Minutes

CAIR Board of Directors Meeting Agenda
June 18, 2020, 9:30am-4:30pm
Zoom: https://ucmerced.zoom.us/j/97037564954

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

Meeting called to order at 9:36am

I. Call to order, welcome, and check ins (Cinnamon)
   a. Moment of silence/reflection and recognition of Juneteenth holiday (Rosa)
      i. Rosa discussed/reflected on the importance and meaning of Juneteenth with the group in light of the current state of our nation and in union with the Black Lives Matter movement. Group had a moment of silence.
   b. Meeting management discussion – try to keep Committee updates brief (5-10 minutes) so we can focus on conference planning, excepting where group input is needed
      i. briefly talked about time management and committee updates so that we can ensure we get through our content.
II. Review and approve prior meeting minutes (Erin)
   a. November 2019 Minutes - motion to approve: Rosa, Jessica second, Unanimously passed.
   b. January 2020 Minutes -motion to approve: Cinnamon, second: Andrew, unanimous
   c. March 2020 Ad Hoc Minutes - deferred to next meeting Board Meeting
III. Financials
   a. Treasurer Report (Ryan)
      i. In general, not much has changed. In line with last year.
      ii. Discussed ways to get money back such as a cash back credit card and exploring other savings accounts with better interest rates.
      iii. Had feedback from the board on thoughts with exploring cash back credit cards and if or how they would like to proceed with this.
      iv. Board wanted this to be explored and to get information on options that CAIR has that might work.
      v. It was also requested that we consider what additional policies or rules should be put in place regarding use of the credit card.

      vi.   Reviewed and discussed the past 10 years of financials related to revenues and expenditures. Looked at costs per person for conferences for food and beverage as well as AV costs as well as cost differences for Northern California compared to Southern California.

     vii.   Will revisit this at the August/September meeting with guidelines and proposals from Ryan C and Ryan H. Proposal should include plans for account monitoring (e.g., by CAIR President), ideas for a spending cap or policy regarding what spending would need to be approved by CAIR President.

   viii.   stand alone committee or officers putting something together on how to manage the credit card if it's decided? Decided that officers would consider options and bring them back to the next meeting.

     ix.   Cinnamon brought up having a certain amount of money in reserve in case of an emergency, what that would look like and how CAIR could get there. This was discussed in light of all happening with COVID 19 and not being able to cover a cancellation fee for the hotel at this point.

IV.   Non-Conference Committee updates
   a.   Site selection for 2022 (Cinnamon/Rosa) – could defer this conversation to November meeting? In general, will defer most of this conversation to the November meeting. Action item for Cinnamon, Rosa, Ryan, and Jessica to come up with a proposal to discuss in November.
      i.   Continue to plan so far ahead given hotel deposits? Should we revisit how far out we should secure a hotel? Do we need to do it so far in advance?
     ii.   Continue alternating between NorCal/SoCal every other year? Discussed sending a survey to ask our attendees their thoughts on this and get more information to explore this option.
    iii.   Consider signing multi-year contracts with the same hotel? Wondering if this could save costs and get discounts from hotels for multi year deals.
    iv.   Consider hosting a conference at campus location (rather than hotel)? Could it be cheaper to host a campus location and save costs?
   b.   Listserv/account management (Erin) - no real updates
   c.   Successor for Secretary (Erin)
      i.   Went over secretary tasks and timeline document with Board
   d.   The CAIR Report (Jessica)
      i.   put together a timeline, group of volunteers. Call for proposal was sent out right around the start of COVID. Deadlines were extended but no proposals were sent in.
     ii.   Jessica's recommendation is to hold off on The CAIR Report for this year considering as of now, we only have 22 proposals for conference presenters. Can reevaluate next year.
   e.   Website conversion (Monica)

  i. Brief demo of how to upload content/modify webpage (Monica)
    1. Skipped demo in order to save time but had Erin and Andrew, who had used the new website to add content, give a review of the user document and experience with the new website.
    2. Monica showed the google analytics page for our new website and what information it gives us about website usage.
  ii. Discussion of website sustainability (Monica/Cinnamon)
    1. Responsibilities/process for updating webpage
      a. discussed committee leads being responsible for website updates and see how that goes. Monitor it and see if we need to try something different - re-evaluate in November.
      b. Website management/marketing was added to the skills matrix for new Board Members. Might work to have the new person coming in with that skill be the point person for website updates for the length of their term.
    2. Transitions (e.g., username/login) Not discussed
 a. CAIR Dashboard (Monica) No updates

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 b. Awards and Scholarships
  iii. Sam Agronow Scholarship Award (Vikash)
    1. Timeline: 6/24 (launch) – 8/30 (close)
    2. Not much to report, no real changes.
    3. Reviewing rubric to refine for a better process. Determining whether to use qualtrics or google forms,.
    4. Last year there were 6 applicants, which was the most ever received, so hoping to have another year with several applicants
  iv. Best Presentation & Best New Presenter (Meiling)
    1. Had a brief meeting with last year's lead, Leeshawn Moore, to get information on how this was done last year and to pass on knowledge. Discussed Best New Presenter and parameters around that to ensure its straightforward and fair. Committee will discuss.
    2. It was brought up that there is a disconnect between an award based on presenters but having a session evaluation that is based on an entire session. How can we address this?
    3. Discussed what this looks like if we move to a virtual conference
 c. Board Nominations (Erin)
  v. Timeline: 6/1 (launch) – 7/15 (close)
    1. As of today, there are no applications. This is normal as they usually come in closer to the deadline.
 d. Board Selection Process (Rosa) - Discussed considerations the committee will take into account when choosing new Board members.

e. Cyber Liability Coverage (Cinnamon) - Have tried to contact Linda several times about this but our insurance rep has not gotten back to us yet. Cinnamon will keep trying to contact her to get more information on this.
f. Data strategies for managing attendee, speaker, and session data (Andrew)
   a. Discussed lack of data governance for conference planning and support, the inconsistency of data formatting and the difficulty in accessing historical data and presented solutions.
   b. Discussed goals moving forward: create more uniform data, names and formatting. Create singular person and session records and relate session records with person records in relational database
   c. Recommendations: Data governance committee for 2021, using a customer relations management system like hubspot or salesforce and merging data with listserv records. This would allow for comprehensive records to help with decision making.
   d. Cheryl brought up adding a discussion forum on the website as a valuable resource for members that is not tied to a listserv and an email address.
   e. Cheryl heads a listserv refresh committee to look at ways to use the listserv in more innovative and less clunky ways. Cheryl will work with her committee to come up with a proposal for moving this forward.

   f. Ex-Officio Historian position (see email from Michael Le)

      i. Michael Le proposed some sort of historian position and someone who might help with integrating data as well.

      ii. It was proposed that Michael could serve on the data governance committee as an active member under the oversight of a board member.

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V. Conference Planning
   a. Set the stage for Ad Hoc Virtual/Hybrid Conference Planning Committee breakouts (Cinnamon)
      i. Conference Planning Survey report/data (Cinnamon)
         1. Cinnamon went over the planning survey report
         2. Most respondents attended CAIR at least once with good representation across the different sectors.
         3. Conference participation response: most people were uncertain and maybe but the majority were interested in participating in the conference in some form, either in person or virtual. Over half were not intending to submit a proposal. Many said maybe to an in person conference. A few board members said they have been informed recently that there is no non essential travel being

granted this year. It was recommended that we reach out to AICCU to find out more information regarding the independent sector.

4. Key concerns for in person: Safety of attending was a big concern in terms of social distance, and cleanliness. Also funding for travel is a concern.

5. Half of respondents said they were interested in a virtual conference with many also saying maybe and preference would be two or three partial days for the virtual conference. For a virtual conference, most wanted to have the segment meetings, options for speaker sessions where they could choose, and many wanted keynote speakers.

6. Many respondents are still unsure of what they would want or what they would be able to do given the current circumstance.

ii. Ad Hoc COVID-19 Resources Committee (Rosa, Monica, Roop, Andrew, Cheryl)

1. How can town halls inform conference planning? Registrations and questions?

2. Town Hall meetings seemed to be popular with approximately 672 registrations and approximately 391 unique registrants across the 5 town halls.

3. Some recommendations are about data governance and consistency of registration information across events, considering how to monetize or charge for registration of these events, tracking attendance and registration or survey collection from registrants. Potential to pursue Canadian partnership since 12% of registrants were from Canadian email addresses.

4. Discussed the future of Town Hall meetings and how they might be continued or improved if the board decides to do others in the future. Committee recommended that the Town Hall meetings should not be pursued again for this year and attention should focus on conference preparation.

iii. President conference updates (Cinnamon)

1. Information from hotel RE social distancing setup

2. Contract negotiations – updates from Todd (can join the call at 1pm for questions)

   a. Todd has been in touch with the conference hotel to put feelers out. Hotel has seemed open to renegotiating a smaller conference but he is not sure whether they are open to letting us out of the conference.

   b. Discussed the likelihood of in person conferences not being an option so how to proceed with getting out of the contract if possible.

       c. Todd discussed his plan with negotiating with the hotel. Hoping to negotiate a cancellation this year with a rebooking for 2022 and keeping our same contract details. A rebook clause with no footprint for November would be the best case scenario. A second possibility would be a smaller footprint for a hybrid conference. It was noted that this option does not seem ideal because it lowers the possibility of invoking Force Majeure.

       d. Rosa mentioned comments from sponsors who have travel bans and those who are not interested in sponsoring a virtual conference which would result in no sponsorship funds to support the conference.

       e. Cinnamon will compile (with help of Board) info about impacts for Todd to aid with negotiations, including: proof of economic hardship (state budget cuts to higher education), declarations of no travel (including sponsors and attendees), campuses gone remote such that in person conference is untenable (including issues with child/eldercare), concerns about second wave in fall along with flu. Other important details for negotiation: hotel deposit structure (next one on June 30th), AV contract.

       f. Group requested that Cinnamon join the call with Todd and the hotel.

    3. Collaboration with PNAIRP

       a. no update to provide - have not received email response

    4. Virtual conference planning folder on shared drive

  iv. Conference Registration (Meiling)

    1. Timeline for EB registration: 3/27 (launch) – 9/14 (close); 10/18 (cancellation)

    2. Currently, there are 3 registrants, 1 besides Board Members.

    3. In the registration form this year, the list of schools was listed so that we can have consistency in campus data as well as asking if registrants are ok with having things recorded.

  v. Conference Proposals (Andrew)

    1. Timeline: 4/25 (launch) – 6/18 (close); 8/5 (notification)

    2. 22 Proposals so far. 20 for concurrent sessions and 2 workshops; 100% willing to present virtually; 80% would consider having session recorded.

    3. Recommendation is to extend the call for proposals and extend notification deadline to end of August to extend time for review.

    4. Discussed communication to CAIR community extending and leaving the call for proposals open until we have more firm

information on the modality of the conference for Fall 2020. We may generate more interest in conference once folks know modality, timing, and price.

      vi. Sponsors (Rosa)

1. 1 sponsor which is the platinum sponsor: Campus Labs. Lanyards have been purchased. They are expecting a fully in person conference so unsure if this will change given the likelihood of a virtual conference. Many sponsors want to know what a virtual sponsorship of a conference would look like and really want interactions with registrants in person.

      vii. Partnerships – WSCUC/ACCJC/RP Group (Cinnamon)

1. Meetings are happening with groups to discuss how conferences look this year and how the partnerships will look.

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    b. Ad Hoc Virtual/Hybrid Conference Planning Committee Breakouts (Cinnamon)
      i. Decide how long we want the breakout discussions to last
      ii. Goals:
1. Confirm/reassign sub-committee lead
    a. Responsibilities: manage discussions, ongoing Committee activities/planning, and group updates to CAIR President
2. Identify a timekeeper, note taker, and reporter
3. Assuming a hybrid or virtual conference, brainstorm ideas for how we might facilitate the objective of your group. Consider Conference Planning Survey data in discussion.
      iii. Sub-Committee Breakout group assignments
1. Group 1: Sponsor experience & attendee engagement with sponsors
    a. Jessica (proposed lead), Rosa, Erin, Vikash
2. Group 2: Attendee professional development (keynotes, sessions, workshops, posters)
    a. Andrew (proposed lead), Cinnamon, Meiling, Ryan, Jeanette Baez (volunteer)
3. Group 3: Attendee social/networking experience and engagement
    a. Roop (proposed lead), Monica, Cheryl, Nga, Deborah Lee (volunteer)

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    c. Group report outs
      i. Group 1 - Sponsorships: Need to find out more information about what options are available for sponsors, what AIR and others are doing, and what sponsors might want to do as a sponsor and to get engagement.

Possibly having a sponsor for the conference, maybe sponsor breakrooms, etc. But need more info and concrete options that are viable. Need to understand the cost structures of the virtual conference to determine what is needed.

    ii. Group 2 - Professional Development: Discussed reframing, rather than trying to duplicate what we do in person, focus on how we can get the best professional development experience and what that would look like. Discussed role of facilitators; should it be the Board members to manage the rooms, chats, time keeping. Will meet 2 weeks from today to discuss this further.

    iii. Group 3 - Social/Networking Experience: How do we keep engagement up in a virtual environment? Discussed use of app for in person conference and how to use gamification in a virtual environment. Tardy/Target Party as a game for attendees? Looked over AIR's website and they had Yoga, coffee talks, morning walks. Mentoring online could be an option. Breakouts for IR101, etc. Discussed Attendify's app and virtual platform options and costs.

d. Discussion of next steps/future meeting plans

    i. What are our timelines for making decisions?

        1. We decided that at this time we need more information about virtual platform options before we implement these committees. So we'll put these three committees on pause for now in favor of first choosing a virtual platform and deciding on other conference details such as timing and price. Many of our choices are currently constrained by whether we are required to have an in person presence (hybrid) by the hotel contract.

    ii. How should we integrate sub-committee planning? Should the Board meet more often?

    iii. Creating to committees:

        1. Virtual Conference Platform Committee to look at pricing, potions and functionality (Roop, Monica, Cheryl, Nga)

        2. Black Lives Matter Committee - what does a CAIR diversity statement look like and how do we enact that as an organization. (Andrew, Rosa, Cinnamon). Concerns expressed about lack of diversity in leadership of this Committee - asked other Board members to consider whether they might volunteer and let Cinnamon know.

        3. Future Board meetings on typical cycle - Discussed doing another Board meeting in about a month

            a. Late August Virtual Meeting (date/time TBD)

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Tuesday, November 17th, Hyatt Regency La Jolla at Aventine or virtual depending on conference modality, 10am to 3pm (approximate)

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How do we choose a virtual conference platform? Committee will be formed to look into this in terms of costs and possibilities.
How do we determine the fee structure?

  Will need to base this on the cost of the conference, including platform utilized. Need to look at financials to determine how much we need to bring in to stay afloat.

<ol type="e" start="5">
Other business
  <ol type="i">
  Statement of support for the Black Lives Matter movement and actions that CAIR plans to take – create Committee or have a Board meeting sometime soon to discuss? Committee was created to look into this as well as a CAIR diversity statement.

    For reference: AIR statement and draft CAIR statement for consideration

  Revenue generation/cost savings ideas – create Committee for 2021?

    Jessica, Rosa, and Cinnamon working on this now - proposal for November meeting

Meeting Adjourned at 4:22pm

Ad hoc Virtual/Hybrid Conference Planning Committee Sub-Committees/Groups

Group 1: Sponsor experience and attendee engagement with sponsors	Other committee assignments (leads)
Rosa	Sponsors, Board Selection, Ad hoc townhall committee
Jessica (lead?)	Administrative Documentation, CAIR Report
Erin	Nominations, Listserv/Account Management
Vikash	Overall Conference Eval, Sam Agronow
Group 2: Attendee professional development (keynotes, sessions, workshops, posters)	
Cinnamon	Conference Schedule, Keynotes, F & B, Partnerships, Public Info Releases, Cyber liability/insurance
Andrew (lead?)	Conference Program, Session Facilitation/Evals, Ad hoc townhall committee
Meiling	Eventbrite, Best Presentation Awards, International Inclusion
Ryan	Fiscal management
Jeanette Baez (volunteer)	
Group 3: Attendee social/networking experience and engagement	
Roop (lead?)	CAIR-aoke, Conference App, Ad hoc townhall committee
Monica	Conference Photos/Videography, Website, CAIR Dashboard, Ad hoc townhall committee
Cheryl	IR 101, Conference Presentation Slides/Media, Social Media, CAIR listserv/communications
Nga	Local Arrangements, Conference Program
Deborah Lee (volunteer)	