



Conference on World Affairs

UNIVERSITY OF COLORADO **BOULDER**

BOARD MEETING MINUTES

September 19th, 10:30 am - 12:30 pm, Macky 230

CWA Board Present: Charlene Coutre, Bruce Fredrickson, John Griffin, Betsy Hand, Tina Marquis, Tess Rose, and Peter Spear

CWA Board Absent: Tracy Ferrell and Manuel Laguna

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. Tess Rose's first in-person meeting.
- b. Public Comment
 - i. No Public Comment.

II. Administrative Matters

- a. Approval of August 15th, 2017 Board Minutes
 - i. Motion by Bruce Fredrickson, Seconded by Betsy Hand, All in Favor, Approved.

III. Committee Reports

- a. Program Committee (Betsy Hand)
 - i. Over 30 invitations have been sent out.
 - ii. The Program Committee is focusing on increased diversity and gender equity within the invitations.
 - iii. The committee is revisiting the dates of the 2018 planning schedule.
- b. Community Engagement (Betsy Hand)
 - i. The problem the Community Engagement Committee has identified is the community's familiarity with the CWA and the accessibility of the conference.
 - ii. The committee has prepared a list of strategic recommendations for improved community outreach.
 - iii. Betsy Hand will distribute to the Board in advance of the next meeting.
 - iv. Agenda Item for Next Meeting: Review Committee Recommendations.
- c. Office – 2018 Budget (Alan Culpepper)
 - i. The 2018 Budget is based upon the 2017 actuals and includes areas of potential savings and areas of exposure.
 - ii. The Office is currently working with CU's Advancement Team to create a tailored strategy for CWA's University fundraising.
 - iii. Board Recommendations:

1. Include expected income on the 2018 Budget, noting degree of vulnerability
 2. Add an expense to the budget for replenishing the reserves used in 2017
- d. Fundraising Committee (Alan Culpepper)
- i. The Committee serves as advisory group for office initiatives.
 - ii. Current initiative: Building a new individual donor benefits package for the 70th anniversary. It is planned to be distributed at the end of October.
 - iii. Change in Benefits: 2 complimentary jazz tickets offered with a \$150 donation in place of the current \$100 donation level.

IV. New Business

- a. Strategic Plan Review (cont.) (John Griffin)
- i. Board Goal: Identify the priorities & strategies for the next few years and identify the barriers in achieving the strategic goals.
 - ii. Board Priority: "Financially Sustainable" Metrics
 1. Board Directive: Move the "Shared Financial Responsibility" metric from the "Collaborative" goals into the "Financially Sustainable" goals.
 2. Idea: Recruit a Fundraising Point Person on each Sub-Committee
 - iii. Board Priority: "Diversity" Metrics
 1. Office to add "diversity strategy planning" to the agenda of the next Program Committee Chair's Retreat
 2. Idea: Review how the diversity statistics are measured, as 89% of the audiences agree that there was diversity on panels.
 - iv. Proposal – by Betsy Hand: Hold the 2019 CWA from Tuesday 4/9 to Saturday 4/13
 1. This would be a pilot year experiment with the intent of increasing audience diversity, attracting more students and working-age professionals.
 2. Motion by Betsy Hand, Seconded by Tina Marquis, All in Favor, Approved.
 - v. Board Priority: "Program Committee Composition" Metric
 1. Goal: Increase involvement of Faculty within the Program Committee
 2. Idea: Include a Faculty Liaison/Advisor role within the Sub-Committees
 3. Idea: Utilize the summer months for faculty involvement

V. Items for Future Agendas

- a. Review of the Governance Structure
- b. Review Community Engagement Committee Recommendations
- c. Respond to the Business Plan Committee Questions
- d. Review Composition of the Board

VI. Meeting Adjourned at 12:30 PM