



## **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 6<sup>th</sup>: 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 28<sup>th</sup> 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.
  - iv. 2017 Goal: Focus on the growth of the Conference.
- 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**