



---

## Minutes

Board of Directors Meeting Agenda  
April 16<sup>th</sup>, 2021

Zoom: <https://nyfa.zoom.us/j/5809449449>  
3pm-5pm PST

IN ATTENDANCE: Rosa Belerique (President), Andrew Cress (Vice President), Cinnamon Danube (Past President), Roop Prabhu (Secretary), Ryan Cherland (Treasurer), Ryan Hoadwonic, Meiling Tang, Deborah Lee, Susana Santos, Donald Everhart, Juan Apitz.

NOT IN ATTENDANCE: Cheryl Harris, Vikash Lakhani

### Meeting called to order at 3:03 pm

#### Board of Directors Meeting

1. Call Meeting to Order (Belerique - <1min)
2. Welcome (Belerique - 8 mins) -
  - a. Question: For Sexual Assault Awareness Month what are some types of programming your institution is doing to bring awareness?
3. Approval of [February Meeting](#) Minutes (Belerique/Prabhu - 2 min, sent ahead of the meeting)
  - a. Please review the minutes after each meeting and make note of your follow up
  - b. We discussed assign tasks to people soon after meeting
  - c. Andrew makes a motion to approve. Cinnamon seconds. All approve. No nays. No abstentions.
4. Marketing, Outreach & Communications Committees (Everhart & Lee, 15 minutes)
  - a. Between Two Presidents
    1. Has had many plays on podcast, video, YouTube, IGTV.
  - ii. April - Jamie Studley
  - iii. May - AIR President



- iv. Other Possibilities - NASPA, RP Group, ACCJC, PacAIR, AIRUM, NEAIR, MidAIR, RMAIR, SAIR, INAIR, CAIR Past Presidents
- v. Suggestions for other presidents?
  1. **TASK (ENTIRE BOARD):** For upcoming videos in this series, board members will think about other potential other presidents/etc in the next several weeks and report back to the board.
- b. Meet the Board
  - i. Short vignettes
  - ii. We briefly discussed the idea to introduce short videos of board members, for social media purposes but possibly also on the website. No resolution was made.
- c. CAIR Digital Applications - Applying the Brand
  - 1. For consistency purposes.
  - ii. [Email Signature Overview and Instructions](#)
  - iii. Adding Multiple Accounts in Gmail (options)
    1. The above instructions were briefly discussed in a previous meeting. Also discussed were the slight complications that occur from some members having .org vs. edu. email addresses.
    2. Don showed the board how to organize having multiple email domains open on the same browser using different tabs
  - iv. Social Media Policy (in-progress)
    1. [https://docs.google.com/document/d/1EM9H3QWIEkL91ZnMW1FggsDbgtRQwxtiKIBbSFc\\_mQg/edit?usp=sharing](https://docs.google.com/document/d/1EM9H3QWIEkL91ZnMW1FggsDbgtRQwxtiKIBbSFc_mQg/edit?usp=sharing)
  - v. Listserv signups per month discussion
    1. Shared the rates of new listserv sign ups per month going back to Jan 2019. The data showed that we have had relatively low rates of signups the first few months of this year. It may be picking up though.
    2. We discussed the possibility of some analyses on what historically has been predictive/associative of higher levels of sign ups. To perform such analysis we would need to start tracking CAIR's presence at events, etc. (e.g., is there an increase in sign ups after we do the Sig meeting at the ARC?).
- d. Social Media
  - i. Tell me you're in IR without telling me you're in IR...



5. Strategic & Financial Planning Committee (Cress, Houska, & Hoadwonic, 15 minutes)

a. Strategic Goals

- i. Jeremy gave the Board an overview of what strategic planning is. Part of the process is setting goals and objectives, so even if you don't accomplish them you know what you're striving for. Also important to identify the means by which one measures accomplishments. There need to be criteria, evidence, and feedback, which all need to be tracked. We also discussed how our mission and strategic goals are related but different (e.g., fiscal responsibility/sustainability is a goal. It is not explicitly in our mission but is important for our ability to achieve our mission.)
- ii. The question for CAIR is how well it is achieving its mission.
  1. We need to ensure that we have a shared understanding of the CAIR mission statement. It was discussed that it would be helpful to put aspects of the mission statement in buckets, which we did briefly in the meeting (3 buckets):
    - a. Fostering of unity and cooperation,
    - b. Dissemination of information and interchange of ideas
    - c. professional development
  2. We discussed the possibility of goal setting for this year
    - a. Our major goal this year is running a successful conference, and we ask feedback on parts of the mission above in our overall conference eval and session eval surveys above. But we have low response rates on our surveys, which we would need to improve. We discussed the need to explicitly tie our current and future projects with our mission.
  3. Strategic planning for CAIR 2021/other projects
    - a. Each committee should set goals/intended goals for the year, articulate how these are related to the mission, and how they know how they've achieved this goal.
    - b. TASK (COMMITTEE HEADS): Heads of committee should reach out to Rosa. Preliminary work on this should be done on tying committee goals to CAIR mission goals within the next month (before next board meeting)



6. Systems Efficiencies Committee (10 mins)
  - a. CRM Tour (Cress)
    - i. The benefits of having a CRM were discussed as having an easy way to store data toggling between individuals and accounts/organizations, with data all in one place. There are free licenses for our small Board member-sized need
      1. Inputting data will change from our current method (spreadsheets, in Whova, etc) to inputting data directly into Salesforce. 50K is the contact limit
      2. We can also send emails through this system directly to our contacts. This might help us streamline communications and track opens/clicks at the contact level for analysis.
      3. The possibility of using a discussion board as a replacement for the listserv was discussed.
7. Partnerships Committee (Belerique, 5 mins)
  - a. WSCUC
    - i. ARC Sig: Friday, April 30th 1-2:15pm - Using Data for Advocacy (Belerique, Cress, Lee)
      1. Rosa, Andrew, and Deborah will be presenting here.
  - b. Ongoing engagements with Between Two Presidents Series
  - c. Kevin Chang and Kristina Powers want to continue to be partners.
8. BREAK: 3:58-4:03
9. Equity, Diversity & Inclusion (EDI) Taskforce Updates- (Apitz, Santos, Cress -10 min)
  - a. [Draft of EDI Statement](#)
  - b. The above statement was shared at the meeting. A mixture of CAIR's mission is in the wording. The CAIR bylaws state that CAIR cannot vie for a political platform.
  - c. Next steps were discussed. Let board members/volunteers interact with this statement, etc., This committee will be ongoing over on the next several year
    - i. TASK (ENTIRE BOARD): Board to look at giving feedback on CAIR EDI statement before we publish it for feedback from the community over the next 3 weeks.
10. Policy and Administrative Tasks (Belerique, 15 mins)
  - a. Payment for work representing CAIR



- i. The question to the board is if a CAIR member is paid for representing CAIR, should they keep the money?
  1. We discussed that this may not be a recurring issue since this is the first time it has happened, so it was discussed that changes to by-laws/policy may not need to be made. Board members who receive payments when representing the Board should alert the current President so that it can be discussed.

b. Storing previous CAIR videos

- i. We discussed if we need to save the videos from the last CAIR Conferences or not, or maybe we just want to save IR 101. We could upload them to YouTube with our CAIR account. Private so no one can see. But then we would have to ask permission to archive them. Slides are posted on the CAIR webpage.
  1. We decided just to save and store the IR 101 videos, so we will only need to contact the IR 101 presenters for permission to save their videos. We will delete all non-IR 101 videos.
  2. But we should discuss what we do in the future/future policy, including a discussion of the pros and cons (e.g., might folks be less likely to attend the in person conference - our primary revenue source - if they could view videos online?).

11. New or Other Business (Belerique)

a. Planning for CAIR 2021 (35 mins)

- i. Meeting with Squaw Creek Lake Tahoe (Belerique & Cress)
  1. Wants us to gather data and will discuss once data are in
    - a. The board decided that it should move towards gathering data to support whatever direction we'd like to take for the upcoming conference. we would like to make a data-informed position.
      - i. Cinnamon used data to make the case last year to renegotiate that in person conference, citing how higher education data on how institutions were experiencing financial challenges and had implemented travel bans, etc.
      - ii. TASK (all board members): start to collect data as described above



- b. A survey will be worked developed to gather feedback from our community regarding their preferences and concerns
  - i. TASK (Rosa, Cinnamon, and Roop): Rosa, Cinnamon, and Roop will work on survey eliciting feedback on CAIR conference 2021. We will use the survey conducted in 2020 as a starting point.
- c. link to May 2020 survey:  
[https://drive.google.com/drive/u/2/folders/10m3pPSAnlmNvFGlfBjuz9USo7psUve\\_M](https://drive.google.com/drive/u/2/folders/10m3pPSAnlmNvFGlfBjuz9USo7psUve_M)
- d. Rosa is meeting with Todd, who helps CAIR book the conference venues and has worked well with us in the past
- e. No change / force majeure
  - i. if it's illegal to meet then we can get a full refund (force majeure). It was discussed that this is hard to prove, even if our institutions say that we can't travel, it may not be a statewide issue. And it's more common that force majeure only applies a few weeks prior to the event, so it's not reliable to plan on force majeure.
- f. Renegotiate a smaller meeting
  - i. Two smaller meetings if needed
    1. Squaw Creek also seemed interested in a negotiation for a second meeting in a subsequent year if we renegotiated this year to a smaller meeting
    2. Squaw Creek's least preferred option is postponing to another year. Two renegotiated meetings seems more preferred
- g. Cancellation fee per our contract
  - i. An expensive option for this year is for us to outright just cancel before the end of this month (79K if done now). We agreed this is not a viable option.



- h. Hybrid
    - i. The hybrid option may be a lot for us to plan for. Planning an in-person meeting first and then later sharing it online later could be easier to plan
    - i. Moving the entire conference at this venue to a future date was not preferred by Squaw Creek
  - 2. Track vaccinations or provide quick tests
  - 3. Gathering feedback from community
  - b. Ongoing meetings on specific day of the month (Belerique, 3 mins)
    - i. We agreed on the 3<sup>rd</sup> Friday of each month. 3-5pm.
12. Adjournment (Belerique <1 min): Adjournment: 4:57