



BOARD MEETING MINUTES **April 27th, 8:00-10:00 a.m., Macky 230**

CWA Board Present: Charlene Coutre, Tracy Ferrell, Betsy Hand, John Griffin, Meredith Maney, Tina Marquis, Marc Rochkind, and Peter Spear.

CWA Board Absent: Tom Zeiler

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

Minutes prepared by: Katie Grady

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 sabbatical 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