

**CONFERENCE ON WORLD AFFAIRS  
UNIVERSITY OF COLORADO BOULDER**

**BOARD MEETING  
January 15, 2016, 8:15 a.m.**

**MINUTES**

Prepared by Erin Rain

**CWA BOARD**

Present: Kristina Avery, Tracy Ferrell, John Griffin, Don Grusin (via Skype), Tina Marquis, Marc Rochkind, Stephanie Rudy, Peter Spear, Tom Zeiler

Absent: none

Other: Margaret DeMichelis, Senior Director of Development, Music, Arts & Culture; Erin Rain, Sr. Manager of Marketing and Media Relations; Amanda Roper, Outreach Coordinator

**PUBLIC COMMENT**

- No public comment

**PRELIMINARIES**

- Approval of minutes from board meeting 12.18.15
  - Motion by Spear to approve minutes, seconded by Rochkind, unanimous approval
- Announcement of new CWA Conference Coordinator hire
- Spring 2016 meetings
  - Board agreed to Friday morning meetings in Spring

**OLD BUSINESS**

- Revised governance structure
  - Chair requested confirmation if governance structure revisions were implemented correctly
    - Spear asked for clarification on community member definition to state non-CU affiliated, Chair will implement
    - Grusin suggested rewording of “ownership,” with unanimous agreement (changed to “stewardship”)
    - Proposal by Chair to retain Spear on board for remainder of his term despite revision of governance structure; Motion by Rudy and Marquis to grandfather Spear on board for remainder of term. Board approved with Spear abstaining
- Open Session
  - Board decided that an Open Session be scheduled for after the 2016 conference to obtain feedback, and suggestions were made to publish the information in the conference program and newsletter

- Motion by Chair to postpone Open Session until after CWA, seconded by Grusin with unanimous approval
- Initiatives to Enhance the quality of the CWA Experience
  - CWA “App”
    - Learned that information the board wants to capture likely not required to be provided through App usage
    - Rochkind reminded board of need to capture attendee data to meet strategic plan objectives
    - Board agreed to continue with app development and look for other ways to incentivize capture of attendee data for planning purposes
    - The App may permit attendees to denote panel interest but will not allow reserve or priority seating
- Business Planning
  - Chair met with Eric Bruno at Leeds about partnering with his business planning class
  - Chair met again with Paul Jerde, business consultant

## **NEW BUSINESS**

- CWA 2016 program committee report
  - Delivered by Stephanie Rudy
  - Over 80 confirmed speakers have accepted
  - Rudy noted the many collaborations for this year’s CWA: Colorado Music Festival, CU Art Museum, Cultural Events Board, CU Student UN, Timmy Global Health
  - Program Committee has transitioned from speaker recruitment to panel building
  - Roper is working on developing concurrent events
  - Speaker list to be announced near end of January
    - Spear & Rochkind agreed speakers should be announced soon to faculty and community, board discussed purchasing advertising to promote event in March
  - Keynote speaker announcement moved to early February
  - Program Committee member resignation
    - Chair announced that a program committee member has chosen to step down due to the invitation of a participant to the conference, requested feedback from board
    - Board provided feedback to Chair for consideration
- Campus engagement subcommittee report
  - Kristina Avery, subcommittee chair, reported on the activities of the subcommittee
  - The subcommittee met in January and was able to develop some measureable objectives
    - Aligning conference schedule with student schedules

- Contacting faculty to increase student engagement
- Fundraising subcommittee report
  - Tina Marquis, subcommittee chair, reported on the activities of the subcommittee
  - Currently working to develop new relationships within community
  - Monday night (4/4) community dinner being held
- Conference moderation
  - Chair suggested changes to the moderation selection process and a change to the Q&A format to allow for more community involvement and better student engagement
  - A board member agreed to the need for an update to the current format
- Adjourned by Chair at 10:00am