



# Conference on World Affairs

UNIVERSITY OF COLORADO BOULDER

## **BOARD MEETING MINUTES** **May 1, 2018, 12:30 - 2:30 pm, Macky 230**

**CWA Board Present:** Charlene Coutre, Bruce Fredrickson, John Griffin, Laurie Hathorn, Tina Marquis, and Peter Spear

**Absent:** Tracy Ferrell, Tess Rose, and Tom Zeiler

**Attendees:** Alan Culpepper (Dir. of Operations & Marketing), Margaret Hollingsworth (Community Vice-Chair), Erin Rain (Sr. Mgr of Media and Marketing), and Katie Grady (Conference Coordinator)

**Minutes prepared by:** Katie Grady

### **I. Preliminaries**

- a. Introductions
  - i. Laurie Hathorn Elected as Community Chair (by the Program Committee Chairs)
  - ii. Margaret Hollingsworth appointed as Community Vice-Chair (by Laurie Hathorn)
- b. Public Comment
  - i. No Public Comment

### **II. Administrative Matters**

- a. Approval of 3/20 Board Minutes
  - i. Motion by John Griffin - Amend the Non-Program Committee Member description in minutes to read: "Resignation from Committee must take place prior to the election to be considered a non-program committee candidate."
    - 1. Second by Tina Marquis, All in Favor, Motion Passed.
  - ii. All in Favor, Minutes Approved.

### **III. Old Business**

- a. Board Election Procedure
  - i. Candidates have been invited to speak to electors on Wednesday at the Potluck.
  - ii. Electors will vote for two candidates by an electronic ballot on Thursday.
  - iii. A minimum of 1 non-program committee member must be elected
  - iv. Candidates with the most votes will be determined. If the top candidate is on the Program Committee, only the remaining non-program committee candidates will be eligible for the second seat and the candidate with the most votes will win the seat.
  - v. If the top candidate is a non-Program Committee member all remaining candidates will be eligible for the second seat.
  - vi. Motion by Peter Spear – Approve the Board Election Committee Recommendation.
    - 1. Seconded by Tina Marquis, All in Favor, Passed.
- b. Program Committee Functioning
  - i. Chairs Retreat took place on Sunday, April 22<sup>nd</sup>
  - ii. Committee functioning suggestions were shared at the Chairs Retreat with a focus on supporting the P&M committee success.

- iii. Committee Chairs will be voting on 2019 Themes in a meeting tonight
- c. Role of Board Observer
  - i. Board Recommendation: Research the role of “Board Observer” and define the proposed role for the by-laws at the next meeting.

#### **IV. New Business**

- a. CWA 2018 Topline
  - i. Livestream views of 61 panels in 3 venues with 22,473 total views (unique 16,746 devices), up about 5,000 total views from 2017 viewership.
  - ii. Average of 300 viewers per sessions watching live (2017 had an average of 200).
  - iii. Over 50 different countries viewed sessions.
  - iv. New this year: Livestream partnership with Continuing Education, a grant was given by the Environmental Center for greening initiative, and the videos were embedded directly into the CWA Homepage.
  - v. Board Recommendation: Share news release of the various country views.
- b. Formation of Strategic Plan Review/Revise/Replace Committee
  - i. Proposal: Gather a group together to review the existing plan.
  - ii. Board Recommendation: Include an outside facilitator (Kara Penn)
  - iii. Board Recommendation: Include Chancellor recommendations
- c. Fundraising Committee Report
  - i. Committee tried many new tactics this year (ie: Crowdfunding Campaign, addition of Todd Crimmel for CWA partnerships)
  - ii. As of right before the Conference, contributions were up 50k from 2017 and now likely around 200k total.
  - iii. Board Recommendation: Distribute Corporate Sponsorship Guidelines at the next Fundraising Committee Meeting
- d. 2019 CWA Schedule
  - i. Will be held Tuesday, April 9<sup>th</sup> – Saturday, April 13<sup>th</sup>
  - ii. Friday, April 12<sup>th</sup> will again be a BVSD school holiday
  - iii. Goal: Increase Student Attendance (review other predictors of Student Attendance)
  - iv. Office will be reviewing how the shift affects Jazz Concert, Dinners, etc.
  - v. The Board will need to make a decision on 2020 dates prior to 2019 conference

#### **V. Upcoming Dates**

- a. 5/2 – End of Year Potluck/Community Board Elections, Chautauqua at 6 PM

#### **VI. Meeting Adjourned at 2:15 PM**