



# Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

## **BOARD MEETING MINUTES** **July 25, 2019, 11:00 am - 1:00 pm, IBS 401**

**CWA Board Present:** David Brown, Alison Cool (via phone), Leslie Durgin, John Griffin (via phone), Margaret Hollingsworth, Tina Marquis, Peter Spear (Observer)

**Absent:** Rashel Gandhi, Shelly Miller, Nathan Roura, Steve Bosley (Observer)

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

**Minutes prepared by:** Katie Grady

### **I. Preliminaries**

- a. No Public Comment
- b. 6/28 and 7/1 Board Meeting Minutes Approved

### **II. New Business**

- a. "CWA 2019 Recap" Major Takeaways
  - i. Saturday attendance was about the same as the last day of M-F schedule
  - ii. The Wednesday winter storm on the night of the jazz concert was an effective test of the implementation of crisis communication channels
  - iii. There was a big jump in classroom visits – 88 completed, 3,000 student reach
  - iv. Embedding the live-streaming into the CWA Website and on Facebook Live increased unique viewers
  - v. For the first time, we exceeded the 50/50 gender goal in speaker line-up as well as matching the national 67% representation of women and people of color (per U.S. Census approx. 30% of Americans are non-Hispanic white men).
  - vi. Board Recommendation: Put together a short doc of "2019 Highlights"
- b. 2019 Budget
  - i. John and Alan working with Kelly Fox and the CU Budget Office to create a 5 year overview of CWA budget and revenues
  - ii. Fiscal Year 19 Budget vs. Expense Report
    - 1. FY19 actual outlays were approximately \$14,000 under budgeted outlays with savings in travel, dinners, and marketing
  - iii. Currently in a better fiscal situation than 2016 due to increased fundraising, but costs have risen as well
  - iv. Salary & benefit support is not fully covered by the University
    - 1. ~70k is the deficit for permanent staff salaries, additional 15k for temporary staff
    - 2. University covers annual increase in salaries due to merit raises

3. Two years ago, the office asked the CFO (with the Chancellor's blessing) to make the then 8-year temporary support a permanent line item and this was not approved
  4. Opportunity to ask for additional staff salary support might arise from new strategic plan initiatives that increase staff responsibilities and enhance "student success," "community engagement" and "University first" goals... but additional support is not likely for existing expenditures. Marry this request with delivery of strategic plan.
  - v. Ambitious fundraising strategy planned for FY2020
  - vi. Board Request: Revisit spreadsheet structure to show overall picture
  - vii. Board Recommendation: Show spending categories year by year
- c. 2020 Fundraising Plan
- i. John Griffin in the process of gaining access to Advancement department data
    1. Has established standing meeting with Advancement
  - ii. Development Committee Goal: Raise \$300,000 in individual giving
    1. Focus on less than \$25,000 level
  - iii. Alan Culpepper's Corporate Sponsorship Goal: \$20,000 (renewals)
  - iv. A&S Advancement Team Generated Gifts: \$75,000
    1. Scott Scheifele & Sarah Meyers are CWA's dedicated officers

### III. Committee Reports

- a. Strategic Planning Committee
- i. Motion by Leslie Durgin (as amended **in bold**): "The CWA Board accepts the Strategic Plan and its 4 strategic goals and agrees we should move forward in the spirit of the Plan with all deliberate speed by:
    1. Forwarding the Plan to the Chancellor for his review, emphasizing the Plan's positive focus on student success, serving the University (as opposed to any segment of it) first as well as the community, and enhancing the University's engagement with the community, and;
    2. Instructing the CWA Leadership team, in consultation with CWA staff and others as appropriate, to identify suggested members of the 4 transition teams (**at least one Board member per team**) and bring back the recommended team members for Board approval at the August meeting. **These transition teams to report out proposed transition plans to Board for approval.**
    3. **After the Board approves a transition proposal, it shall create an implementation team for each goal.**
  - ii. Elements accepted as part of Board discussion of motion but not included in motion itself:
    1. The CWA should continue to have at least some substantial portion that remains "free and open to the public" and continue to present "discussion of topics among panelists and participants rather than a lecture format". These are key values of the CWA and should be included in the Strategic Plan before it is finalized.
  - iii. Motion seconded by David Brown, 5 in favor, 1 opposed, motion passed.

- iv. Board also discussed how to identify the Strategic Plan initiatives as goals or as options.
- b. Diversity Committee
  - i. Meeting set up with CU contact for potential program committee diversity training facilitation
- c. Program Committee
  - i. 4 Themes selected: Race in America, 30 under 30: Millennials Changing the World, Health, and Religion (names may change)
    - 1. Religion is the newly made faculty designed track
    - 2. Chaired by Deborah Whitehead and Susan Kent
  - ii. David Brown proposed collaborating with a CU "Entrepreneurship Contest." Will share details with Margaret Hollingsworth.

#### **IV. Upcoming Dates**

- a. CWA 2020 Kick Off – Wednesday, August 28 @ 5 pm
- b. August Board Meeting – Friday, August 30 - 11 am to 1 pm, IBS 401
  - i. Next Meeting's Agenda Items: Budget redux, transition teams

#### **V. Meeting Adjourned at 12:55 PM**