



# Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

**UNAPPROVED**

## **BOARD MEETING MINUTES** **July 12, 2018, 12:00 - 2:00 pm, IBS 401**

**CWA Board Present:** Charlene Coutre, Tracy Ferrell, Bruce Fredrickson, John Griffin, Laurie Hathorn, Tina Marquis (via Phone), Shelly Miller, and Emily Volk (via Skype).

**Absent:** Tom Zeiler

**Attendees:** Alan Culpepper (Dir. of Operations & Marketing), Katie Grady (Conference Coordinator), Paul McLoughlin (Development Committee Member), Erin Rain (Sr. Mgr of Media and Marketing), and Peter Spear (Board Observer)

**Minutes prepared by:** Katie Grady

### **I. Preliminaries**

- a. Introductions
  - i. Shelly Miller, Mechanical Engineering Faculty Member, appointed to 3-year university seat
  - ii. Emily Volk, CWA Arts Student Chair, appointed to 1-year student seat
- b. Public Comment
  - i. No Public Comment

### **II. Administrative Matters**

- a. Board Position Elections
  - i. John Griffin nominates Tina Marquis as Chair, Charlene Coutre seconds, all in favor, elected.
  - ii. John Griffin nominates Tracy Ferrell as Vice-Chair, Bruce Fredrickson seconds, all in favor, elected.
  - iii. Bruce Fredrickson nominates Peter Spear as Board Observer, John Griffin seconds, all in favor, elected.
- b. Approval of 5/1/18 Board Minutes
  - i. Motion by Bruce Fredrickson, Laurie Hathorn seconds, all in favor, minutes approved.

### **III. Old Business**

- a. Amend Board Bylaws to include Observer Status
  - i. John Griffin will prepare the language.
  - ii. Postponed until next meeting.
- b. Require a plan to staff Strategic Planning Committee
  - i. The committee will review progress on current Strategic Plan and develop new plan identifying future goals.

- ii. Goal: Have committee formed by the end of summer, incorporating members from outside of the Board.
  - iii. Board Members to send any member recommendations to Tina Marquis.
  - iv. Board Recommendation: John Griffin to reach out to Emily CoBabe-Ammann, CU's Director of Strategic Projects, as a potential facilitator to the committee.
- c. 2018 Planning Calendar Evaluation
- i. Board Recommendation: John Griffin to archive pros and cons of 2018 calendar in a Program Committee 1-2 page recap to present to the Board.
  - ii. Board Recommendation: Institutionalize an annual Programmatic Evaluation by the Program Chair.

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

- a. CWA 2018 Operations and Marketing Recap
- i. Office executed a recap of the 2018 CWA Week operations and procedures to archive the logistics, successes, and complications in the planning process.
  - ii. Board Recommendation: Develop CWA Pride Points to share with external parties
- b. Fundraising Report
- i. Launched new initiatives in 2018:
    1. Direct mailing in the fall, redesign of Donor Benefits Package, Speaker Announcement Fundraising Dinner, Call Center Outreach over the holidays, Private Dinner with the Chancellor and Crowdfunding Campaign
    2. In addition to ongoing communications in the Newsletter.
  - ii. Total Raised: \$215,000
    1. 2017-18 Goal was \$250,000
    2. Amount raised was a 60% increase from last year and the highest raised since 2006 when external fundraising began.
    3. The metric of price donated per person increased, likely due to the redesign of Donor Benefits.
    4. Over \$30,000 increase in Campus Partnership contributions
    5. Sponsorship contributions remained the same as previous year
    6. Board Recommendation: Review donation data to identify which initiatives/incentives generated the best results.
- c. Development Committee Report
- i. The committee proposes a name change in the Governance Structure/By Laws from "Fundraising Committee" to "Development Committee"
  - ii. For the next meeting's agenda: Board approval of this fiscal year's Development Committee members.
    1. Board Idea: Add Faculty to committee members
  - iii. A "Purposes and Responsibilities" document was built to guide committee members in fundraising efforts.
  - iv. Development Committee requests clarity/more formality on the Board-built Sponsorship Guidelines and offerings to aid in their efforts (ie: naming rights)
    1. Motion by John Griffin: Development Committee to write a Sponsorship Approval process that meets their needs and present to the Board.
      - a. Tracy Ferrell seconds, all in favor, motion passed.

2. Board Recommendation: Some of the Development Committee's ideas, goals and methodology may need to be addressed in the review and redevelopment of the Strategic Plan.
- d. Sponsorship Advisory Committee
    - i. Charlene Coutre, Tina Marquis, and John Griffin volunteer as 2018-19 members
    - ii. Board Recommendation: Should the committee reject a potential sponsor; a hearing with a larger audience should be made available to the Development Committee.

**V. Upcoming Dates**

- a. August Board Meeting: Thurs 8/9, 12-2 PM, IBS 401

**VI. Meeting Adjourned at 2:00 PM**