



## **BOARD MEETING MINUTES**

**April 22<sup>nd</sup>, 2016, 8:15 a.m., Macky 230**

**CWA Board Present:** Kristina Avery, Tracy Ferrell, John Griffin, Don Grusin, Tina Marquis, Marc Rochkind (via Skype), Stephanie Rudy, Peter Spear, and Tom Zeiler

**CWA Board Absent:** none

**Attendees:** Alan Culpepper (Director of Operations & Marketing), Margaret DeMichelis (Senior Director of Development, Music, Arts & Culture), Katie Grady (Conference Coordinator), Erin Rain (Sr. Manager of Marketing and Media Relations), and Amanda Roper (Outreach Coordinator)

**Minutes prepared by:** Katie Grady

### **I. Public Comment**

- No public comments

### **II. Preliminaries**

- Announcement of Volunteer Appreciation Potluck Party on Wednesday, April 27th at 5:30 pm in IBS 155
- Approval of 2/19 and 3/11 minutes
- Thank you to Kristina Avery, CU Graduating Senior

### **III. Old Business**

- Board Elections
  - Three Board positions this year are at the end of their initial term
    - Tracy Ferrell, University Position, appointed by Chancellor
    - Kristina Avery, Student Position, appointed by Chancellor
    - Don Grusin, Community Position, elected by the Community
  - Board Elections and the University appointment process have been set by the Nominations Committee
  - Elections for the Community Position will be May 9th in IBS 155A
  - Community Board Member Application is located on the CWA website
    - Proposal to use this application design for all positions
  - The position will be publicized in today's April Newsletter
    - Peter Spear proposes a separate email specifically for "CWA Board Elections" also be sent out to the CWAFans list
    - Erin Rain will send
  - The first Board Meeting of the new Board will be May 27<sup>th</sup>, 2016
- Diversity Meetings with the Deans
  - John Griffin will be meeting with the Deans on how the University can be involved earlier in the planning process and how to include the departments in the invitation process.
    - Don Grusin volunteered to join the meetings
  - There has been consistent feedback that this year there was a tremendous increase in student involvement.

## IV. New Business

- CWA 2016 Preliminary Debrief
  - This is a first pass of the collected data. If there are specific results the Board would like to examine, please let the office know.
  - A comprehensive assessment of how the Conference reflected the goals of the Strategic Plan will be done.
  
  - Program Committee Debrief (Stephanie Rudy)
    - Tracking against the Strategic Plan Goal III B: “We will ensure we have international speakers from a variety of countries.”
      - The target was a minimum of 10% international speakers, this year we had 16%.
    - Ideological Diversity was not in the Strategic Plan but also examined
      - Of total speakers (last year there were 93 participants and this year 99), the number of women increased from 34% to 35% and the number of minorities increased from 15% to 26%
        - The qualification of the term minorities is open for exacting definition, but the same criteria was used when comparing the years.
        - We do not ask the speakers to self-select their ethnicity in any of the material but will consider it for future as it is helpful for grant applications.
  
  - Audience Survey (Stephanie Rudy & John Griffin)
    - Was to the CWA Fans list to evaluate the attendee experience
    - There were over 700 responses (previous year had 457 responses)
    - Attendee age was asked and it determines that this survey skews to the 51+ older demographic
    - Ratings of the Panel Speakers
      - When combining the “Excellent” and “Good” ratings results were slightly lower than the previous year.
      - Possible cause is with the large number of new speakers, the audience might have missed some of old their favorites
        - When asked to identify their favorite 5 Speakers, 6 of the top 10 voted were returning speakers
      - Fundraising Committee requests identification of Top 5 Speakers for the under 50 demographic
        - A student only Survey will be distributed today to over 2,600 students and will pose a Top Speakers question.
      - A “Must-Invite Back” ballot will also be distributed at the Potluck to the Program Committee
    - Ratings of the Panel Topics
      - When combining the “Excellent” and “Good” ratings, this year was only 4% lower than the previous year (89% to 85%)
      - Anecdotally, receiving very positive feedback on the Conference from the community and the speakers.
      - In the future there are plans to use the app to rate and survey each individual panel.

- Moderators will be trained how to encourage audience engagement within the App.
- Logistics
  - Ratings on signage were better this year than last year
  - The Conference program was rater lower than last year but anecdotally reviews were higher
  - 52% rated the App as “Excellent”
  - Overall audience satisfaction was slightly higher than last year
  - Q&A (like last year) was rated the lowest but anecdotally people loved the new texting question format
- Attendance (John Griffin)
  - Attendance was tracked by panel Moderator and Producer estimates
  - Results show 43% of the events as 75-100% full (venue size to be further examined in the statistics)
  - Feedback that the Jazz Concert was not as packed as past years
    - All seats were “sold out” but faced challenge of natural attrition
    - It looked sparser than it was due to many participants and housers missing from the front sections.
    - Don Grusin proposes publicizing the event separately
    - Macky’s feedback was that logistically this year was the smoothest planning it has ever been
  - Attendance may not have looked as full in panels this year due to:
    - More sessions than past years (228 compared to 193)
    - More concurrent events & evening events
    - Even with same gross audience numbers the audience would be spread more thinly
- Speaker Evaluations (John Griffin)
  - A separate survey was distributed to all of the speakers
  - 63 of 99 have responded so far (previous year had less replies)
  - Evening events and dinner parties rated lower than previous years
  - Meals and Transportation rated lower than previous years
  - Overall satisfaction was still higher than previous years.
- Logistics Debrief (Alan Culpepper)
  - Internally over next two weeks the office will be doing logistical recap & debrief of all event logistics and compile it in a CWA document
  - Goal of this document: To share what went right but also to be honest about areas of improvement (based on external feedback & personal insights)
  - UMC, Macky, & Old Main shared on many occasions that the logistical flow/partnership this year was the smoothest it’s ever been
- Media/Marketing/App Debrief (Erin Rain)
  - App Usage
    - 961 Users downloaded (Goal was 1000), a very good statistic for the first year launch of an app in short window of time
    - 400 people registered an account and gave their emails to unlock the extra features.

- 160 surveys were taken through the app (captured 73 emails)
  - No age statistics were collected in the survey, but is generally assumed to be a younger audience
- Push notifications were able to be sent out about changes and the app was able to show a real time update of the schedule
- For the future, Stephanie Rudy proposed creating a sponsor page with ads and discounts as a perk to be included in the sponsor package and off-set the cost of the app.
  - The app has a sponsor banner (this year it directed to the CWA homepage, we can track the click numbers)
- Photos could be taken and submitted with panel ratings
- Advertising
  - There are less metrics available on the Print and Radio advertising but word of mouth shared many public radio announcements were heard and Buff Bus ads seen.
  - Daily Camera Website had over 900,000 impressions
  - Social Media
    - Facebook: Advertising was done by the University
      - Advertising cost only \$250 and was able to specifically target Boulder and Denver within select age ranges
      - 14,000 saw the ad and 340 went to the website
      - This is a promising avenue to reach a younger audience
    - Twitter: was a great platform to engage with the speakers. The tweets made by the CWA were all promotional, but speakers and audience members used #CWA2016 to contribute to a collective feed.
    - Snapchat: the University recommended we wait to start until we've developed the other platforms. Next year we can do a CU Snapchat Takeover during CWA Week.
    - Instagram: students helped with Speaker Highlights this year. More use to come next year
  - Through the CWA Student Survey we can identify the best marketing to students
- Outreach Debrief (Amanda Roper)
  - Professor Panel Requests and Classroom Visits
    - 19 Professors and 720 students participated
    - Surveys were sent out this week to Professors who had participated in Panel Requests and Classroom Visits and only 1 professor said the panelist didn't relate to class
    - The Program Committee was really helpful in matching relevant panels and participants to the requests
    - For next year's classroom visits, more information is needed from the Professors to help better prepare the speakers
    - For next year's panel requests, professors should have students prepare questions beforehand to further interaction.
  - Concurrent Events
    - 23 took place this year

- Feedback collected that being listed in the schedule on the day instead of placed together at the end increased attendance
  - Most events were held by on-campus groups and would like to grow more off-campus events next year
- Discussion, Questions, Comments, Requests
  - Negative feedback?
    - An article by Jurek Martin in the Financial Times
    - Negative editorials leading up to the Conference, but only story-based coverage of the panels during the week.
    - Trending Negative Program feedback:
      - Payment of the Keynote
      - Scalia Panel not having balanced representation
      - The GMO Science Panel had no anti-GMO scientist
  - Positive Feedback?
    - 3 prior speakers have contacted us saying they'd like to return
    - Prior housers and volunteers are coming back
    - Positive Feedback on the local guest speakers
    - Positive Feedback on new panel formats: roundtables, debates, arias, and Spanish conducted panels.
      - Can do more outreach on immigration-related panels
  - The CWA@Night program's impact needs to be evaluated
    - Participation was difficult for the speakers with smaller audiences and having to miss dinners
    - It did provide more opportunities for student attendance
    - Panels need to be strategically picked to bring a big turnout
- Lunch to Discuss Campus Home Question
  - Will be attended by Tracy Ferrell, Peter Spear, Tom Zeiler and John Griffin
- Motion to Amend Governance Structure (Peter Spear)
  - "A Program Committee Community Vice-Chair will be elected annually by a vote of the Editors each year between February and May, effective June 1. The Program Committee Community Vice-Chair will be a member of the Boulder Community serving on the Program Committee and may not be a student or a member of the University faculty or staff. No person may serve as Program Committee Community Vice-Chair for more than two successive one-year terms. The Community Chair and Vice-Chair will divide the duties of the Community Chair by mutual agreement. The Community Vice-Chair will serve as Community Chair in the Community Chair's absence."
    - The purpose of this position is to help spread the workload of the Community Chair and to have a proposed successor in line for the Community Chair position who has had the ability to learn the in-and-outs of the role.
    - It would be called: "Vice-Chair" or "Chair-Elect"
    - The division of work would be determined by those in the positions
      - A proposed idea is to split the management of the sub-committees with the Community Chair oversees the total process, making final decisions, and sitting on the Board
    - Marc Rochkind proposed to include an amendment: "In the event of a disagreement between the positions, the Chair will prevail"

- Amendment Rejected, as it is implied within the term “Vice”
  - Tina Marquis Seconds Peter Spear’s Motion
  - Amendment to Governance Structure Approved
- Committee Reports
  - Fundraising Committee (Tina Marquis & Margaret DeMichelis)
    - Fundraising has not currently met its goal
    - An email and direct mail appeal is going out and preliminary data will begin to be analyzed
    - Discussions at future meetings will focus on: What additional kind of benefits can we add for donations? How do we encourage donations before the fiscal year end of June 30<sup>th</sup>? How to create partnerships with more corporations?
    - Donations made now carry over to CWA 2017 Benefits
    - We are financially parallel to where we were last year at this time
- Approval of the Election Procedures the Nominations Committee Proposed

**V. Meeting Adjourned at 10 am**