

Minutes

Board of Directors Meeting
Friday, October 16th, 2020, 9am-noon

Zoom:

<https://ucmerced.zoom.us/j/94838638206?pwd=L1hGdUZlXVWFvNFBreGtKbm9UTVEwQT09>

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

Meeting called to order at 9:07am

1. Welcome and check in (9-9:10am)
2. Approval of July and August meeting minutes (Jacobs) (9:10-9:20am)
 - a. [July 2020 Ad Hoc](#) Board Meeting Minutes
 - i. [Andrew motion to approve, Roop second, unanimous pass](#)
 - b. [August 2020](#) Board Meeting Minutes
 - i. [Motion to approve by Rosa, second Jessica, unanimous pass](#)
3. CAIR 2020 Virtual Conference Planning Committees

(9:20-9:25am)

General note about updates: due to the short meeting time, updates should be brief and specific regarding whether they are intended to share information, request input from the Board, and/or require action by the Board. We also need to make sure task assignments and deadlines are clear.

Resources:

[Committees List](#)

[Task List](#) – are people using? Has this been helpful?

Discussed need for this. Will keep it as it is useful for some

- a. Financials (Cherland, Hoadwonic, Danube) (9:25-9:35am)
 - i. Whoava – are additional add-ons necessary?
 1. No add ins needed at this point
 2. Discussed need for add-ons for uploads.
 - ii. Vimeo – when do we want to purchase?
 1. Pro plan is \$20/month. Will get 3 licenses for Tech Committee to upload presentations.

2. Discussed need for upgrade to business plan due to concerns about upload limit. This is an extra \$50/month but there is no weekly limit for uploads.add-ons for uploads.
 3. Will move forward with this and Cheryl will lead the purchase
- iii. Zoom – when do we want to purchase?
1. Business plan is \$199.9/month. Will get 10 host licenses.
 2. Need to decide later whether we want to purchase a webinar license
 3. Will reach out to zoom to inquire about what the 200 goes towards and whether it goes towards the add-on or not.
 4. Motion to purchase Vimeo for 20 a month and zoom for 199 a month
 - a. Jessica motion to approve, Rosa seconds, unanimously passed
 5. Discussed a tool for live transcription, Otter. 15 per month for educational version. Roop will be the lead. Run each presentation through the transcription program to get a link for the transcription of presentations.
 6. Will have technology committee work out the details of what the committee will do and what presenter will do and determine if this tool is worth purchasing.
 7. Motion to approve 15 for purchasing this should the tech committee feel it would be useful. Rosa Motion, Cinnamon, Unanimous decision
- iv. Do we want to create a revenue tracker? (Belerique)
1. Will touch base with Meiling offline to have one revenue number
- b. Conference Registration (Tang) (9:35-9:45am)
- i. Current revenue generated? (reminder: \$35K is goal)
 - ii. Registration is coming in slowly but currently have \$5000. 27 full conferences, 4 1 day conference registrations. 31 total registrations
- c. Attendee Experience/Professional Development Committee (Cress, Tang, Danube) (9:45-10:15am)
- i. Conference Program Proposal Committee (Cress)
 1. Do we want to add 9 more proposals? We had a plan of 20 but should we have 9 more.
 2. The more proposals accepted the more registrations that will come in as well so it impacts revenue to put on the conference
 3. The proposal committee is leaning towards 29 presentations over the 20 planned
 4. With more presentations, there could be sessions where very few people show up
 5. May require a different plan for Vimeo to accommodate more uploads
 6. Committee recommendation for 29 proposals will move forward and the presenters will be notified
 - ii. Conference Schedule (All)
 1. IR101 – currently have 5 secured and working on one more

2. Sponsor sessions (Belerique) we currently have 5 sponsor sessions; First week of November is deadline for sponsors.
 3. Keynotes/discussion panel (Danube) we have secured Amelia Parnell for the opening keynote, Dr. Frank Harris Jr. will be the Thursday keynote, and there is a panel for the final keynote. Friday Panel will be related to ethically communicating with students. Writer of the report will moderate the panel of 4 participants. Since Thursday keynote is early, we have a bit of time to have a CAIR EDI meeting.
 4. Networking
 - a. EDI network session (Thurs lunch hour?) Will work on setting this up
 - b. President's Reception – “speed networking” – will require Zoom breakouts will do a speed networking event. Will be outside the platform because it doesn't allow for breakouts
 - c. For breaks that are not assigned, do we want to have activities? Direct attendees to sponsor booths? Discussed options for additional networking options. Board will discuss off line
 5. Segment meetings – Andrew has been in contact with all segment representations and the group has been working on the independent segment meeting All is moving forward
 6. Partnership with WSCUC (Danube) – WASC is interested in participating but has not indicated how. Waiting to hear back to set that up
 7. When can we have a final schedule created and posted? – Working on getting this out as quickly as possible
- iii. Session Evaluations
1. Development of slide for presenters (last slide in deck) – should go out with presenter resources in mid-October – there will be a link in the app for the session evaluations; will ask presenters to create their own slide and add at end as reminder to attendees (instructions will be in presenter guide)
 2. Develop session evaluation survey in Whova (Tang?)
 3. Best Presentation & Best New Presenter (Tang) created documents that will be put out the website for attendees/presenters to know how those awards are chosen.
- iv. Conference PowerPoint & Social Media (Danube, Harris, Lee) No updates, team will coordinate offline
- v. Conference program development (Phan, Danube)
1. Do we want to develop a “conference program” as in prior years? What do we post on our [past conferences](#) webpage as a record if not? How much clean-up will be required if we use the Whova export?
 2. Cinnamon will work more on this offline to determine what might be needed so it is being deferred.

[Break 10:15-10:25am]

- d. Sponsor Experience/Engagement (Belerique, Luedtke, Lakhani, Jacobs) (10:25-10:45am)
 - i. Sponsorship update- 11 sponsorships purchased across 9 companies. Need to clarify how sponsors interact with attendees
 - 1. Discussed how partnerships with sponsors could work. Will table the discussion for now and discuss it later.
 - ii. Current revenue generated? (Reminder: \$35K is goal) 14k revenue with ticket sales and sponsors so far. 41% of goal
 - iii. Gamification - Sponsorships, Games, and Give-away
 - 1. CAIR booth – looked at what is possible within the conference platform. Looking at engagement by visiting virtual booths, having a CAIR booth, posting images, commenting and liking things to gain points. Discussed ways to ensure they engage when they visit a virtual booth.
 - 2. Discussed some ways to use Bitmojis and how they could be used
 - 3. Discussed prizes. Maybe a few smaller ones and one larger one but need to flush this out further
 - 4. Discussed using a CAIR Booth as the virtual registration desk or place where attendees can come to ask questions, etc.
- e. Technology & Attendee Networking Committee (Prabhu, Malhotra, Phan, Harris, Lee) (10:45am-11:15am)
 - i. Resources
 - 1. Presenter (complete by mid-October when notifications go out) – a speaker guide was created for presenters. Cheryl and Andrew to coordinate in finalizing document.
 - 2. November 2 upload deadline for presenters if can get guide out by Oct 19th. Give presenters 2 weeks.
 - 3. Board member – what other resources are needed?
 - a. Questions about how Q&A will work. There is no audio it's basically a chat.
 - 4. Attendee – there is a WHOVA guide to download the app and use it. There are a few ways for attendees to ask questions as well. Can create a 1 pager on tips for interacting with our CAIR conference and how to participate in a virtual conference.
 - ii. Presentation storage (Box?) and upload to Vimeo
 - 1. Plan for presentation quality control? (e.g., making sure sound is working throughout)
 - 2. Timing Vimeo uploads to not reach our upload limit - what if we do? Discussed earlier in the meeting - will upgrade so we don't need to worry about this
 - iii. Conference Mobile App
 - 1. Who is responsible for uploading sessions, etc?
 - a. Prof Dev Committee responsible for completing Whova template
 - b. Other details?
 - i. Rosa working on sponsor page with logos
 - ii. Nga and Deborah working on general appearance of app/portal

- iv. Run throughs for live sessions
 - 1. Keynotes - Cinnamon working on scheduling two more. Tech committee member will attend as well
 - a. Parnell 11/13/20 8-8:45am
 - 2. Discussion panel - Cinnamon on this
 - 3. Highlighted sessions
 - 4. Workshop(s)
 - v. What steps can we take to make sessions as accessible as possible? Discussed earlier
 - 1. CC in Zoom and/or transcription
 - 2. link to resources (e.g., PowerPoint template) - not doing this year
 - vi. Social Media (Harris, Malhotra, Lee) – Deborah will start introducing sponsors on social media platforms; Cinnamon to share updates about keynotes and panel with Deborah in advance of listserv announcements
 - vii. Conference Photos & Videography (Malhotra)
 - 1. Deborah and Monica encouraged Board participation (e.g., screenshot presenters for a few sessions like IR101 and keynotes)
 - viii. Board member assignments for asynchronous session monitoring – defer to when schedule is complete? Deferred until we get all videos and will determine how we want to proceed. Cinnamon will create schedule. Will create group chat so we can keep in touch during conference (Monica will help).
 - f. Ideas for including volunteers (e.g., new Directors) in conference planning/execution? (11:15-11:25) - didn't discuss
 - i. Testing platform or other conference functionality (requires registration)
 - ii. Help with monitoring asynchronous sessions (requires registration)
 - iii. Quality control for submitted presentations (does not require registration)
 - g. CAIR Webpage (Danube) (11:25-11:30)
 - i. Keynotes & discussion panel
 - ii. Sponsors
 - iii. Schedule
 - iv. Other resources for presenters and attendees
 - h. International inclusion (Tang) (11:30-11:40) 5 people were interested but no registrations yet.
 - i. Afternoon segment meeting? Will depend on how many international attendees we get
4. Non-Conference CAIR 2020 Committee Quick Updates (11:40-11:55)
- a. Overall Conference Evaluation (Lakhani) – no updates
 - i. Transfer to Google Forms
 - b. Sam Agronow Scholarship (Lakhani) -
 - i. Announce winner on final day of conference? – On track. Have 5 applicants and will regroup with the committed to determine the winner.
 - c. EDI Task Force (Cress, Jacobs, Belerique, Danube) – have had 2 meetings with volunteers from the community. Will reach back out to volunteers and will hopefully have something to discuss at conference.

- d. CAIR Listserv/communications refresh (Harris) – putting together a spreadsheet to compare features of different platforms. Discussed features and security plugins
 - i. Webpage discussion board
- e. Revenue Generation/Cost Savings proposal (Danube, Belerique, Luedtke)
 - i. Original deadline was November meeting – will push to January 2021 and likely engage Andrew as Jessica will have stepped off Board
- f. Other? (time permitting) – need to get back into cyber liability coverage. For a future discussion.

5. Close and confirm next meeting(s) (11:55am-noon)

- a. Friday, November 13th, 2020, 12:30-4:30pm
- b. Are other full Board meetings needed?

Meeting adjourned at 11:59am.