I. Preliminaries

a. Introductions
   i. Steve Bosley, Board Observer
b. Public Comment
   i. No Public Comment
c. Approval of 4/18 and 5/21 Board Meeting Minutes
   i. Motion by Margaret Hollingsworth, Seconded by Leslie Durgin, All in Favor, Approved.

II. Old Business

a. CWA Surveying
   i. Surveys Conducted:
      1. Audience Surveys (via the CWA App, in-person during CWA, and post-conference email)
      2. Speaker Experience Surveys
      3. Faculty Members on their Classroom Visit
      4. Moderators & Producers on individual panels
      5. In general, fewer survey responses were received than in past years

   ii. Audience:
      1. Attendance Tracked: In Person, Livestream Views, Student Contact in Classroom Visits, and Student Panel Attendance
      2. General Audience Make-Up: Students 17%, Out of State 12%, Colorado/Non-Boulder Residents 12%
3. Board Recommendation: Compile data regarding visitors and engagement with Boulder businesses to identify impact on the Boulder economy (hotels, meals, other shopping)

iii. CWA Features:
   1. Audience Evaluated: Speakers, Program, App, Signage, Topics, Q&A, Diversity of Views on Panels
   2. Speaker Evaluated: Housing, Transportation, Meals, Dinners, Other Speaker Interactions, Venues, Moderators, Producers/Ushers, Q&A, Diversity of Views on Panels

iv. 2020 Ideas:
   1. Audience provided feedback on: post panel discussions, debates, weekend sessions, evening sessions
   2. Speakers provided feedback on: Importance of travel stipends, M-F schedule, ability to show images, importance hotel accommodations, and number of desired classroom visits

b. Compiling CWA Policies
   i. Office to compile all policy changes from past Board meeting minutes into one document for next month’s meeting.

c. CWA 2022 Dates
   i. Postpone discussion until after vote on the Strategic Plan approval

III. New Business
   i. None

IV. Strategic Planning Committee Update

a. Strategic Planning Committee Process
   i. Presentation of Strategic Plan Draft by Michael Murray
   ii. Board Request: View the CWA 101 Resource Document used to provide Conference History/Foundation for Strategic Planning Committee members
   iii. SPC Identified four focus areas as goals for the Conference and recommended initiatives to achieve each goal.
   iv. The committee reviewed the Chancellor’s Strategic Initiatives to ensure the CWA Strategy aligned with CU’s campus strategy
   v. Community partners were brought in to provide various perspectives into each of the four focus areas
   vi. Committee broke into pairs to draft one focus area and collectively compiled the four sections into the draft presented

b. Board Approval Process
   i. SPC requests overall acceptance of the report (not a vote on initiative by initiative)
   ii. Board approval will indicate receipt of the plan recommendations
   iii. The Board will then move forward to decide how and when the various initiatives are implemented and establish transition teams to outline the implementation strategy.
   iv. If approved: Plan will be shared with the Chancellor for approval
v. If approved by Chancellor: Ideally the plan would be shared with additional CU leadership including Kelly Fox, Abby Benson, Russell Moore

c. Board’s Initial Impressions of Strategic Plan
   i. Request: Better address the role of “Free and Open to Public” as a CWA value in the plan.
   ii. Question: To what extent do proposed changes alter the character/content of the conference – and is that what we want? And the changes that are designed to achieve certain goals, do we have evidence that they do that?
      1. SPC: The initiatives are often accompanied by the recommendation of building a transition team to research and lay plans for implementation for each of these changes.
   iii. Concern: Revisit the language around “high profile speakers” so that the language communicates a blended model of both high profile thought leaders and emerging thought leaders.
      1. Question: How will high profile speakers be incorporated?
   iv. Concern: Better address in the plan a focus to increase faculty
   v. Question: Was a financial plan addressed?
      1. SPC: Once the plan is approved, it will be the responsibility of the transition team to break down the budget and build financial plans to implement initiatives.
      2. Board: It would be good to anticipate what might be the financial impact of implementing these initiatives.

d. Board Meeting for Strategic Plan Draft Review:
   i. The Board invites the SPC requests to attend to provide clarification where needed
   ii. Schedule soon

V. Committee Updates

a. Diversity Committee
   i. Office to circulate the Diversity Committee’s previously built recommendations for increasing diversity of CWA speakers, volunteer base and audience
   ii. Biggest Action Item in the recommendations is a Diversity Orientation to be held for the Program Committee
      1. Question: Is the training required?
      2. Diversity Committee will consider and make recommendation
      3. Shelly Miller: Contacting NCWIT about potential facilitation of the Program Committee Diversity Training
      4. John Griffin: Contacting CU’s ODECE and CU Leadership for additional facilitator ideas

b. Development Committee
   i. Recent Challenge: Raise $40,000 before the June end of the 2019 Fiscal Year in order to hit the CWA Fundraising Goal
   ii. The Result: Committee raised $73,000 by calling previously engaged donors
   iii. 2020 Goals
      1. Bring in $10,000 in Grants
      2. Begin an in-depth exploration of Corporate Sponsorship
      3. Advancement Department Involvement
4. Better access to Donation Data (via John Griffin’s dotted line as an Advancement Associate)

   iv. Board Recommendation: Send thank you notes from the Board to the Fundraising Committee members

c. Program Committee
   i. John Griffin will attend the Program Committee Chair Meetings to raise any concerns over the quality of CWA speakers
   ii. More Debates among speakers are planned for 2020

VI. Upcoming Dates

a. July Special Session to Discuss Strategic Plan – Monday, July 1st - 5 to 7 pm, IBS 155A

b. July Board Meeting – Friday, July 26th - 11 am to 1 pm, IBS 401
   i. Next Meeting’s Agenda Items:
      1. Vote to receive 2019 Strategic Plan
      2. FY20 Budget Review
      3. CWA 2022 Dates

VII. Meeting Adjourned at 11:40 AM