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
  o Motion by Spear to approve minutes, seconded by Rochkind, unanimous approval
• Announcement of new CWA Conference Coordinator hire
• Spring 2016 meetings
  o Board agreed to Friday morning meetings in Spring

OLD BUSINESS
• Revised governance structure
  o 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
  o 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
  o 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
  o Chair met with Eric Bruno at Leeds about partnering with his business planning class
  o Chair met again with Paul Jerde, business consultant

NEW BUSINESS
• CWA 2016 program committee report
  o Delivered by Stephanie Rudy
  o Over 80 confirmed speakers have accepted
  o 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
  o Program Committee has transitioned from speaker recruitment to panel building
  o Roper is working on developing concurrent events
  o 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
  o Keynote speaker announcement moved to early February
  o 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
  o Kristina Avery, subcommittee chair, reported on the activities of the subcommittee
  o The subcommittee met in January and was able to develop some measurable objectives
    ▪ Aligning conference schedule with student schedules
• Contacting faculty to increase student engagement

• Fundraising subcommittee report
  o Tina Marquis, subcommittee chair, reported on the activities of the subcommittee
  o Currently working to develop new relationships within community
  o Monday night (4/4) community dinner being held

• Conference moderation
  o 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
  o A board member agreed to the need for an update to the current format

• Adjourned by Chair at 10:00am