



# Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

## **BOARD MEETING MINUTES**

**March 19, 2021, 11:30 am - 1:30 pm, Virtual via Zoom**

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

**Absent:** Shelly Miller

**Attendees:** Alan Culpepper (Director of Marketing and Operations), Katie Grady (Conference Manager), Erin Rain (Senior Manager of Marketing and Media Relations)

**Minutes prepared by:** Katie Grady

### **I. Preliminaries**

- a. Introductions
  - i. Alphonse Keasley, newly appointed community board member filling Rashel Gandhi's seat
- b. No Public Comment
- c. Administrative Matters
  - i. Approval of the January 15, 2021 Board Meeting Minutes – Approved

### **II. Old Business:**

- a. Leadership Transitions
  - i. Office will publish calls for interest in Community Program Chair, Community Outreach Chair, and available Board seats
    1. Available Board Seats: Tina's Community Member 3 year seat, Shelly's Faculty 3 year seat, Rashel Gandhi/Alphonse Keasley Community Member 2 more years seat, and the two student 1 year seats (Alex is eligible for re-appointment)
    2. Deadlines for Application in roughly a month, positions to be confirmed by end of April/early May.
    3. Board Recommendations
      - a. Issuing a press release through CU Boulder Today
      - b. Include coverage of available positions during CWA Week
      - c. Share calls for interest with all RSVPs of CWA
  - ii. Board Observers
    1. To Review: Board Observer term limits and Ex-Officio board observers as noted in the bylaws
  - iii. Student Program Chair
    1. Lauren Daniels and Laurie Leinonen's partnership worked extremely well during this pilot year.
    2. Due to virtual meetings this year, student engagement has been lower

3. Proposal by John Griffin (as recommended in the strategic plan): To convert the Student Program Chair to a permanent role, appointed for the coming year, with the intention of election by the students for future years (due to current lower student engagement).
  4. Board enthusiastically supports.
- b. Racial Equity Initiative
- i. John currently speaking with 2 organizations (Intercambio & M.. Learning Center) to determine how CWA can better serve the communities they work with and to learn how those communities can contribute to the curation and direction of the CWA within the constraints of the organizations time availability
  - ii. Next step will working with the SVCs (Student Volunteer Coordinators) to engage more student groups that bring added diversity to the Conference.
  - iii. Board Recommendations of other organizations:
    1. Boulder NAACP - Annette James
    2. BVSD Equity Council
    3. Mortenson Center in Global Engineering - Evan Thomas
    4. International Student Association
    5. Alphonse to compile list of other community organizations
    6. WashU Political Science Civic Engagement App, "Magnify" – Betsy Sinclair
- c. Grievance Process Update
- i. Yvette Lowney, longstanding CWA Community Volunteer, is willing to chair the Grievance Process committee, along with a student and staff member.
  - ii. Next Step: Appoint student and staff member and arrange a training with an OIEC member (to identify which issues need to be elevated).
  - iii. Board Recommendation: Have up and running before the beginning planning of the next conference begins.

### **III. New Business:**

- a. CWA 2021
- i. Program is set! Schedule and speakers are announced on the CWA Website and will be sent accompanying the minutes.
  - ii. We will be keeping CWA traditions alive with a Virtual Jazz Concert (with behind-the-scenes access for donors) and Interruptus (2 days through Amazon).
  - iii. Most panels will only be 1 hour long (to combat Zoom fatigue)
  - iv. Planning has been more difficult this year with all virtual communication, but the volunteer collaboration has been impressive, particularly with monthly events.
  - v. Each panel will have a student introduction video and a student ambassador to allow for virtual interaction with the speakers.
  - vi. There will be no in-person events, all virtual.
  - vii. Cooper Braun-Enos, from CU Theater Department, is running the technical side of all of the panels.
- b. Marketing Update
- i. Schedule and Speaker release and keynote announcement has been made
  - ii. Next announcement: Interruptus
  - iii. Unpaid advertising is going well
  - iv. Doing our first broadly national campaign on social media (targeting CU Alumni and people who follow events like ours)

- v. Learned a lot from CU's David Brooks National Campaign and using that model
  - vi. Big cities targeted: San Francisco, San Diego, Austin, Madison, DC, Fort Worth TX, Seattle
  - vii. Using Spotify ads (targeted for Jazz lovers) for the first time
  - viii. Since other event costs were down, allowed us to double the marketing budget this year.
  - ix. Daily camera announcements will come closer to the event
  - x. Office encourages you to send the program to friends and family who will have an opportunity to engage/re-engage with the conference virtually.
- c. Development Committee
- i. Goal: \$175,000 raised to break even on the year
  - ii. Raised: \$80,000 and \$25,000 pledged, (~65% towards goal)
  - iii. It has been a challenging fundraising year without live events
  - iv. Before the Conference: All past donors, past housers, current committee members, and long-time CWA attendees (~1200 people) will be mailed a printed schedule with a letter asking for support.
  - v. During the Conference: Moderators will close the panel with a pitch to donate and can put the donation link in the chat. (Recommend adding to the beginning as well)
  - vi. After the Conference: Will ask for feedback, support, and interest in volunteering from those who have RSVP'd for the conference.
  - vii. There is a new Office of Industry and Foundations at CU, our contact is Jessica Helzner, to pursue significant gifts for the CWA
- d. CWA Annual Retreat
- i. Sunday, April 25<sup>th</sup> (Tentative) Annual Retreat to debrief 2021 and start 2022.
  - ii. Tentative Meeting Agenda:
    1. Reviewing the strategic plan initiatives
    2. What will 2022 look like – all in person, all virtual, hybrid?
    3. Volunteer Appreciation from the Board (Ideas welcomed!)
  - iii. Would be great to have the Board present
- e. Revisions to Board Bylaws
- i. John and Leslie will meet to align bylaws and governance structure language – others welcomed!
  - ii. Will bring these revisions to the next Board Meeting for review
- f. Balanced Perspectives
- i. What is unique about CWA is the different perspectives together in one event
  - ii. The goal is to consistently have a greater variety of perspectives presented
  - iii. Proposal by John Griffin: Board to form a committee to generate a list of recommendations/ideas of how to guide us on this goal.
  - iv. Board Recommendations:
    1. The subject/title can block controversy if not fully developed
    2. Target the subjects where the debates are
    3. Must be careful to have balanced but legitimate (peer-reviewed) perspectives
    4. Generational difference is great for different perspectives
    5. "Diversity of Thought" is different than different perspectives
    6. Must be careful not to give fringe and false views credibility
    7. Who decides how we measure?

8. Going deeper into the topic matter is helpful
  9. Need a process that is the “filter” to determine if it meets our standards
  10. How to you get compliance in the mission with volunteers?
  11. Have check-in questions for committee “Are there people with opposing views? Is the topic polarizing? Enriching?”
  12. Present the committee’s recommendations to the chairs at the retreat
- v. Committee to Meet: David Brown, Alphonse Keasley, Steve Bosley, Tina Marquis, Allison Cool, Alex Pham, Anya Berlova, and likely Laurie Leinonen
- g. Strategic Planning Implementation Team Updates
    - i. Mentorship and Certificate Programs
      1. A certificate has been developed (not credit bearing) but has various levels of achievement and is available for graduating seniors.
      2. Robin Luff, Vice Program Chair, developed a mentorship structure that we will look to implement next year for all student leaders.

#### **IV. Upcoming Board Meetings:**

- a. Monday, April 5 – Sunday, April 11th: CWA Week
- b. Friday, April 16, 11:30 am – 1:30 pm: Board Meeting
  - i. Agenda Items:
    1. Revisions to Align Bylaws and Governance Structure Language
- c. Sunday, April 25 – 2 hour Time TBD: Annual Retreat
- d. Friday, May 21, 11:30 am – 1:30 pm: Board meeting

#### **V. Meeting Adjourned at 1:30 PM**