report differently than volunteer roles on the other (i.e.: Program Subcommittee Chair reports to Program Chairs while Logistic Committee Chair reports to Office)
  - c. Board Request: Clarify in the document how the Program Committee interacts with the Board
2. Executive Team is also brainstorming/discussing with candidates a position where volunteers can go to air a complaint (an ombudsman). To be discussed at future Board meeting.
3. In the near future, survey will be sent to committee members for input on what they see as the responsibilities and needed qualities for their roles to help build more robust job descriptions.

**V. Upcoming Dates**

- a. Thursday, December 3, 5:00 – 6:15 pm: Virtual Panel “Business as (Un)usual: Finding the Way Forward”
- b. Friday, December 18, 11:30 am – 1:30 pm: December Board Meeting
  - i. Agenda Items:
    1. Introduction of New Student Board Member
    2. Board Vacancy Candidates/Discussion
    3. Enhancing Diversity Guidance
    4. CWA Grievance Processes

**VI. Meeting Adjourned at 1:10 PM**