BOARD MEETING MINUTES  
September 8, 8:00-10:00 a.m., Macky 230

CWA Board Present: Charlene Coutre, Tracy Ferrell, John Griffin, Betsy Hand, Meredith Maney, Tina Marquis, Peter Spear and Tom Zeiler  
CWA Board Absent: Marc Rochkind  
Attendees: Erin Rain (Sr. Mgr of Marketing & Media Relations) and Katie Grady (Conference Coordinator)  
Minutes prepared by: Katie Grady

I. Preliminaries
   a. No Public Comment  
   b. Approval of 8/19 Board Meeting Minutes  
      i. Motion by Tom Zeiler, Second by Betsy Hand, All in favor, Minutes Approved.  
   c. Upcoming Dates  
      i. Thursday, October 6th: Next Board Meeting, 8 – 10 am in Macky 230

II. Announcements
   a. Launch of New CWA Website  
      i. Our website has a new platform that is more in brand with the University.  
      ii. Please send any website suggestions to the Office.  
   b. Community Chair Transition  
      i. Thank You to Betsy Hand for assuming the role of Community Chair.  
      ii. Thank You to Stephanie Rudy for an incredible year in 2016.  
   c. Vice-Chair Position  
      i. The model of this position has already proven beneficial.  
      ii. Needed Action: The election of a new Vice-Chair  
      iii. Clarification of Vice-Chair Position Structure:  
         1. The purpose is primarily to share the workload but also to provide a potential successor to the current Community Chair.  
         2. A Community Chair can still serve up to 2 years (with an annual election by the Program Committee).  
         3. Over a Chair’s 2 years, different Vice-Chairs can serve each year.  
      iv. Idea: Create the role of “Chair Emeritus” for past Community Chairs to provide guidance and maintain institutional knowledge.  
   d. Program Committee Update  
      i. The first ever “Chairs Retreat” was held on August 28th with great success.  
      ii. Yesterday was the first Chairs Meeting, where new Speaker Nomination technology, developed by Marc Rochkind, was used.  
      iii. Goal this Year: Work on Gender Diversity in the Speaker Nominations  
      iv. Marc is looking for a Computer Programmer to help run “the Scheduler”  
   e. CWA in the Media  
      i. Kudos to Erin Rain for the management of the Community Chair Transition.  
         1. The announcement was published in the Newsletter and on the Website.
2. Erin also communicated transition news to the University.
   ii. Media Goal: To be as transparent and upfront as possible about CWA news.
   iii. The Office is requesting the Board’s perspective in re-evaluating the image of CWA in the community in order to best structure this year’s media/marketing plan.

f. Correction to Last Month’s Fundraising Conversation
   i. The Arts & Science Advancement Team will be credited for CWA donations.

g. “Greening the CWA” Proposal: To be prepared by the Office later in the fall.

III. Old Business
   a. Progress against Strategic Plan
      i. Of measured metrics: 75% on track, 20% are areas to watch,
      ii. 5% (or 3 metrics) need corrective action:
         1. Online Uptake
            a. Are we getting enough people live-streaming the conference?
            b. Idea: Push to Professors the option to live-stream in the classroom.
            c. Idea: Live-stream BHS panels for parents to watch.

      2. Online Experience
         a. What is the balance between cost and quality for the live-streaming?
         b. In 2017 we will live-stream from our YouTube CWA Channel.
         c. Idea: Have a student volunteer watch video live to ensure quality
         d. Idea: Collect better “Online Experience” Data
            i. Set-up a survey to pop-up immediately after a panel is live-streamed asking about the quality of viewer’s experience.
            ii. RE: Easy to find, volume, any streaming interruptions etc.
            iii. It can also include panel ratings and demographic questions
      e. The low audio score may be caused by issues with microphones and microphones turned off to improve live audience experience.

     iii. For improved Strategic Plan data, the app can be used to send a “Panel Survey” after each panel in addition to the push schedule of the overall CWA Survey.
         1. Suggestion for Age Demographics: Pair down the age brackets and compare age data to the age population of Boulder.
     iv. Goal: Identify 2-3 initiatives that would have the biggest impact across multiple metrics of the Strategic Plan
         1. John Griffin, Charlene Coutre, & Meredith Maney to meet and discuss.

IV. New Business
   a. 2017 Fiscal Year: CWA Anticipated Income Expenses
      i. The purpose of this handout is to show the CWA’s intent for a balanced budget
      ii. Expenses
         1. Operational Expenses: are similar to 2016 (with some lateral shifts)
         2. Personnel Expenses: are included to show the University contribution
      iii. Revenue
         1. CU General Fund: is built into the budget automatically every year
            a. Trend: the University support has remained flat over the years, as CWA expenses have increased.
b. Personnel Salaries come out of the University Support
c. “Chancellor Temporary Salary Support” will incrementally decrease to zero over the next 3 years
d. Board Suggestion: Ask the Chancellor to add the “Chancellor Temporary Operational Support” permanently into the CU Fund.

2. Annual Gifts from Individuals, Corporate Sponsorships, Grants
   a. Gift funds have different stipulations of use than CU Funds (ie: if salaries came from Gifts the CWA would have to pay for Personnel Benefits instead of the University)

   iv. Board Suggestions
   1. Include the 3-year Budget when soliciting sponsorships & donations
   2. Break down the expenses into which revenue source funds it

b. Draft of “Statement of Need”
   i. The final version will be provided to the Arts & Science Fundraising Team
   ii. Board Suggestions
      1. Either remove personnel from the pie chart and rename it to “Operational Expenses” or add each personnel expense into its topical category.
      2. Include a Wage Statistic of Donated Total Volunteer Hours
      3. Include donations of housing from the Conference Valuation that was done.
      4. Include in-kind donations (ie. Marc and the Database)
      5. Show comparison of costs to other conferences.
      6. Use more active language “In order to progress and stay relevant.”
      7. Change “progressive” to “stay sustainable”
   iii. Office will revise draft.

c. Fundraising Committee Report
   i. Committee is really invested in networking with the Community
   ii. Goal for Individual Gifts: $150,000
      1. Margaret DeMichelis: Helps with Individual Gifts $5k+
      2. Idea: Set group fundraising goal (or 100% contribution goal) for Program Committee, Hosts, Moderators, and the Board.
   iii. Goal for Corporate Sponsorships: $57,500
      1. Breakdown of Goal: 10 gifts of ~$4,000 and 2 gifts of $10,000
      2. Idea: Interested Speakers engage with Boulder companies (the company can pay the speaker with suggestion of a 50% donation to CWA)
   iv. Goal for Grants: $25,000
      1. The Thompsons made a $10,000 Grant for the Jazz Concert with the challenge that the CWA to raise a matching $10,000.
   v. Idea: Break down donation levels to tangible returns
      1. $2,500: “Pay for a Panel” or $10,000: “Pay for a Track”

V. Proposed Agenda Items for Next Meeting
   i. Plans for Religious Holidays during 2017 CWA Week and looking at future CWA Dates to prevent future overlap.
   ii. Panel Venues, reviewing cost-efficient options, inclusion of other campus departments, and potential off-campus venues.

VI. Meeting Adjourned at 10 am