California Association CAIR for Institutional Research

Minutes

Board of Directors Meeting Agenda
June 25th, 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 Hoadwonic, Deborah Lee, Susana Santos, Donald Everhart, Juan Apitz, Cheryl Harris, Meiling Tang (left mtg at 4:11)

NOT IN ATTENDANCE: Vikash Lakhani, Ryan Cherland

Meeting called to order at 3:05 pm

1. Call Meeting to Order (Belerique - 5 min)
2. Welcome (Belerique - 7 mins) -
   a. Question: In celebration of Pride month who is an LGBTQIA+ leader you admire?
3. Approval of May Meeting Minutes (Prabhu - 2 min).
   a. Andrew makes a motion to approve, Jeremy seconds. No oppositions. No abstentions.
4. Non-Conference Committees / Taskforce
   a. MarComm Committee (Everhart & Lee, 5 min)-
      i. Some Juneteenth related media was shared since the last meeting
      ii. Committee will update on MarComm policies for next session
      iii. Rosa asked us to think about how discuss social media topics/issues
         1. For example, for Pride month, should we engage our community or just post stuff. MarComm will bring some suggestions to the next Board meeting.
   b. Partnerships Committee (Belerique, 5 min)-
      i. RP Group - Erik Cooper
         1. There's a Between Two Presidents video completed with Erik Cooper from the RP Group. Will be put up on the website soon.
         2. Erik will ask other schools/organizations in the Tahoe area if we could use their AV equipment. This could be a cost savings measure.
            a. It was recommended in the meeting by multiple people for us not to purchase our own AV hardware (e.g., projectors).
            b. He also mentioned that previous CAIR conferences included tournaments between organizations/schools, like tennis, etc. We thought we could do the same this year.

c. Systems Efficiency Committee (Santos, Cress, 5 min)-
   i. Cinnamon and others discussed the need for potential cross training so Susanna, Andrew, and Jeremy weren't the only ones knowledgeable about using CRM/Salesforce. TASK: Other committee members should be trained on our CRM.
d. Strategic Planning Committee (Houska, 8 min) - Feedback on next steps
   i. We've made progress in uploading Board member info into Salesforce
   ii. Jeremy shared an informational slide set on strategic planning and asked for feedback on the approach. He shared the goal statements for presidential committees for us to reflect on and critique. Questions that came up were.
      1. We discussed ways to document progress/plans. TASK: for all members, give feedback on this
      2. A continuous improvement cycle slide was shared. At the end of the CAIR year would be a good time for heads of committees to review goals
         a. It was discussed that we haven't solidified any strategic plans yet (we still have only a first draft). We should focus on ratifying our strategic plans before discussing the process of continuous improvement.
      3. CAIR board members in charge of conference evals could be first in seeing feedback on our goals, so they should work with committee leads in giving them feedback on their strategic goals.
      4. Goals set for some committees like EDI, may be hard to define. Juan from EDI committee asked Jeremy for assistance on this
      5. Next steps.
         a. TASK: committee leads should send goal edits to Rosa. Jeremy will also touch base with committee leads on wording of their goals
e. Equity, Diversity & Inclusion (EDI) Taskforce Updates- (Apitz, Cress, Santos, 10 min)
   i. Meeting will be held in the following week with community meeting held in the upcoming month (July 8th)
f. Goals and next steps of each (from EDI committee)
   i. The EDI committee statement includes a recommendation for the creation of starting a standing advisory committee, which will be discussed with the task force members on July 8th. The charge and scope of the advisory committee are TBD.
   ii. Andrew brought up the idea of adding the advisory committee to the CAIR bylaws. Cinnamon questioned whether this was necessary and why this committee would be added to the bylaws when others have not been. TASK: Andrew to investigate and make a recommendation to the Board

as to whether the advisory committee should be added to the bylaws so that we can vote on modifying the bylaws if needed.

    iii. We are proceeding with no "J" (for justice) added to EDI. This may change in our discussions with volunteers if they wish for us to add the "J".

5. Other Topics
   a. Policy and Administrative Tasks
      i. Credit Card Policy (Belerique, Hoadwonic- 3 min) – update
         1. Last time we discussed having a policy first before deciding on a card, but currently we do not have the funds in our savings to apply for one. We will have the most money a few weeks after the conference, which is the best time to apply for a credit card.
   b. Grants
      i. COVID Relief Grant (Belerique, 2 min) – update
         1. We signed the contract and have received the funds. The application materials and contract are in the 'grants' section in our shared drive. The Executive Committee is considering possibilities for spending the funds and will make recommendations to the Board as applicable. All Board members are welcome to read the contract and share ideas for how to spend the funds.
      ii. WSCUC Fellowship Grant (Belerique, Houska, Prabhu, Tang- 2 min) –update
         1. This work for this grant will be scheduled to take place at the end of this year to end of next year.
6. Conference Planning
   a. 2021 Conference Planning Survey Results (Belerique - 25 min)
      i. Executive Summary of Results
         1. 182 respondents with the most respondents from CSU's, UC's, CCC's and private/non-profits in that order
         2. 47% attended last year's CAIR conference with 90% attending 1+ CAIR conference. We typically have a lot of new conference attendees, but very few new folks took the survey.
         3. Rosa created an executive summary of results for each type of conference modality (in-person and virtual).
         4. In-person conference survey results showed that respondents were concerned about funding from their institutions and whether colleagues could attend
         5. There is a high amount of interest (somewhat/very interested) for the virtual conference but more show high interest for in-person. For the virtual conference, a high percentage of people said that it was important to provide on demand pre-recorded sessions and Q&A opportunities with speakers

6. The responses, if we deem them to be representative, may show that we may need to renegotiate for a smaller in-person event this year. However, it is too soon to know whether we need to renegotiate.

ii. Discussion with Todd
1. Todd/Rosa's ideas:
   a. Todd, our consultant, says that the survey results are concerning for the success of our conference
   b. We may try to renegotiate our current contracta to smaller conference for 100-150 people (Rosa calculated the estimate of 150 attendees for the upcoming conference). This may lead to a slightly higher price for room. Our current discount is about 1/3 off of the regular rate.
      i. With re-renegotiation, we may have to agree to come to this site numerous times, which Board members had concerns about.
      ii. Our current contract says a min of 212 attendees will stay in hotel for Wednesday/Thursday night.
      iii. Also flying into the NV airport may be another hurdle for approval from home institutions, since it is out of state.

iii. Next Steps
1. Our survey results may not be representative. Some CAIR attendees are not on the Listserve. However, the survey data is all we have to use for planning such that we need to use it as best we can.
2. Last year, we have conference registration fees already ratified for this year. However, we decided previously to consider increasing the rates by 3% each year to account for rising costs. Given how challenging budgets are this year, we could consider keeping the rate the same to try to encourage attendance. However, we need to be sure that doing so does not create financial difficulty for us - ultimately, we need to take in enough money to put on the conference. TASK: We need to decide what our registration fee structure should be for the 2021 conference, determine dates for early bird and regular registration, and launch conference registration as soon as possible. The Executive Committee will work on the rates and share a proposal with the Board for voting.
3. Deborah brought up some marketing strategies that we can do to other IR type organizations and to our members thanking them, etc. These can help with registration.

b. Planning Calendar at a Glance (Belerique, 5 min) - draft for review

i. The calendar was shared, including calendar items that show when calendar items launch, when people need to take action to do tasks, when tasks are closed, etc.

c. Conference Planning Committees - updates from each

    i. Conference Proposals & Committee Timeline (Houska, 7 min) - update / feedback

1. Workshops this year will be 75 minutes, down from 90 minutes
2. Regarding EDI
   a. We discussed whether EDI should be reflected across all conference tracks and/or be a specific track within the conference. We kept EDI as a track this year, but that does not preclude folks from including an EDI lens regardless of which track they select.
3. Cinnamon recommended noting the context of uncertainty about attending and encourage folks to submit proposals even if they are not yet sure whether they can attend when we send out the call for proposals. So many proposals come in the week of the conference, so we should not be too alarmist if low numbers of proposals come in early.
4. Overall, We should not send too many emails to community per month (2-3 tops maybe)

    ii. Awards and Scholarships Committee (Harris, 5 min)

1. TASK: The Agronow scholarship email needs to be sent out around now. We may need to change the deadline from last year.
2. Edits will be sent to MarComm. For website updates, send updates to to Roop/Juan

    iii. IR 101 Series (Harris, 5 min)

1. IR101 videos from last year (5 min)
   a. Last year's IR series is stored on shared drive
   b. We would need to secure approval from the speakers if we're to use the recordings outside of the 2020 conference.

    iv. Conference Web Registration (Tang, 5 min)

1. Last year we used Whova for conference registration, the conference app, and session evaluations. In prior years we used Eventbrite for registration, Attendify for the app, and Qualtrics for session evaluation surveys. Using Whova for all three would streamline operations. .
2. TASK: Meiling will look into if it's possible to use Whova for conference registration, the app, and session evaluations even if we do not use Whova for a virtual conference.

      3. Using Whova would allow us to switch from in person to virtual seamlessly as well if we need to pivot at the last minute. We could possibly also use Whova to post virtual content after the conference.

      4. <u>TASK:</u> Meiling will come provide pricing estimates for the above

   v. Keynote Speaker Selection (Belerique, 2 min)

      1. Rosa will update us on this soon

   vi. Other committees coming soon (Belerique, 2 min)

7. New or Other Business (Belerique, 2 min)
8. Adjournment (Belerique <1 min) 4:58