

Minutes

Board of Directors Meeting
June 24, 2019
Embassy Suites
1441 Canyon Del Rey Blvd
Seaside, CA 93955
8:30am – 3:00 pm

In attendance:

Jessica Luedtke (President), Cinnamon Danube (Vice President), Ryan Cherland (Treasurer – Phoning in), Brianna Moore-Trieu (Past President), Erin DeSantis (Secretary), Vikash Lakhani, Monica Malhotra, Rosa Belerique, Leeshawn Moore, Deborah Lee, Kris Krishnan, Nga Phan (phoning in)

Meeting was called to order at 8:37am.

1. Review/Accept November and February and Minutes (DeSantis)
 - One change was discussed and was updated.
 - Jessica made a motion to approve November Minutes. Leeshawn seconded the motion. Board approved.
 - Jessica made a motion to approve February 2019 minutes pending update of 3rd item from dashboard. Vikash seconded the motion. Board approved.
2. Financials
 - a. Revenues and expenses report (Cherland)
 - Discussed balance and outgoing funds. Discussed incoming deposits. Compared to last year, we are approximately \$5,200 lower than we were at the same time last year. This is largely due to deposits being made for current conference and next year's conference.
 - At this time in 2017, we were at over \$118,000. This is due to increased costs at conferences, i.e. Karaoke, bling, AV through hotel, etc.
 - In general, we are doing ok, but we need to watch how we are spending the money.
 - Kris inquired about next payment due for 2019 CAIR Conference hotel.
 - Cinnamon noted that the next 2020 conference deposit will be due soon.
 - Conference planning is happening sooner, resulting in deposits going out sooner for next year's conference at same time as current year conference deposits.

- Currently paying \$150 a month for web hosting services. If we are exploring other vendors or choices, if we can come in under that amount, that would be great.

3. Administrative Management (DeSantis)

a. Listserv

- Currently, listserv is working ok with few issues reported so Erin recommended keeping listserv as is.
- Email for listserv was changed to CAIR Secretary email address with all documentation on the CAIR Drive.

b. Account Management (email, folders, LinkedIn, FB)

- Questions about who should manage which accounts.
- Suggestion that Board Member in charge of social media should manage all social media accounts using the social media email address when possible.
- Question about whether president or secretary should manage the email and google account.
- Secretary will work with President to move tasks related to email assignment, email deactivation, and administration of google drive to secretary role.

c. Successor For Secretary

- Term/Length of service
 - Erin proposed extending the term of the Board Secretary due to amount of work and difficulty with transition of person in secretary role year after year.
 - Discussed 2 or 3 year term and shadowing in the last year to make the transition easier.
 - Jessica makes motion to change Secretary term to 2 years with an option to make it a 3 year term. Brianna Moore-Trieu second the motion. Motion approved by all board members.
 - Discussed how to move forward with extending term one additional year for Erin in the Secretary role. This discussion was tabled for further discussion at the August meeting. Logistics will be figured out at that time and voted on by board.
 - Updated Secretary term will be added to the CAIR bylaws.

4. CAIR at 2019 Conferences

a. WASC ARC & WSCUC Partnership (Lee/Moore-Trieu)

- Deborah – meeting was well attended, gave away a lot of CAIR info and swag, consultations were asked at the CAIR booth. There was a lot of attendees at the photo booth.
- Leeshawn – had a session and the room was full and standing room at the back. Lots of individuals asking about how to run an office and were wondering about IR and how to run a one person office.

- Kris - Also a lot of questions about calculating FTE and other assessment related items.
 - Great platform for CAIR to promote our conference and what we do.
 - Highlighted that CAIR trains IR professionals in California in assessment across all sectors.
 - Discussed having an invited session on program review due to questions and interest in this topic
- b. AIR (Danube/Moore)
- Main themes from CAIR presentation at AIR: Accreditation/assessment/program review, Data governance/sharing/access/quality/infrastructure, business intelligence/self-service reporting, and strategy/leadership
- c. Optimizing use/outcomes of these sessions (Danube/Moore)
- Discussed in conversation with AIR and WASC/ARC
- d. Photobooth, list serve next year (Lee)
- At WASC, individuals mentioned that listserv is only used for job postings and members would like to see more blog posts and discussions on listserv.
5. Awards and Scholarships
- a. Sam Agronow Scholarship – Review new scholarship requirements (Belerique)
- Guidelines have been updated
 - Opened up so there are two tracks: Student with IR office affiliation or Early Professional
 - Discussed wording around how CAIR can distribute funds for these scholarships. Ryan C. recommends that we aim to distribute funds to an organization first rather than an individual or disperse as a reimbursement so we can have the receipts.
 - Adding the need for winner to set a budget for how they will use the funds.
 - Updated conflict of interest portion to allow more potential applicants.
 - Rubric has been created to assess applications for this scholarship.
 - Committee will review the updated information and finalize details to send out call for scholarship applications.
 - Jessica made a motion to approve changes to scholarship (adding second track and update to conflict of interest details). Cinnamon seconded the motion. Board approves motion unanimously.
- b. Best Presentation / Best New Presenter Award Guidelines (Moore)
- For best presenter to attend AIR, the institution pays for AIR conference and we reimburse after.
 - Want to add questions that presenters will be evaluated on so they are aware of how they will be evaluated.
 - Want to add a mentoring focus to encourage presenters in how they tell the story. Trying to enhance presentations and raise the bar.

- Further discussions needed around winning best presenter multiple times.
6. CAIR 2019 Committee/Tasks Updates (inter-committee due dates/progress/needs)
 - a. Local Arrangements (Phan)
 - Committee has local things to do from volunteers and information will be forwarded to the Board for members who need it for their committees.
 - Additional suggestions were mentioned and will be sent to Nga to add to the list.
 - Thinking about putting out the option for a walking group in the morning
 - b. Conference Proposals (Lakhani)
 - New Track added, “CAIR Talks”, and is similar to a ted talk presentation. 45 min presentation with 10 min talk by multiple professionals and time for questions and discussion
 - New session topic “Humanizing data”
 - Adding more points to the scale with .5 increments
 - Will also do interrater reliability scores for proposals.
 - Number of proposals currently at 11 proposals. Last year at this time we only had 9. Most proposals will come in during the last few weeks.
 - c. Conference Schedule Organization (Luedtke)
 - 96 total sessions if we do 8 rooms. The current contract is 6 rooms but we can do it as 8 rooms. Room sizes will vary.
 - There will be space for 6 90 min workshops. Last year we only had 2.
 - 5 Invited sessions
 - 9 Sponsor led sessions
 - Leaves 65 concurrent or panel CAIR talks.
 - There is space on Thursday or Friday for poster presentations. Potentially up to 8 posters for each poster session.
 - Need to check with hotel to see if they have poster boards available.
 - d. Planning of rooms/facilities/etc. (Luedtke)
 - a. Conference Bags
 - Jessica is thinking of doing insulated shopping bags.
 - Also thinking about purchasing back of the phone case and participants can choose.
 - b. Number of sessions/meeting space updates
 - Discussed above
 - Changes may require an updated or new AV contract, etc.
 - c. Accommodations for the session types
 - i. Concurrent session (rounds)
 - Rounds and lecture and one room that is classroom
 - ii. Workshop (rounds)
 - Mostly rounds with 1 classroom and 3 lecture
 - iii. Panel/Symposium (rounds)
 - iv. Poster Session (TBD)
 - e. Keynote speakers (Luedtke)

- 2 keynote speakers and 1 panel session
 - Sabrina Crawford – in IR, two time CAIR president in Florida and working with guided pathways initiative with Community Colleges.
 - Ryan J. Smith – works for LA Partnership – in K-12 education system and works with various equity issues.
 - Panel speakers on Friday – Brad Philips is moderator, has worked with UCS, CSUs, etc and panel will speak to bring data literacy to the campus. Panel title is:
 - One panelist is from a CCC but need suggestions for individuals from the other segments.
- f. IR 101 Series (Moore)
- 7 different workshops with 4 new workshops this year
 - Session on surveys
 - Life after death by PowerPoint
 - Telling your story with data
 - Power BI
 - Looking to confirm an SQL workshop
- g. CAIR Historical Exhibit (Phan)
- Not many changes since earlier this year. All items are in the folder on the drive.
 - Not enough content to create a poster for the conference at this point.
 - Recommendations for having a webpage for this information instead of a poster for the conference.
 - Will use the information gathered in the PowerPoint slide deck used in the main session at the conference.
- h. Conference Program Construction (Krishnan)
- In very early stages of creating the document. Has some content but waiting for additional info for content.
- i. Sponsorships (Danube)
- a. Progress on signed/interested
 - 5 sponsors who have signed (SAS, CampusLabs, eVisions, HelioCampus, Interfolio)
 - 4 are interested (Elsevier, Precision Campus, RP Group, 12Twenty)
 - Have new contacts from AIR and have sent on several communications to all sponsors on contact list.
 - b. Sponsor/Attendee game & Prizes
 - Questions about whether we should do the same activity as last year or if we should change it slightly so that attendees do not get bored with the activity because they completed it in prior year.
 - Deborah mentioned that sponsors as WASC were asked to submit a trivia question related to their organization and that might be a good way to mix up the current activity.

- Will have attendees visit at least 3 sponsors and must find out the sponsors trivia question and get the paper signed off.
 - Looking for ideas for sponsor activity prizes.
 - Look at options that are related to local area
- c. Sponsor Guide
- No real update
7. Food tasting/lunch – 11:30-12:30pm
- j. Conference Presentation Slides and Media (Lee)
- Received quotes on a CAIR logo
 - Approximately \$300 and comes with several clean logos in different formats. Sticking with similar concept if not the same design.
 - Possibility of having someone do a redesign of our current logo. Not a complete rebrand but a refresh of the logo.
 - Sticking with same colors we currently use and doing minimal changes.
- k. EventBrite Registration (Belerique)
- Current registration is at 33. Last year at this time, there were only 24 so we are ahead.
 - Major jump in registration is typically in August.
- l. International Inclusion (Phan)
- Contact for this has been out of town but Nga will connect with him soon.
 - Jessica asked Nga to find out if the international inclusion contact wants her to do a quick intro for this.
 - Main goal is to try to bring back international attendees
 - Have reached out to several organizations, South African IR, etc. but have not had much response
 - China seems to have the best relationship with us
- m. Social Media Campaign/Gamification of CAIR engagement (Lee)
- No updates
 - Will do the same thing as last year
 - Will still do a \$100 first place winner award
 - Will also work on other engagement options for our CAIR attendees
- n. Conference Mobile App (Moore)
- July is when app creation will start
 - This year, the template will be sent out to the committee so that items can be put in order
 - Leeshawn and Vikash will connect to work out the details of getting this sorted out
- o. Session Facilitators and Evaluations (Krishnan)
- In early stages. Will contact facilitator group at end of July.
- p. CAIR-aoke (Moore)
- No real updates. Will do this again for this year.
- q. Conference Photos and Videography (Malhotra)

- Deborah will add photos from last year (twitter or Instagram or her phone) to folder on drive for use on the website.
 - Committee will be used for future planning of photos and videography for CAIR
 - Are their volunteers who can take pictures?
 - Should videography be an option for the future?
 - Photos from Attendify app are available for download as well.
- r. Overall conference evaluations (Lakhani)
- No major changes. Committee has reviewed document and have approved it.
 - Committee will help summarize findings after data is collected
8. Site Selection
- a. 2020 update (Danube)
 - No new updates
 - b. Hotel and Site Selection for 2021 (Luedtke)
 - This will go to incoming VP. Once it is voted upon, they will put their committee together.
9. Non-Conference Committee Updates
- a. Board Nominations (DeSantis)
 - Email address to send applications in was incorrect on the form so that was updated and send to Jessica. This update will be sent out.
 - b. Board Selection Process (Danube)
 - Waiting for applications
 - Will connect with committee
 - c. Facebook/Social Media Updates (Lee)
 - Moving accounts over to social media email account
 - Will do similar posts on social media during this year's conference of presenters and thanking institutions for sending their campus to our conference.
 - Going to open an Instagram account for CAIR.
 - d. Dashboards Update (Malhotra)
 - Dashboards have not been updated yet.
 - e. CAIR Website Conversion (Malhotra)
 - Need to figure out hosting packages and options
 - Content is fully developed but need to iron out banner and colors.
 - Unable to get ahold of webhosting group to get info on hosting packages.
 - Resources page has been updated. You can click items you are interested in and the list will populate related items.
 - Vikash recommended a search box option as well.
 - f. CAIR Reading Nook (Luedtke)
 - Received suggestions from most people but still waiting for suggestions from others.
 - g. The CAIR Report (Moore-Trieu)

- Past presidents are serving on this committee
 - Received 4 submissions
 - Working with all of them to be a part of a publication
 - Past Presidents are very engaged in this process
 - Will engage Upwork to design and format the cover of the online publication
 - Will have a certificate for those who publishing so will work with the Secretary to get these printed and names of publishers
- h. Administrative Documentation (Moore-Trieu)
- Jessica and Brianna will consult on this

10. Other 2019 Business?

- No additional business

11. 2020 Business (Danube)

- a. In person/Virtual meetings
- Cinnamon proposes 1 less in person meeting in favor of a virtual meeting. This will cut down on costs associated with travel with a larger board.
- b. Tools/Software and sustainability
- Make a list of all tools we are currently leading and go from there to see what is sustainable and what is not.
 - Figure out which tools are essential and go from there with costs.
 - Can have this built into committee assignment
- c. Vendor for conference planning
- Gauging interest in hearing vendor pitch
 - Board was not interested in this vendor.

12. Next meetings (Luedtke)

- a. Late August Virtual Meeting (date/time TBD)
- Will send out doodle to set time for this meeting.
- b. Tuesday, November 5 - Embassy Suites Hotel, Seaside, 10am to 3pm (approximate times)

Meeting adjourned at 2:44pm