



Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

UNAPPROVED

BOARD MEETING MINUTES

April 16, 2021, 11:30 am - 1:30 pm, Virtual via Zoom

CWA Board Present: Alan Culpepper (Observer), Anya Berlova, David Brown, Alison Cool (first 1h30), Leslie Durgin, John Griffin, Laurie Leinonen, Tina Marquis, Shelly Miller (last 30 minutes), Alex Pham and Peter Spear (Observer)

Absent: Steve Bosley (Observer)

Attendees: Katie Grady (Conference Manager)

Minutes prepared by: Katie Grady

I. Preliminaries

- a. No Public Comment
- b. Administrative Matters
 - i. Approval of the March 19, 2021 Board Meeting Minutes – Approved

II. Old Business:

- a. Leadership Transitions
 - i. Office has published calls for interest in Community Program Chair, Community Outreach Chair, and the open Board Seats (listed below)
 1. University Seat: Shelly Miller's 3-year term will conclude and she is not standing for re-appointment.
 2. Community Seat: Tina Marquis is term limited
 3. Student Seat: Anya Berlova's 1-year term will conclude and she'll be graduating.
 4. Community Outreach Chair: Leslie Durgin's second year as Community Outreach Chair will conclude her service
 5. Peter Spear has elected not to continue as an Observer, having served on the Board for 6 years
 6. Community Seat: Alphonse Keasley's interim appointment will conclude (he may run to continue on the Board)
 7. Student Seat: Alex Pham's 1-year appointment will conclude; he can reapply for another 1-year appointment.
 8. Community Program Chair: Laurie Leinonen has finished her 1-year term and will stand for re-election for a second 1-year term.
 - ii. Deadline for applications have been extended from April 18th to May 10th
 - iii. Board Elections will be held virtually beginning Sunday, May 16th
- b. Student Program Chair as ex-officio Board Member
 - i. Proposal to make the Student Program Chair (like the Community Program Chair) an ex-officio full voting board member.

- ii. The Student Program Chair will have the opportunity to designate a student to sit on the Board in their place if they wish.
 - iii. This would occupy one of the two current student board seats.
 - iv. For 2021, the position will be appointed but for 2022 the position will be elected by the student volunteers.
 - v. Board approves the proposal.
- c. Racial Equity Initiative & Outreach to Local Organizations
- i. John Griffin spoke with Lee Shanis from Intercambio
 - 1. Intercambio has extended to a national outreach beyond local audiences
 - 2. There is an opportunity to partner with them for a more diverse audience both locally and nationally.
 - 3. The goal would be to integrate into Intercambio events/opportunities that are already in place (ie: utilizing their venues, existing dates at BHS, participate in their online programming).
 - 4. Idea: Hold focus group events on how to increase CWA involvement
 - 5. Idea: Hold trainings on how to advocate within your systems
 - 6. Idea: When trying to engage groups who are already over-utilized, getting buy-in from authority to make time for involvement can be helpful
 - a. John to reach out to Staff Council (Alphonse has contact)
 - ii. John has a list of additional contacts to reach out to this summer
- d. Grievance Process Update
- i. Yvette Lowney has agreed to chair Ombudsman Committee.
 - ii. Katie Grady will serve as the staff committee member and Lauren Daniels will serve as student committee member.
 - iii. Theresa Wroe from OIEC will hold a “red-flag training” for the committee.
 - iv. John and Yvette are looking into additional mediation training (Recommended: Kirsten at CU’s Ombuds department)
 - v. Committee and resource will be shared with Chairs at the Chairs Retreat.
- e. Reconciliation of CWA Governance Structure and Board Bylaws
- i. Handouts contain proposed changes that correct discrepancies.
 - ii. Changes to be discussed:
 - 1. Bylaw III-A-1 currently requires candidates for a community seat to either live in Boulder area or serve on a CWA committee. Do we want to revise this to allow for out-of-town involvement?
 - a. Would allow for speakers or past volunteers who have moved away to continue involvement.
 - b. One drawback is without local knowledge, contacts, and partnerships they would not be able to contribute to this aspect of the Board membership.
 - c. We could switch the language from “Boulder Community” to “CWA Community” but we do not want to discourage someone from the community that does not already have a connection to the CWA community from running.
 - d. Board Decision: Change to “... Outreach Chair. The two other non-ex-officio members will be elected from the community by the Program Committee.”
 - 2. Bylaw III-A-6 needs to specify the process for the elections.

- a. Board Decision: Replace nominating committee language with “The board election will be administered by the office and questions about the election process will be addressed by the Faculty Chair.”
 - 3. Bylaw III-A-7 needs clearer language to convey if board member stepping down had joined the Board as the member of the Program Committee, Community Program Chair would nominate replacement for Board Approval. If not, Community Outreach Chair would nomination replacement for Board Approval.
 - 4. Bylaw III-A-10 calls for 3 ex-officio voting members of the Board that do not line up with current practices.
 - a. Board Decision: Change language to “Representative from CU Advancement Office and the CWA Director of Operations may be invited to serve as Observers of the Board.”
 - b. Alan Culpepper, CWA Director of Operations, accepts ex-officio Board Observer role.
 - c. Remove the “representative from Continuing Education” from clause
 - 5. Bylaw IV-A-5: Update Fundraising to Development Committee
 - 6. Organization Chart: Add line from a second line from Housing Coordinator to Community Program Chair
- iii. Motion by Alphonse Keasley: Adopt the Bylaws and Governance Structure Documents as Amended
 - 1. Seconded by Alison Cool
 - 2. Adopted Unanimously

III. New Business

- a. Debrief from CWA 2021
 - i. Attendance Document was distributed.
 - 1. ~5,000 Live Views, ~17,000 Total Views
 - 2. Average of ~150 Live Views per session, ~500 Total Views per session
 - 3. Each session this year had more exposure than sessions at 2019 CWA
 - 4. Three most popular topics: Keynotes, Jazz Concert, and Political Topics (polarization & objective journalism)
 - 5. Live Attendance Predictors: Evening and weekend sessions had lower live viewership
 - 6. Total Attendance Predictors: More live viewers (word of mouth) and more “thumbs up” (good panel)
 - 7. Geographic Distribution: ~50% Colorado, ~33% US/Outside Colorado, ~13% International
 - 8. ~39 Classroom Visits with speakers were organized, 1668 student impressions
 - 9. The office plans to explore further the data for duration of views and join and departure times.
 - ii. Initial Survey Response Data
 - 1. Only based on 200 responses
 - 2. Overall CWA Experience: 85% as Excellent or Good
 - 3. Video and Audio Quality: 90% as Excellent or Good
 - 4. Virtual or In-Person for CWA: 87% would like some form of remote access
 - 5. Only about 4% of responses were students

6. Full Marketing Analysis to come at a future meeting but ~15% of attendees said they learned about the Conference on Social Media
- b. Development Committee Report
 - i. Goal: \$175,000 to break even on the year
 - ii. Achieved 66% towards goal and will continue reaching out
 - iii. Recommendation: Add the goal total to development materials
 - iv. Recommendation: Revisit musical offerings for additional contemporary options
- c. CWA Annual Retreat
 - i. At request of volunteers, the 4/25 meeting will be a celebration/debrief of the 2021 CWA
 - ii. The retreat will be on 5/16
 - iii. Board Members invited to attend both events

IV. *Upcoming Board Meetings:*

- a. April 25th, 2 – 4 pm: Chairs Debrief
- b. No May Board Meeting
- c. May 10th – Deadline for Leadership Position Nominations
- d. May 16th – Chairs Retreat/Board Elections

V. *Meeting Adjourned at 1:30 PM*