I. Preliminaries
   a. Introductions
   b. No Public Comment
   c. Approval of February and March Board Minutes
      i. February Minutes to be sent for Approval next week
      ii. Board Vote: March Minutes Approved
         1. Marc Rochkind Motions, Charlene Coutre Seconds, All in Favor
   d. Approval of revised Governance Structure
      i. “No more than two of the three additional members shall be a current member of a program content subcommittee.”
      ii. Action Needed: Keynote Committee to be updated in the Org Chart
      iii. Action Needed: The term “recent” needs to be clarified
      iv. Board Decision: As this will not impact this year’s election, Board will revisit the language after this election.
   e. Upcoming Key Dates
      i. 5/2 – John Griffin’s Quarterly Meeting with the Chancellor
         1. Agenda Item: Potential Contract/Planning Meeting with the new University Conference Center and Hotel
         2. Agenda Item: John’s Faculty Director Contract
         3. Requested Agenda Item – by Betsy Hand: Potential Food Truck Usage
      ii. 5/3 – Volunteer Thank You Potluck - 5:00 pm in IBS (Board invited)
      iii. 5/5 – Global Ambassadors Presentation
         1. Alan Culpepper and John Griffin to meet with Chancellor’s Global Ambassadors during their visit to the CU Campus.
         2. It is a group of 18 members from various countries.
         3. Goal: To explore ways that the CWA can contribute to and benefit from the program.
      iv. 5/5 – Program Chairs Retreat – First Chairs Meeting of 2018 Program Committee
v. 5/8 – Board Election for the open Community Seat – 5:30 pm in IBS
   1. Applications close Monday, May 1st

II. **Announcements**
   a. Expiring Board Member Terms - Meredith Maney, Marc Rochkind, and Tom Zeiler
      i. Announcement of open Community Position made to CWAFan list/on website
      ii. Office to send announcement to the Program Committee and Media
      iii. Marc Rochkind will be running again
      iv. Tom Zeiler’s position is eligible to be reappointed.
         1. Will be on sabatical in the Fall and a replacement will be offered.
      v. Meredith Maney is eligible to be reappointed.

   b. Recruitment of Vice-Chair
      i. Proposed Idea: Divide the Community Chair responsibilities into two roles rather than have the Vice-Chair shadow the Community Chair.
         1. Community Chair – Externally facing: building partnerships, fundraising
         2. Vice-Chair: Internally facing: running the Program Committee
      ii. If this direction is taken, the governance structure will need to be revised and address the intention of succession for Community Chair.
      iii. Board Recommendation: Keep the language loose to allow flexibility of potential candidates interest/strengths.
      iv. Board Decision: Faculty Director and Community Chair will work on the position recruitment and structure and keep the Board informed.

   c. Recording the language of approved motions
      i. Board Recommendation by Marc Rochkind: Create a list of policy changes outside of the minutes to reference.
      ii. Board Recommendation by Marc Rochkind: Have the minutes more easily accessible, better record the wording of motions, and better show actions/decisions of discussions.
      iii. Board Decision: Minutes will better reflect actions, decisions, and policy changes.

III. **Old Business**
   a. Corporate Sponsorship Policy Document
      i. Purpose of the document: To define guidelines and give structure for review of potential sponsorships by a Sponsorship Advisory Committee.
      ii. Benefit of this document: CWA cannot act on sponsorship offer without checks and approval of the committee.
      iii. Board Recommendation by Marc Rochkind: Add guidelines to explain why a sponsorship can be rejected.
      iv. Board Recommendation by Charlene Coutre: Replace “Community Values” with “CWA Values”
      v. Board Decision: At the beginning of next meeting any revisions or new proposals to this document will be discussed.
IV. New Business

a. Proposal to create Community Outreach Committee
   i. Purpose of Committee: To uncover opportunities for further CWA engagement with the Boulder community.
   ii. Interested Committee Members: Leslie Durgin, former Mayor of Boulder, and Janet Beardsley.
   iii. Peter Spear asked to be the Board Liaison to the Committee
        1. Peter will consider the position.
   iv. Board Directive: The Community Outreach Committee is created.

b. Proposed Amendments to Governance Structure
   i. Proposed: Replace “Editor” terminology with “Chair”
   ii. Board Directive: Changes to be made.

c. Preliminary Report on CWA 2017
   i. Conference Attendance
      1. Formal Attendance numbers still being calculated.
      2. Next Step: Office to analyze the data (attendance to venue, day/time, topic)
      3. Next Step: Office to evaluate the process of data collection (from 2016 proposal to 2017 collection) and come back to Board with success/failure.
      4. Future: Revisit Registering Students for more valid attendance data.
      5. App Adoption Numbers Increased: 2016 (961 users) to 2017 (3,180 users)
      6. Engagement within the App tripled from 2016 to 2017
      7. Livestream Audience: 17,000 views during CWA Week
         a. There were 960 unique views for Keynote alone
   ii. Audience Evaluations
      1. Evaluations were conducted by Newsletter, in the App, and in person.
      2. Preliminary results: Satisfaction was up an average of 8% from 2016 and satisfaction was increased in 2017 across all categories.
      3. Board Recommendation by Marc Rochkind: Focus on an increase in the “Excellent” Rating for 2018.
      4. Board Recommendation: Probe further into the “Q&A Satisfaction” data to determine reasons for satisfaction/dissatisfaction.
   iii. Speaker Evaluations
      1. Overall satisfaction increase in Speaker Experience ratings from 2016.
      2. Speakers have offered suggestions for new speakers in 2018.
      3. Recurring Speaker Suggestion: The need for greater speaker diversity.
   iv. Volunteer Evaluations
      1. 88% say very satisfied or satisfied with their volunteer experience.
      2. Board Recommendation by Charlene Coutre: Develop more data on the Volunteer Experience to compare to the metrics/goals of the Strategic Plan.
   v. Fundraising during the Conference
      1. 2017 was the first time Fundraising Pitches were made during the Conference.
      2. Total of Donations during the week: Roughly $10,000
      3. Agenda item for July Meeting: Summary of Fundraising efforts
d. CWA Fiscal 2017 Expenditures
   i. Proposed Operational Expenses: $234,000 (based on the 2016 expenses)
   ii. Estimated 2017 Operational Expenses: $212,000
       1. Campus Support: $33,000
       2. Corporate Support: $7,500 in 2016 and $21,000 in 2017 (short of 25k goal)
       3. Individual Donation Support: Total calculation still being determined.

V. Meeting Adjourned at 10 AM