

Minutes

Board of Directors Meeting
Tuesday, November 5th, 2019
Embassy Suites
1441 Canyon Del Rey Blvd
Seaside, CA 93955
9:30am – 4:00 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

Meeting was called to order at 9:39am.

1. Treasurer's Report (Cherland)
 - Discussed financials. Financial position is sound.
 - Trending down in financials. Need to think about how we do business for future conference years
2. Review/Accept September Meeting Minutes (DeSantis)
 - Leeshawn Motion to approve
 - Nga - Second
 - Unanimous acceptance of minutes
3. CAIR 2019 Committee/Tasks – Final Updates
 - a. Registration Update (Belerique)
 - Discussed current registration as of today – 330
 - Should discuss early bird price for next year to ensure registration fees can cover costs to ensure we can offer a positive conference experience for attendees
 - b. International Attendees Update
 - Approximately 10-12 international attendees coming
 - They will register day of
 - The number of international attendees will vary year to year based on several factors
 - c. Program Sessions & Int'l Segment Meeting (Luedtke)
 - Full agenda with all sessions filled
 - Discussed recent changes to agenda, i.e. session cancellations

- New type of session this year– CAIR Talks. Similar to a Ted Talk, two similar presentations in 1 session with discussion at the end
 - CAIR Talks presenters can win best presenter even though it is a short session.
 - The Best Presentation Committee will need to decide how it will work.
 - Discussed session set ups in different rooms because some sessions spaces have to be rolled over by hotel staff. 8 Session spaces available so 8 concurrent sessions
- d. Rotating Slide Deck and Still Slide Deck (Lee / Luedtke)
- Vote for new CAIR logo and colors discussed. Deborah will create a poll for attendees to chime in and choose their favorite logo.
 - Went through the updated slide deck that will be playing in the main ballroom.
- e. Awardees (Board Members, Luedtke) (Best Presenters, CAIR Report; Moore-Trieu) (Agronow, Belerique) (CAIR Social Media Game, Lee)
- Discussed the day that awards would be given out
 - Best Presenter – Michael Le won the award again in 2018. This was his 3rd time winning. He will received a plaque at the award ceremony
 - Best First Time Presenter – Joseph Van Matre. Will received plaque at award ceremony
 - First inaugural CAIR Report publication. Any CAIR attendee was invited to submit an article. Committee was made up of Past Presidents of the CAIR Board. The Committee had 4 submissions. Three of the articles were accepted and all authors will receive a certificate of authorship at this years' conference. Reviewed the draft of the publication.
 - Sam Agronow Scholarship – Carol Liu was the 2019 winner of this scholarship.
 - Will do CAIR gamification again this year – winner will receive a \$100 gift card
- f. CAIR Report session and Update (Moore-Trieu)
- See above bullet
- g. Registration Desk Schedule (Luedtke)
- Schedule was printed and shared with all board members
 - Ipads are available for check in and registration and all Board Member should have eventbrite organizer to register attendees
 - Discussed set up of registration desk for the first day of the conference
 - Brought 200 copies of the schedule. Discussed the distribution of it and costs associated. The quote for printing 200 copies was very high so the secretary did it in house to avoid the high cost. Need to discuss if this is necessary and how to handle this for next year.
- h. Thursday & Friday Breakfast Tickets (Luedtke)
- 60 tickets available for each day for attendees at overflow hotels. The CAIR President will be the point person on this.
- i. Early Bird Reception (Luedtke)
- Discussed location and where food and drinks would be located

- Discussed the menu for the reception
- j. CAIR-aoke & Drink Tickets (Moore)
 - Will work the same as previous years
 - Platinum Sponsor this year for this event is SAS – they are additionally covering food and some drinks and we are handing out flyers.
- k. Local Arrangements (Phan)
 - Talked about the available local attractions, food, walking/biking tours and options for attendees
- l. Social Media & CAIR Gamification (Lee)
 - Discussed how to earn points and details of gamification for CAIR
 - Discussed the prize and when it would be presented
- m. Conference Photography and Posting (Malhotra/Lee)
 - All photos posted on the app can be downloaded and saved on our google drive
 - Committee discussing options for photography or videography at the CAIR conference.
 - For this year, 2 committee members will be taking photos at the conference
 - Discussed other options for hiring a professional or having backdrops and signs/logos or a photo booth at the conference and the costs associated
 - Discussed in house video recording of sessions, etc.
 - Committee to consider how they determine which photos are chosen to use.
- n. Conference Mobile App (Moore)
 - Reviewed YouTube video created to use the CAIR Conference app to explain how to get it and log on
 - Discussed finding a way to streamline the way data comes in and is needed for the app, etc. Also pertains to integrating with data from Eventbrite, Tableau dashboard, and overall conference evals.
- o. Session Facilitators & Evaluations (Krishnan)
 - Most sessions have facilitators but some session facilitators need to be shuffled around
 - Discussed hardware available in the rooms
 - Discussed time keeping for facilitators
 - All evaluations are online in the app. Facilitators should encourage attendees to provide feedback and evaluate sessions.
- p. Conference Program Construction (Krishnan)
 - Program is final and 3 copies have been printed to have available to view at the registration desk
- q. Sponsorships (Danube)
 - Signed 15 sponsors for the 2019 conference.
 - SAS was platinum, there were 7 gold, 4 silver and 3 bronze.
 - 2 sponsors were new this year: Interfolio and Kai Analytics & Survey Research Inc.

- Only 1 add-on was purchased: SAS sponsored CAIR-aoke
 - Sponsors provided questions for attendee interaction activity with sponsors. Attendees can only earn one piece of swag.
 - The prizes for sponsorship game are insulated lunch boxes and Bluetooth headphones
- r. CAIR Historical Exhibit (Malhotra)
- No updates
4. Non-Conference Committee Updates
- a. Board Dashboard Updates (Malhotra)
- Dashboard updates were shown. Has been completely revamped and updated to be more user friendly and informative.
 - Board gave feedback
 - Macro was created to compile dashboard data from year to year to make the process for updating the dashboard easier.
- b. Website Updates/Options (Malhotra)
- Committee looked at different hosting services and website update details and brought recommendations to the board
 - 10 services were assessed and the top 3 hosting services were chosen for consideration by the Board.
 - Test website was built on HostGator, one of the top 3 hosting services chosen. Board reviewed the website.
 - Need to give feedback on this web hosting service to decide if we will move forward with it
 - Discussed the savings of moving to a new web hosting service
 - Showed updates to the new historical webpage showing historical information compiled from the related committee
- c. WASC-ARC SIG (Lee)
- Partnership with WSCUC will continue
 - Contract was re-evaluated. No formal contract but more of an agreement
 - Potential to do IR 101 at WASC conference
 - WASC has said that we will get a table every year at the conference
 - We will get a Special Interest Group (SIG) session
 - We will get two free registrations
 - We have offered WASC a booth for our conference for next year, if available
5. Other Administrative Items
- a. Cyber Security Insurance Policy (Danube/Luedtke/Cherland)
- Discussion of Cyber Security to ensure protection of our attendees and data we collect
 - New Committee for 2020
 - Need to figure out which types of coverage we need and be thoughtful about costs, deductibles, and coverage limits
 - Need to work with legal counsel in this process to make sure it is in agreement with privacy policy
6. CAIR 2020 (Danube)

- Discussed theme for 2020 conference related to ethics
 - Discussed wording around the theme to ensure it is relevant to all sectors attending
7. CAIR 2021 Site Selection (Belerique)
 - Working with Todd from Helmes Brisco to get a list of Northern California hotels to visit with the site selection committee
 - Discussed possible weekends for the conference and issues around Veterans Day
 - November 1-5 or November 15-19 are the proposed dates for CAIR 2021
 - Discussed site selection time frame for site visits
 8. Badges & President's Reception Drink Tickets (DeSantis)
 - Discussed drinks tickets and name badge process
 9. Next meeting: January – Date? (Danube)
 - Discussed possible dates for January committee meeting
 - Proposal to change January meeting to virtual meeting rather than in person meeting and keeping two in person meetings for June and September in 2020

Meeting adjourned at 3:20pm