



Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

BOARD MEETING MINUTES

August 30, 2019, 11:00 am - 1:00 pm, IBS 401

CWA Board Present: Steve Bosley (Observer), Alison Cool, Leslie Durgin, Rashel Gandhi, John Griffin, Margaret Hollingsworth, Tina Marquis, Shelly Miller, Nathan Roura, and Peter Spear (Observer)

Absent: David Brown

Attendees: Bob Baskerville (Program and Development Committee Member), Alan Culpepper (Director of Operations and Marketing), Betsy Hand (Community Chair Emeritus and Development Committee Member), Katie Grady (Conference Coordinator), Erin Rain (Senior Manager of Marketing & Media), Paul McLoughlin (Development Committee Member) and Kathy Wegner (Program Committee Vice-Chair)

Minutes prepared by: Katie Grady

I. Preliminaries

- a. Introductions
- b. Public Comment
 - i. Betsy Hand, Bob Baskerville, Paul McLoughlin
 - 1. They are here representing the CWA Development Committee to share (1) the concern that the goals and language of the new Strategic Plan may not be well received by various audiences and (2) that the challenges the new plan may face are not well addressed in the draft.
 - 2. Request that the Board to revise the strategic plan, call it a draft, and relabel its initiatives as “ideas” (all outlined in provided handout).
- c. Approval of 7/26 Board Meeting Minutes
 - i. Revision Amendment by Tina Marquis
 - 1. Include that there was discussion of identifying Strategic Plan tactics as options instead of initiatives
 - 2. Motion by Tina Marquis, All in Favor, Approved
- d. Posting of Board July Special Session Minutes
 - i. Office to send minutes for review and approval at the next meeting.

II. New Business – Part 1:

- a. Feedback on Strategic Plan
 - i. Focus Group was held to review the Strategic Plan and made recommendations to the Board:
 - 1. Recommend revise some of the language in the strategic plan before it is released.

2. Make transition teams comprised of Community, University, and Board members for each goal to figure out how the goal will be implemented, should the goal be implemented, and/or should the goal be revised.
- ii. Board Member Idea: Rename the plan “Strategic Considerations” on our “Strategic Plan Effort” and rename the teams “Exploratory Teams” to express that the Board is committed to 4 focus areas but necessary every initiative.
- iii. Board Member Idea: Include an explanation for the purpose of the Strategic Plan to pre-emptively address some of the concerns
- iv. Board Request: Define what are “Example Tactics” vs. “Goal Initiatives”
- v. Motion: (1) Revise language in the Strategic Plan based upon community concerns and create clarification between goals and tactics (2) figure out who will be on the “Language Revision Team” (3) Language revision team to create charges for the transition teams to bring focus, clarity, and implementation strategies as appropriate to those areas of the strategic plan (4) figure out who will be on these charged teams.
 1. Proposed by Leslie Durgin, All in Favor, Motion Passed
 2. Language Revision Team: Leslie Durgin, John Griffin, Margaret Hollingsworth, Kathy Wegner, and a student
- vi. Board Motion: Change the name of the Strategic Plan to “Strategic Plan Proposal”
 1. Proposed by Tina Marquis, Seconded by Margaret Hollingsworth, withdrawn by Tina Marquis

III. Old Business

- a. Compiling CWA Policies
 - i. Postponed
- b. CWA 2022 Dates
 - i. Postponed until the “Managed Evolution” team’s report is approved
- c. 2019 Recap – Media Update
 - i. Earned Media (not paid): \$103,000 in publicity value
 - ii. 98% positive coverage (2% negative came from the 2020 date conflicts)
 - iii. National coverage came from Senator Klobuchar and Hope Solo attendance
 - iv. Full report is available in the 2019 Recap and with the CWA Office

IV. New Business – Part 2

- a. FY20 Proposed Budget
 - i. Development Committee is making a budget request of the Board to raise \$55,000 to provide \$5,000 to each committee for speaker travel/honorarium needs.
 1. Contingent on fundraising outcomes and board approval
 - ii. Ambitious Fundraising Plan with the goal of creating a \$22,000 surplus for the 2020 CWA to add into reserve
 - iii. Board Concern over proposed A&S Fundraising, Corporate Sponsorship, and Grant goals that if not met would cause a shortfall for 2020.
 1. A&S has made a commitment to providing \$75,000
 2. Grants goal includes funds from both from CU and external sources

b. Diversity

- i. The Program Chair presented a proposal to the Board regarding the implementation of the Board's Diversity Initiative (handout)
 1. Board Recommendation: Emphasize to the Program Committee that they *cannot* ask proposed speakers about their diversity contributions.
 2. Board Member Idea: Increasing age diversity will help increase other areas of diversity.
 3. Office will provide the Program Committee resources to help recruit more diverse speakers.
 4. Margaret Hollingsworth to provide the Implementation Initiative to the Program Committee at the upcoming chairs meeting.
 5. Board Recommendation: Leadership team to provide continued encouragement at the meetings for focus on diversity.
 6. Motion to accept the proposal.
 - a. Motion by Margaret Hollingsworth, Seconded by Shelly Miller, All in Favor, Approved.
- ii. Proposal of CWA 2020 Diversity Priorities
 1. Motion: The Board to communicate to the Program Committee the prioritization of the below diversity goals of the 2020 speakers, without detracting from continued success in last year's achievement of gender/ethnic diversity.
 - a. Set aspirational goal of 22% of speakers within the 20 to 39 age range.
 - b. Set aspirational goal of 16% of Hispanic/Latino speakers
 - c. Set aspirational goal of ideological diversity (political, thoughts, viewpoints)
 2. Board Concern: Difficult to identify in advance diversity of thought
 - a. May require more work by the program committee to research a potential speaker's views in advance.
 3. Motion by John Griffin, Seconded by Allison Cool, 1 abstention (Margaret), remainder in favor, Approved.
- iii. Proposal of a Primary Diversity Learning Objective
 1. Motion for the Diversity Committee to meet to identify a primary learning objective for the Program Committee (options provided by CU HR)
 2. Approx. two hour session to be scheduled with the chairs on selected objective
 3. All in Favor, Approved.
- iv. Board Request: Move the topic of Diversity to Old Business for future meetings to allow more time for discussion.

c. Proposed Roster of the Charged Transition Teams Rosters

- i. Update - Betsy Hand: Declined the Financial Stability Team
- ii. Update – Betsy Hand: Considering Managed Evolution Team
- iii. Board Concern: Large roster on the Managed Evolution Team but it is the area of most issues of concern.
- iv. Board Idea: Invite Gil Bonderzak (CU HR) to Organizational Effectiveness Team
- v. Motion to accept the proposed transition team roster (with allowed small changes at future Board meetings)

1. Motion by Shelly Miller, All in Favor, Approved.

d. Communication Plan for CWA Strategic Plan

- i. Erin Rain and office have been developing rollout of the communication of the plan to the public (similar to the communication of the Chancellor's strategic plan)
- ii. Proposal will have opportunity to provide feedback to the transition teams via form on the CWA Website and at open forums.

V. Committee Reports

a. Program Committee

- i. First Fall Meeting will be held this coming Wednesday

VI. Upcoming Dates

a. Next Board Meeting – MOVED to Friday, October 4 - 11 am to 1 pm

- i. Next Meeting's Agenda Items:
 1. Vote on Charges to the "teams" and new Plan language
 2. Approval of July Special Session Minutes
- ii. To be held in Old Main 1B-85 conference room

VII. Meeting Adjourned at 1:00 PM