



BOARD MEETING MINUTES **August 15th, 12:00-2:00 p.m., IBS 401**

CWA Board Present: Charlene Coutre, Tracy Ferrell, Bruce Fredrickson, John Griffin, Betsy Hand, Manuel Laguna, Tina Marquis, and Peter Spear

CWA Board Absent: Tess Rose

Attendees: Alan Culpepper (Dir. of Operations & Marketing), Laurie Hathorn (Community Vice-Chair) and Katie Grady (Conference Coordinator)

Minutes prepared by: Katie Grady

I. Preliminaries

- a. Introductions
 - i. Board Member: Bruce Fredrickson, appointed by Betsy Hand to fill vacant board seat for a 1-year term
 - ii. Attendee: Laurie Hathorn, newly elected Vice-Community Chair
- b. Public Comment
 - i. No public comment

II. Administrative Matters

- a. Approval of June 8, 2017 Board Minutes
 - i. Motion – by Tracy Ferrell, Seconded – by Betsy Hand
 - ii. Board Vote: 7 in favor and 1 abstention (Peter Spear), Approved
- b. Report from Program Chairs Retreat (Betsy Hand)
 - i. Program Committee Chairs met on Friday, May 5th for their Annual Retreat
 - ii. Agenda item: Advancing the Planning Calendar
 1. Sub-Committees and Chairs have met this summer a few times to begin voting on speaker invitations.
 2. The new planning deadline, Planning Saturday, is on December 2nd.
 3. The timeline has so far been working well.
 - iii. Agenda Item: Conference Theme Proposals
 1. Like the Food Series of the 2017 Conference, program themes have the opportunity to bring in new speakers and sponsorships.
 2. A smaller committee voted on the proposals and chose 3 themes for this year's CWA.
- c. Creation of Sponsorship Review Committee
 - i. If a sponsorship for a theme or a sponsorship in connection to programming is proposed, it needs to be brought to the Board to review against the CWA sponsorship policy guidelines to ensure it is aligned with the values of the community and university.
 - ii. Board Directive – by Tina Marquis: Creation of the "Sponsorship Review Committee" with Tina Marquis, Tracy Ferrell, Alan Culpepper, & Manuel Laguna

- iii. Recommendation: Make the sponsorship policy guidelines available to everyone on the fundraising committee.
 - iv. Recommendation: Guidelines may want to cover donations from organizations
 - v. Office will provide guidelines to necessary parties.
- d. Office Report (Alan Culpepper & John Griffin)
- i. 2017 Budget and Balance Sheet Recap
 - 1. Board reviewed the CWA budget and the 2017 expenditures/revenues.
 - 2. Alan Culpepper is meeting with campus vendors to establish possible sponsor partnerships or alternative pricing models to reduce costs.
 - ii. Agenda Item for Next Meeting: The 2018 Budget
 - 1. Proposal: Include valuations of in-kind donations in the 2018 Budget (for example: housing, volunteer hours, speaker travel costs)
 - 2. Board Feedback:
 - a. Would be beneficial in conveying the magnitude of the operation to potential donors.
 - b. Would be a great statistic to share with volunteers & speakers.
 - c. It gives opportunities for tax deduction.
 - d. Allows us to identify areas of exposure should the in-kind contribution cease.
 - e. Would be useful for fundraising and PR but should be separate from the financial sheets.
 - f. One of the Strategic Plan goals is to have 50% financial support from the University and 50% from community. Including in-kind contributions with the calculations may alter the current percentages.
 - 3. Board Decision: Create two budget documents, one that includes all in-kind line items and one for just the cash transactions. Strategic goal metrics will evaluate only the cash budget/balance sheet.
 - 4. Office will prepare the documents.

III. Committee Reports

- a. Community Engagement Committee (Peter Spear & Betsy Hand)
 - i. The committee is drafting a set of recommendations to bring to the Board
 - ii. The next committee meeting is August 31st
 - iii. Agenda Item for next Board Meeting: Community Engagement Committee Recommendations
- b. Business Planning Committee (John Griffin)
 - i. In order to build the business plan, the committee needs to know the Board's vision for the CWA over the next 10 years regarding growth/target revenues.
 - ii. The committee has prepared a list of questions for the Board and depending on the answers/financial goals, the Business Planning Committee will prepare appropriate recommendations.
 - iii. Recommendation: The Board should first conduct a higher-level review of the Strategic Plan, possibly hold a Strategic Plan Review Retreat, and then answer the questions.
- c. Fundraising Committee (John Griffin)

- i. Alan Culpepper and John Griffin are working with University to take better advantage of University efforts in soliciting large donations.
- ii. The Fundraising Committee is meeting this Thursday and will focus on increasing corporate and individual gifts.
- iii. Recommendation: Stay in touch with CWA student alumni, as the best donors are often alumni with great experiences. (i.e.: a student alumni event during the CWA)
- iv. Recommendation: Possibly collaborate with the Athletics Department for joint donations/perks.

IV. Review of the Strategic Plan Report

a. Report Highlights

- i. Campus Outreach and Professor/Course Involvement metrics are “on track” and have shown increases over the past two years.
 - 1. Recommendation: Conduct another “CWA Brand Awareness” survey this fall as a benchmark to see the impact of this year’s new planning timeline efforts in increasing campus involvement.
 - 2. Recommendation: Send the surveys to faculty in order to learn the reasons behind involvement or lack of involvement. Attendee surveys can also be given to students immediately after CWA classroom visits.
- ii. “Audience Outcomes” is an area that is “off track”
 - 1. Recommendation: Revisit how this question is worded in the audience survey as it seemed confusing.
- iii. Audience Quality of Experience metrics are generally “on track” and have shown improvements, specifically within audience Q&A and campus signage.
 - 1. “Online Experience” rates as an “area of concern,” however the quality of the technology is modest and without a significant financial investment there is not much room for improvement.
 - 2. Recommendation: With 80% of the audience considering the online experience as excellent or good, that should qualify to move it from an “area of concern” to “on track.”
 - 3. Recommendation: To better capture audience demographics, age needs to also be asked in the survey taken on the App.
- iv. “Speaker Satisfaction” has consistently improved from 2015.
- v. “Financially Sustainable” metrics are “off track” and is identified as a 2018 priority.
- vi. “Enhanced Media Coverage” is an “area of concern”
 - 1. Recommendation: Create a metric that tracks CWA mentions in major news outlets.
 - 2. Recommendation: Leverage volunteers with PR backgrounds to gain traction with major news outlets.
 - 3. The new planning timeline will allow more time to build stories in the media in advance of the Conference.

b. Board Goals/Priorities for the Year

- i. Proposed Goal: Identify strategic plan priorities and what the Board can do to support the team’s efforts in improving these goals.
- ii. Proposed Goal: Make any needed revisions to the Strategic Plan
 - 1. As the Strategic Plan is a living document, over the next year the Board should evaluate the strategic goals and suggest any necessary revisions.

2. Potential Revision: Lower the target for Speaker Series events from 6 to 3-4, as 6 may be logistically outside of the office's capacity to plan as a quality event.
 3. Potential Revision: Give a longer timeline to achieve 100,000 attendance as that goal is currently larger than venue capacity for in-person attendance.
 4. Potential Revision: Remove "Speaker Visibility" goal unless we can identify a good metric for measurement.
- iii. Proposed Goal: Create action items for each goal.
 - iv. Proposed Goal: Ask Co-Chairs of the Program Committee to pick 1 or 2 of the Strategic Plan goals to focus on implementing.

V. Meeting Adjourned at 2:10 PM