



BOARD MEETING MINUTES

August 19th 2016, 8:00-10:00 a.m., IBS 155B

CWA Board Present: Charlene Coutre, Tracy Ferrell, John Griffin, Meredith Maney, Tina Marquis, Marc Rochkind, Stephanie Rudy, Peter Spear and Tom Zeiler

CWA Board Absent: None

Attendees: Betsy Hand (Community Vice-Chair), Katie Grady (Conference Coordinator), Erin Rain (Sr. Manager of Marketing and Media Relations) and Amanda Roper (Outreach Coordinator)

Minutes prepared by: Katie Grady

I. Preliminaries

- a. Board Introductions
- b. No Public Comment
- c. Approval of 7/8 Board Meeting Minutes
 - i. Motion by Tina Marquis, Seconded by Tom Zeiler, Three Abstentions, Minutes Approved by remaining members
- d. Upcoming Dates
 - i. Monday, August 22nd – First Day of Fall Semester Classes
 - ii. Wednesday, August 24th – CWA Welcome Back Potluck at Koenig, 5:30 – 7:30 PM
 - iii. Sunday, August 28th – Program Committee Chairs Retreat
 1. First of its kind and will be held at the Boulder Country Club from 12 – 4 pm
 2. One agenda item is to review the goals of the Strategic Plan and identify ways they can be supported by the Program Committee
 - iv. Thursday, September 8th – Next Board Meeting in Macky 230, 8 – 10 am

II. Old Business

- a. Proposed Strategy to Gather CWA 2017 Attendee Contact Information
 - i. The Board finds the strategy a good step towards identifying the CWA audience and obtaining contact information, and offered a number of recommendations
 - ii. Need a term other than “registration”?
 - iii. “Registration” through the App
 1. The current “advanced features” are not a strong enough incentive to register
 2. Board proposes that login be required to use the App in general
 - a. Name and Email Required, Demographic Questions optional
 3. All registration/e-mail sign-ups should be connected (website, app, livestream) so that it does not have to be repeated.
 - a. Might require a log-on username and password
 - b. Give those registering options of what communications they receive
 4. Plan to Increase App Usage
 - a. Have a student-run help desk for how-to download the app
 - b. Have app screen tutorials (how-to download and its features) playing in venues in advance of panels
 - c. Publicize the app further in advance of the Conference
 - d. Have OIT boost bandwidth of UCB Guest in the UMC during the week
 - iv. Non-Electronic Registration
 1. Have paper sign-in at the information desk to capture population without email

- v. Student Registration
 - 1. Proposal to swipe Buff Cards when giving priority entrance to students
 - 2. Good way to capture data and provide professors reports of student attendance
 - 3. Would need to ensure the accuracy of the Buff Swipe Data (have been problems)
- vi. Future of Acquiring Information
 - 1. This year we will evaluate the success of our strategy by comparing the estimate of unique attendees to the actual number of “captured” attendees
 - 2. In the audience survey, a question may be posed re: openness to registration
 - 3. Provide explanation of how registration would help us better serve the audience (this year and in future)
- vii. Registration & Going Green Initiative
 - 1. Proposed Initiative: Only print half of the programs printed this year and eliminate the Daily Camera insert. Have printed programs available upon arrival to Conference and available electronically prior to the Conference.
 - 2. Email the program electronically first to those who have provided info
 - 3. Rather than have the Daily Camera programs serving as an advertisement, purchase ads leading up to the Conference, print the schedule in the Boulder Weekly, and provide key event details in advance (keynote, plenaries etc).
 - 4. The office will further explore this Initiative and revisit with the Board

III. New Business

- a. New CWA Website
 - i. Erin Rain and Amanda Roper have designed a new website on the CU platform with CU branding to be launched in the coming weeks.
 - 1. Idea proposed to include CWA “Be Boulder” branding: Be Curious. Be Worldly.
 - ii. A “CWABoard” email will be created and listed with the Board Members’ names
 - iii. Participants will have their own section of the website to enter and receive information
 - iv. Archives section will still connect to the Norlin Library Archives
- b. Fundraising Structure for 2016 – 17
 - i. Creation of a Three Tier Strategy targeting Corporate Sponsorships
 - 1. Tiers 2 and 3 will be the focus of the Fundraising Committee (chaired by Tina Marquis)
 - 2. Alan Culpepper will manage Tier 1 and conduct tracking and provide standardized materials for all Tiers
 - 3. John Griffin working with John Tayer as well
 - ii. Impact of Advancement Home Change to A&S
 - 1. Creates more opportunities for large (\$10k+) and planned gifts nationally
 - 2. Presents some administrative and strategic challenges as well that John Griffin will be discussing with A&S
 - 3. John Griffin to meet with the Chancellor to further discuss the impact on CWA, including accounting procedures
 - iii. Other Proposed Fundraising Ideas
 - 1. Office to build a “Statement of Needs”
 - a. Will give the community an understanding of the costs behind running the CWA and where gifts are needed (i.e.: paying for venues)
 - b. Will provide the program committee with the material to be CWA “ambassadors”

2. Donor Dinners – potentially one hosted by the Chancellor
 3. Use Testimonials: Students, Volunteers, Donors, Corporations, Housers
 4. Join a Gift Catalog website where people can gift CWA donations
 - a. Stephanie Rudy has a connection she is introducing to John Griffin
 - b. Different donation levels can be for gifting different CWA needs
 5. Hold a Keynote Reception with High-Level Donors
- c. Progress Against Strategic Plan
- i. 2016 data of the Strategic Plan elements were evaluated in relation to the 4-year goals
 1. Green (on track), Yellow (area of concern), Red (needs corrective action)
 - ii. Conversation to be continued next meeting

IV. Meeting Adjourned at 10:05 am

- a. On Agenda for the Next Meeting
 - i. Continue: Progress Against Strategic Plan
 - ii. Review of the 2017 Line Item Budget by Alan Culpepper
 - iii. Proposal for “Greening the Conference”