

Minutes

Board of Directors Meeting

January 30, 2020

Zoom: <https://ucmerced.zoom.us/j/488329945>

9:30 am to 4:30 pm

In attendance:

Cinnamon Danube (President), Rosa Belerique (Vice President), Erin DeSantis (Secretary), Andrew Cress, Cheryl Harris, Meiling Tang, Roop Prabhu

Orientation was called to order at 930 am.

9:30 a.m. –President, Vice President, and New Members

1. New Board Member Orientation (Danube/Belerique)
 - a. New Members – Cress, Harris, Tang, Prabhu
 - b. Navigation of Drive
 - c. CAIR email addresses and Group email
 - d. Travel Reimbursement & keeping costs low
 - e. Bylaws
 - f. Privacy policy
 - g. Expectations of a Board Member & Overview of Board Roles

In attendance:

Cinnamon Danube (President), Rosa Belerique (Vice President), Jessica Luedtke (Past President), Ryan Cherland (Treasurer), Erin DeSantis (Secretary), Vikash Lakhani, Monica Malhotra, , Deborah Lee, Nga Phan, Andrew Cress, Cheryl Harris, Meiling Tang, Roop Prabhu

Meeting was called to order at 10:05 am

10:00 a.m. – General Session for All Board Members

1. New Board Member Welcome (Danube)
 - a. [Welcome and introductions of board members](#)
2. Review/Accept November Minutes (DeSantis)
 - a. [Board meeting minutes from November and January to be sent out and approved at the June meeting.](#)
3. Financial (Cherland) – 20 mins
 - a. Revenues and expenses report

- Financial position remains sound
- Need to explore ways to decrease expenses or increase revenue because we are losing about \$6k per year
- Calendar year expenses vs conference netted income discussed
- Ryan Hoadwonic on board to help support Treasury duties
- Discussed looking into a better yielding savings account and safeguarding business practices
- Discussed savings related to January virtual meeting rather than in person meeting
- Viewed expenditures for past 3 conferences to plan for future of CAIR

b. Travel reimbursement form

- Discussed changes to reimbursement for mileage and process for requesting reimbursement

c. 2020 Conference Pricing

- Registration & Sponsorship Pricing
 1. Discussion of raising price for conference
 2. We are well below on our price when compared to other organizations and we offer a lot of food and receptions items for our attendees.
 3. Discussed what kind of increase will help with expenses but also be reasonable.
 4. This is important to keep in mind to keep up with inflation to ensure we can still provide a high quality conference for attendees as costs for putting on the conference continues to increase.
 5. Discussed putting in regular increases to account for inflation
 6. Vikash – motion for increase registration by \$25 resulting in registration of \$360 for early bird and \$410 for regular
 7. Second - Jessica
 8. All in favor: all but Nga
 9. Opposed – Nga
 10. Abstained – None
 11. Discussed how to communicate with attendees
 12. Discussed fees for Retiree/Student registration and what other organizations do
 13. Motion to increase Retiree/Student rate to \$150
 14. Rosa Second
 15. All in Favor – Cinnamon, Andres, Roop, Vikash, Cheryl
 16. Opposed – Meiling, Monica, Erin
 17. Abstained – Nga
 18. Motion passes with majority Vote
- Sponsor Pricing & Opportunities (Danube/Belerique)

1. Should consider this pricing structure to see how it compares to other conferences. Discussed whether we should leave this as is or consider increasing.
2. Will not increase this year but something to think about in future

4. CAIR 2019 Conference Reporting – 40 mins

- a. Final Registration (Belerique)
 - 341 final registrations for 2019 conference
 - Steady increases each year by North/South
- b. Conference App (Belerique/Lee)
 - Looked at quick analytics for the Attendify app.
 - Less downloads of app
 - Less interactions than last year but average is about the same
 - Schedule is accessed most
 - WIFI tab was looked at the most as well as the menu. Menu was new this year and was accessed quite a bit.
 - Will hold a smaller group meeting in February to discuss streamlining the process and data flow between the event app and proposals, etc.
- c. Facilitators/Session Evaluations (Phan)
 - i. Facilitator coverage
 1. Tabled until discussion of recommendations
 - ii. Response rates for sessions
 1. Tabled until discussion of recommendations
 - iii. Overall report of satisfaction by attendees
 1. Tabled until discussion of recommendations
- d. Social Media Campaign & Conference Photos (Malhotra/Lee)
 - Discussed analytics and things to keep in mind with new branding for CAIR
 - Engagement in social media has gone up
 - Discussed promoting highlighted sessions again and the success of it
 - Scheduled when media would be posted and it was positive
 - Discussed projects that were implanted over the 2019 year and the outcome
 - Discussed use of new images moving forward
 - Conference photos are on the drive. Looking through images and will use several for the website
 - Will identify key content areas and a few stand out photos for use in those areas
- e. Overall Conference evaluations (Lakhani)
 - 68 participants on survey, low response rate
 - Evenly split between areas of improvement
 - Presentations should have been better vetted but others really enjoyed the presentations
 - Food was a big positive but a few comments about healthier options
 - A comment or two on keynote Wednesday not seeming applicable

- A few comments about it being awkward having to go through sponsors to get to things
- Recommendation to state who the primary audience is for sessions

12:15 to 12:45 p.m. – Lunch

- f. Award Committee Report – awardees, announcement of awardees
 - i. Best Presentation & Best New Presenter (Belerique)
 1. How many votes each presentation received
 2. Best presenter is different because its someone who is new to CAIR but
 3. Best Presentation - Brianna Moore-Trieu and Ola Popoola for *Once Upon a Time There Was an Institutional Researcher*. It received the most votes for best presentation and was part of CAIR talks track
 4. Best new presenter – Freddie Zenteno for IR 101: SQL for Beginners. Single presenter with a perfect rating and most votes for their best presentation. First-time at CAIR
 5. Discussed best presentation and best new presenter getting certificates rather than plaques starting in 2020 for 2019 winners and move forward
 6. Motion to accept Best Presenter: Rosa
 7. Monica Second
 8. In favor: All
 9. Opposed: None
 10. Abstained: None
 11. Motion to accept Best New Presenter: Rosa
 12. Second: Vikash
 13. In Favor: All
 14. Opposed: None
 15. Abstained: None
 - ii. Sam Agronow Scholarship (Belerique)
 - 1.
 - iii. AIR Travel Grant (Danube)
 1. Approved and is moving forward
- g. Sponsorships report and evaluation (Danube/Belerique)
 - Discussed income from sponsors
 - SAS – Platinum
 - New Sponsor = Interfolio and Kai Analytics
 - Adds on this year were CAIR-Aoke but that was it. Lower than previous years
 - Sponsor Feedback: 14 response to sponsor feedback. All sponsors were happy with overall support. For attendee interaction, less satisfaction.

- Sponsors wanted us to encourage more interaction with attendees, for attendees to bring business cards, have more sponsor based sessions, tweak scavenger hunt game.
 - Recommendations for better sponsor interaction: Get them out from behind their tables, make it easier for sponsors and IR groups to present together.
 - Need to help CAIR attendees reframe how sponsor interactions go and who our sponsors are.
- h. CAIR-aoke - Logistics and Programming, food, sponsor opportunity (Luedtke/Danube/Lee)
- Went well but lots of hotel support (i.e. DJ and lighting). Deborah and Leeshawn kept it moving and going. Overall it went very well.
- i. Other conference thoughts and observations (All)
5. Task Lists/ Folders/ Check-Ins / Volunteer Survey (Danube) – 5 mins
- a. Be sure to use the final tasks list
 - b. Volunteer survey will be closed in a few days and volunteer contact info will be added to the master list file
 - c. Ensure you are using the folders for documentation so knowledge transfer is easy
 - d. Committee Lead/Participant(s) knowledge transfer (Danube/Belerique) – 5 mins
 - Reach out to prior leads to get the transfer of knowledge as needed
6. CAIR 2019/2020 Committee Outcomes & Recommendations – 45 mins
- a. Administrative Documentation (Luedtke/Danube)
 - What has been done/should be done in 2020 (i.e., Committee timelines, General CAIR timelines, Communication timeline, Document Past President/Officer tasks, Revisit Update/Reduced CAIR Manual, etc.?)
 1. One time committee to get things up to date
 - Software use document (Danube)
 1. Discussed if we wanted to look at this document again this year
 - b. The CAIR Report – (Luedtke)
 - i. 2019 was the first year and issue of The CAIR Report publication
 - ii. Application has been sent out to submit an article for The CAIR Report 2020
 - iii. Have had some interest in individuals to be reviewers
 - iv. We did receive an ISSN number for the issue
 - c. Marketing Committee
 - i. Social Media Campaign (Malhotra/Lee)
 1. No additional updates

- ii. Establishing Partnerships – WSCUC, ACCJC, RP Group, etc. - (Danube/Luedtke/Lee)
 - 1. Ongoing meetings with WSCUC/WASC to discuss partnership with CAIR
 - 2. Eventbrite registration data summary RE conference participation across segments (Belerique)
 - a. Viewed data on institution attendance at CAIR
 - b. 100% UC Participation and only Maritime Academy in the CSU has not attended.
 - c. Lower representation by CCCs, and Private for and not for profit institutions.
 - d. Discussed marketing and outreach for new CAIR attendees at new institutions
- iii. WSCUC Partnership (Danube/Luedtke/Lee)
 - 1. Cinnamon to discuss partnership tomorrow
- iv. CAIR at other Conferences in 2020 – Who is going and can represent/present for CAIR? Past presentations for use this year? (Danube/Luedtke)
 - WASC ARC – Deborah generally attends and Rosa will be there this year as well, Andrew, Meiling, Erin
 - AIR – Rosa and Andrew attending
 - ACCJC? – No attendees
 - Others? – No other conferences mentioned
- v. International Inclusion (Phan)
 - 1. **Tongshan** is incredibly helpful with the recruitment for this effort. Under 10 attendees primarily from China
 - 2. Two parts – recruitment and international segment
- vi. Conference Photos & Videography - (Malhotra/Lee)
 - 1. Discussed earlier during meeting
- vii. Public Information Releases/Management - Email/Listserve/Website Releases – (Danube)
 - 1. CAIR Listserv Refresh NEW
 - a. Now calling CAIR listserv communication refresh. Will discuss later
- d. Technology Committee
 - i. Conference App (Belerique/Lee) – No Updates
 - ii. Conference Session Facilitators & Session Evaluations (Phan)
 - 1. Board members filled in session facilitation
 - 2. Some feedback from facilitators: some could not attend after committing, some had a conflict with facilitator schedule, requested to facilitate a different session
 - 3. Cancellations made things difficult to fill in spots
 - 4. Meiling mentioned that some presenters asked why facilitators were necessary. Discussed purpose of facilitator
 - 5. Discussed if there is a better way to collect conference presentations
 - iii. Website Conversion (Malhotra)

1. Discussed timing of conversion to find a time that users are not heavily using the site
2. Discussed new content that was added to the proposed website refresh
3. Recommendation: figure out launch date and work to make final edits and determine what needs to be done in order to hit the launch date
4. Discussed ADA compliance and working to ensure the new site takes this into account. Need an SSL certificate.
5. Motion to approve a switch to HostGator for new website launch for 3year commitment- Jessica
6. Second – Andrew
7. All in favor – Unanimous approval
8. Opposed – None
9. Abstain - None

CAIR 2019/2020 Committee Outcomes & Recommendations, CONT. – 90 mins

e. 2020 Conference Planning

- i. Workshops (IPEDS, 101 series) (Luedtke/Danube)
 - o Continue 101 Series?
 - a. Feedback that 101 sessions are really enjoyed and well attended
 - b. Should look at more workshop setups
 - c. ADA compliance would be a good IR 101
 - o IPEDS, pre-conference / post-conference consideration for 2020?
 - a. Continue partnership, well attended and high demand, excellent partnership; Monday session was iffy; however it was a pilot for IPEDS (connect with Kristina Powers)
- ii. Food & Beverage Selection / AV Request – No updates
 - o 2019 (Luedtke)
 - o 2020 (Danube)
- iii. Conference Schedule Organization – Schedule at a Glance (Luedtke)
 1. No updates at the moment
- iv. Conference Presentation Slides and Media – (Luedtke/Danube/Lee)
 - o Logos, website graphics, conference presentation templates and content
 - o New CAIR Logo – purchase table drape, letterhead, nametags, etc.?
 - a. Secretary to order new nametags in new colors and with new logo
 - b. Deborah to sort out Letterhead and if we need it
 - c. Need to order new table drape. Deborah will get some quotes and we need to decide what we want it to look like and Erin will work with Deborah to get a new one

- v. Keynote Speaker Selection, Introductions & Hospitality
 - o 2019 presenters/panel in line with theme: Mission: Serving the Whole Student (Luedtke)
 - a. Consider costs associated with speakers
 - o 2020 presenters/panel in line with theme “Ethics in IR: Riding the Waves of Data” (Danube)
 - a. Any suggestions for speakers, please submit
- vi. Conference Program Proposals (Sessions and Workshops) Review and Recommendation (Lakhani)
 - o New methodology? Additional raters?
 - a. Jessica recommended having more people looking at each proposal
 - o Continue poster session and CAIR talks formats?
 - a. Will discuss with hotel location options
- vii. Conference Program Construction (Phan)-No Update
- viii. Local Arrangements (Phan) - No Update
- ix. Sponsors (Danube) – discussed earlier in meeting
- x. Eventbrite Registration (Belerique)
 - 1. Need to find a way to share data with Sponsors without violating privacy policy
- xi. Overall Conference Evaluations (Lakhani)
 - 1. Received feedback from committee that the current survey is comprehensive and sufficient
- f. Awards & Scholarships Committee (Belerique)
 - i. Sam Agronow Scholarship – Marketing
 - 1. Recommendation for continuation of 2 tracks for this award
 - ii. Best Presentation - Assessment methods & Selection
 - iii. Best New Presenter - Assessment methods & Selection
- g. About CAIR Committee
 - i. CAIR Dashboard (Malhotra) – No Update; Board members asked to send Monica feedback as part of website relaunch process
- h. Board Officers & Directors
 - ii. Nominations (DeSantis)
 - 1. Start thinking about anyone you would recommend for applying this year.
 - 2. Need 3 new board members and a new Secretary
 - iii. Board Selection (Danube/Belerique) – No Update
- i. CAIR 2021 Site Selection Update (Belerique)
 - i. Discussed site selection process
 - ii. Proposed site was discussed.
 - iii. Discussed proposed dates for CAIR 2021 and any conflicts with the proposed dates

- iv. Motion to approve North Lake Tahoe location for CAIR 2021
10/25-10/30/21 – Rosa
 - v. Second – Vikash
 - vi. All in Favor – Unanimous approval
 - vii. Opposed – None
 - viii. Abstain - None
- j. Administrative Management (DeSantis)
- Listserv
 - Account Management (email, folders, LinkedIn, FB, website, App, Dashboard, EventBrite)
 - Meeting minutes, conference prep
 - Successor for Secretary
 - 1. If anyone is interested or would like any information reach out to Erin
 - Paper handouts of Schedule at a Glance at Reg. Desk (Danube)
- k. Cyber Liability Coverage Committee NEW (Danube)
- i. Cinnamon will reach out to new committee
7. Other business? – None
8. Next meetings (Danube) – 5 min
- June Meeting: June 19th, 2020, Hyatt Regency La Jolla at Aventine, 9:30 am – 4pm
 - Virtual Zoom Meeting: time & date in August/September TBD
 - Pre-Conference Board Meeting: Tuesday, November 17th, Hyatt Regency La Jolla at Aventine, 9am to 3pm

Meeting Adjourned 4:29pm