



Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

BOARD MEETING MINUTES **June 28, 2019, 11:00 am - 1:00 pm, IBS 401**

CWA Board Present: Alison Cool (via phone), Leslie Durgin, Rashel Gandhi, John Griffin, Margaret Hollingsworth, Tina Marquis and Shelly Miller

Absent: Nathan Roura, David Brown

Attendees: Steve Bosley (Board Observer), Alan Culpepper (Director of Operations and Marketing), Katie Grady (Conference Coordinator), Mike Murray (Strategic Planning Committee Facilitator) and Peter Spear (Board Observer)

Minutes prepared by: Katie Grady

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
 - 6. Board Recommendation: Share results of the surveys with survey responders and CWA Fans List.
 - 7. Idea: Incentivize responses with gift card raffle.
 - 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