

CONFERENCE ON WORLD AFFAIRS
UNIVERSITY OF COLORADO BOULDER

BOARD MEETING MINUTES

March 11, 2016, 8:15-9:50 a.m., Macky 230

Prepared by Erin Rain

- I. In attendance: Tina Marquis, Tracy Ferrell, Peter Spear, Marc Rochkind, Kristina Avery, John Griffin, Don Grusin (via Skype), Stephanie Rudy, Tom Zeiler
Other: Erin Rain, Alan Culpepper, Amanda Roper, Margaret DeMichelis
- II. No Public Comment
- III. Preliminaries
 - a. Approval of 2/19 Minutes, (to be distributed)
 - i. Katie has not completed last month's minutes due to workload so they will have to be approved at a later date.
 - b. Confirmed remaining Spring Meetings on 4/22 and 5/27
 - c. Board membership for 2016-17
 - i. Governance structure stipulates board should fill vacancies by end of April. Don and Tracy are at the end of their term and will need to be re-appointed or re-elected if they wish to remain on the board; both said they are interested in remaining. [Kristina is graduating and will need to be replaced]
 - ii. John suggested creating a nomination committee made up of board members and non-board members to run the election. Tom, Tina, and Margaret volunteered to serve on the committee
 - iii. An open call will be made announcing that the board opportunities
- IV. Old Business
 - a. Special event zone
 - i. Alan reviewed some event logistics for this year's CWA event. He explained the University policy of a Special Event Zone, and why he decided not to adopt it for this year's conference. He explained that there will be a free speech zone available and outlined the campus police presence during the conference.
- V. New Business
 - a. Announcements and Discussion
 - i. Program Committee Update
 1. Stephanie informed the board of 2016 participant Anna Therese Day, a journalist who was recently detained and released for her work abroad. There will also be a Climate Series where every day will have a panel on climate issues. Each night will feature a CWA@Night event for those who can't attend panels during the day.

2. Stephanie offered that some topics people may expect to see this year will not be featured in this year's program, as none of this year's speakers submitted those topics of interest. There was discussion on identifying topics that seem to be missing and needed or wanted by the audience for next year.
 3. There are 2-3 local speakers participating in this year's CWA.
 4. A session in the CU Art Museum will host a Master Class with MFA students where the public can view the art and the MFA students will answer questions about their work.
 5. There will also be two panels in Spanish this year, all Spanish classes on campus and at Boulder High have been invited.
- ii. Conference Logistics Update
 1. Erin provided an update on the advertising and marketing plan for the next month leading through the conference. There will be advertisements on local buses, in local publications, on Colorado Public Radio, and throughout the CU Boulder campus.
 - iii. Fundraising messaging
 1. There was review of the new donor membership program that will be promoted in the CWA program. Some board members expressed concern of this being perceived as too sales-like. Margaret (development) said fundraising is more effective when membership benefits are promoted, but agreed that it should be eased into.
 2. Several members suggested moving the membership document to the front of the program with an added message at the top about what being a member means and the benefits included. Staff agreed to make the program change.
- b. Committee Reports
 - i. Campus engagement committee
 1. Kristina conveyed that academic advisors and graduate students were contacted to help spread the message of the conference with students this year, everything is on track as planned. The committee has made a plan for next year to reach out to faculty and staff earlier.
 - ii. Fundraising committee
 1. Tina has distributed the CWA fact sheet that has been used for prospective donors to community groups.
 - c. Discussion of our Future Campus Home
 - i. This was tabled for next month's meeting due to time constraints
 - d. Diversifying the CWA
 1. Goals for increased diversification in the future include outreach to the Latin American community (more Spanish panels) and outreach to the African American community with a goal of overall audience, speaker, and topic diversity for 2017.
 2. Don encouraged the program committee to seek out more speakers who will bring new perspectives to the conference in the future.
 3. Tracy said it should be a goal to contact Deans of schools on campus to see who they would like to invite to the conference on CWA's behalf (John confirmed this is in process). Per Tom, this could be a way to diversify speakers beyond the program committee selections.

4. Don suggested creating a co-invitation process for speakers through the CWA and another school or program at CU for next year.