Minutes

October CAIR Board of Directors Meeting
October 26, 2021 | 12pm - 5pm PST
Granite Chief | RSC - Olympic, Valley, Ca

IN ATTENDANCE: Rosa Belerique (President), Andrew Cress (Vice President), Cinnamon Danube (Past President), Roop Prabhu (Secretary), Ryan Hoadwonic, Meiling Tang, Susana Santos, Donald Everhart,Vikash Lakhani, Deborah Lee, Cheryl Harris (1:00 pm)

NOT IN ATTENDANCE: Ryan Cherland (Treasurer); Juan Apitz, Jeremy Houska,

Meeting called to order at 12:32 pm

1. Introductions, Lunch, Code of Conduct Reminders (30 minutes)
2. Call Meeting to Order (Belerique - 5 min)
3. Approval of mid-October Meeting Minutes (Belerique - 2 min)
   Postponed to November meeting.
4. Conference Planning (approx 1:15 hour total)
   a. Code of Conduct Update and review of materials (Danube/Everhart, 30 min)
      i. Registration Desk Check In Process/A/V help process (will have paper copies at desk)
         1. We went over registration check-in processes. Board members practiced registration/COVID-19 test/vaccination checks.
         2. For those volunteering on A/V help, responsibilities include checking to see if laptop connections are all working, testing sound/video. If you are having more complex issues, the plan is to find Rosa and she will reach out to A/V.
            a. Presenters don't need to wear mask if staying behind podium (6 feet away)
         3. At the front desk we will leave a notice regarding the shuttle for dinner groups that leaves at 6pm on Thursday night fitting 32 people. With a 7:45 return (can't be late or it will leave).
            a. Andrew volunteered to check-in registrations at the bus
            b. Roop will print the check-in list today.
   b. Volunteer schedule and review of responsibilities (Belerique, 10 mins)
      i. Logistics and points of contact
      ii. We used this time to switch shifts when needed
      iii. Group dinner facilitator was taken off volunteer list
   c. Schedule run through (Belerique, 5 mins)
      i. Slide Decks (Belerique & Lee, 5 min)

1. Schedules at a glance need to be printed
2. Rosa went over Wednesday welcome lunch slides
3. Parking for conference is free. Inform registrants

d. Registration & Waiver Update (Tang, 3 min)
   i. 94 waivers had been filled out, out of 132 registrations.
   ii. We should be prepared to help people at the desk who haven't downloaded the Whova app (only 30 haven't downloaded the app)
      1. At meeting, email was sent to non-downloaders and non-waiver signers

e. Sponsorships (Cress, 3 min)
   i. 9 sponsors: met our $12K goal
   ii. At the event, there will be 2 sponsors with tables.
   iii. For gamification, attendees will scan a QR code on app.
      1. If they talk to both sponsors they become in the running for 1 of 10 amazon gift cards.

f. Keynote Q&A (Belerique, 3 min)
   i. People have the option of asking questions through the app. Rosa would like the board to submit questions.

g. Session and Overall Evaluations (Santos, 5 min)
   i. No updates. Session evaluation survey reminder slide sent out to presenters last week. Floater A/V volunteers can remind participants to have the session slide. If missing the slide, presenters can verbally remind attendees.

h. Conference App & Games (Lee, 3 min)
   i. 10 amazon cards to be given as prizes for attendees visiting sponsors. The fastest winners get extra mask holder prizes.
   ii. The winner of the leaderboard gets a $100 prize
   iii. We have 20 kiddy bags for attendee children
   iv. Board members are not eligible for any prizes

i. CAIR Game Night (Prabhu, 3 min)
   i. Drinks for cash only. No drink tickets given.

j. A/V Updates (Belerique, 2 min)
   i. A/V person wants luncheon slides in advance 24hours on a usb stick.

k. Dinner on your own (Santos, 4 min)
   i. People will be able to find their own dinner at the resort or in the village.

l. Other conference updates (4 min)
   i. FYIs - 1 drink ticket per person given at registration
      1. Can be used for one alcoholic drink or 2 non-alcoholic drinks if torn in half
      2. For early bird, a different drink ticket will be given

5. *Break* (7 mins)
6. Non-Conference Committees / Taskforce (approximately 30 mins total) - **share outcomes, success, and next steps**
   a. MarComm Committee (Everhart & Lee, 5 min)-

    i.   Social media successes for the year were discussed: social media posts and Between Two Presidents video series.

    ii.   For 2022 we will need to focus on wider and more meaningful engagement that results in conference attendance.

        1.   Book and journal club (session at this year's CAIR conference)— discussions need to be had on how this club will operate in 2022

        2.   Also, conversations need to be had on how members interact/network: CAIR website/forum vs. listserv

            a.   We can adjust for duplicates on forum not on listserv.

    iii.   Deborah will go around this conference and take pics as much as possible (especially for sponsors) and share out on social media.

        1.   Was mentioned that board members should like and repost as much as possible on social media.

        2.   MarComm committee was asked to provide an updated version of the media policy for review by 11/10 and approval at the November meeting.

b.   Partnerships Committee (Belerique, 5 min)-

    i.   WSCUC, RP group, AIR, CCCO, sponsors (including Kevin Chang and Kristina Powers), COVID-19 Relief grant,

        1.   AIR is looking for board members. Ask Rosa if interested.

c.   Systems Efficiency Committee (Santos & Cress, 5 min)-

    i.   Looking to centralize data collection (Google Forms)

    ii.   Implemented first phase of customer relationship management (CRM) for increased data integrity and efficiency

    iii.   Another success was more efficient use of A/V funds

    iv.   Session and overall evaluations were integrated into one app.

d.   Strategic Planning Committee (Houska & Cress, 5 min)

    i.   Due to our natural board member turnover, we don't really ask and inform back to our constituents how we are delivering on our mission

    ii.   More will be discussed in the section on future planning.

e.   Equity, Diversity & Inclusion (EDI) Advisory (Santos, 5 min)

    i.   Goal is to ensure the strategic enactment and ongoing assessment of our new EDI statement

    ii.   Will transition to be an advisory committee (rather than a task force) in Jan 2022

f.   WSCUC Fellowship (Santos & Belerique, 5 min)

    i.   Discussed with board that the fellows received a fellowship and expected outcome

    ii.   Will be discussed with our community at Thursdays keynote presentation.

7.   New or Other Business (approx 25 mins total)

a.   Budget Updates & Treasurer Report (Belerique, Cress & Hoadwonic, 10 min)

    i. $58,000 coming in from conference (does not include cancellations)

    ii.   We will come out a little bit ahead this conference (about $10,000 or so possibly but too early to say)

      iii. We already have paid much of our 2022 conference venue down payments for this year.

  b. Policies

    i. Registration (+Prabhu, 5 mins)

      1. Roop to list out members with complimentary registration (10 individuals—9 free and 1 late early bird price) in shared drive.

        a. No rubric yet on deciding on how we compensated registrations. Currently, the executive board votes on compensated registrations. The board can always refer to our registration policies for more information.

        b. Compensated registration list:

          i. Compensated 100% (7 attendees): Precision campus representative (Eric Spear), WSCUC representatives (David Chase, Stephanie Huie, Jamie Studley), 2020 Best New Presenter (Michael Gonzalez), Anthology Representative (Jennifer Mazurkiewicz), HelioCampus representative (Kate Cook), CAIR Board Social Media Manager (Deborah Lee), two keynote speakers (Di Nonno, Jeff Andrade)

          ii. Compensated at 70% (1 attendee): CAIR Board Secretary Roop Prabhu

    ii. Finance (Cress, 5 mins)

      1. Andrew asked the board to review the financial policy by the next board meeting and provide comments by 11/10.

    iii. Social Media (Everhart, 5 mins)

      1. Suggested policies for next year

        a. When speaking in behalf of CAIR, use your CAIR email address

        b. It recommended to have a policy if a member has detrimental activity that could be tied back to the board resulting in censure.

        c. Having policies in general that help guide communications is recommended for next year

8. *Break* (7 mins)
9. 2022 Planning (Cress)

  a. Vision and Priorities for 2022

  b. President role (draft below, Andrew will send a final copy by January)

    i. He discussed his roles for the following year:

      1. Provide leadership in execution of mission

      2. Ensure the continued existence and viability of org

      3. Primary organizer of the annual conference

      4. Set agendas for meetings and ensure that the regular business of the org takes place (CEO function)

      5. Communicating the vision and mission

6. Bylaws/compliance
7. Team building/empowerment/resourcing
   a. Delegated responsibility to various committees and other board members—expectation is not for the president to follow up to ensure accomplishment of tasks
   b. Representing the organization to external groups (maintaining and partnering relationships)
8. EDI advisory committee
   a. Role to review policies (Mission Review), etc, so we're inclusive and equitable as much as possible.
   b. Suggestions
      i. New board members
      ii. Getting more students involved
      iii. Diversity of institutions (types, size, focus, segment?)
      iv. Location of the event
      v. Type of speakers invited.
      vi. Assessment/IE Inclusion

ii. Strategic Planning
1. Buckets (tackle 2 each year, possibly)
   a. Marketing/outreach/communications
   b. Financial and strategic planning
   c. Partnerships
   d. System and efficiencies: automation, integration and technology
   e. Mission (flows through SP process)
      i. Conference planning and content)
      ii. Also under EDI
   f. Questions to always ask: are each of these plans cyclical? What does success look like? What are the deliverables? Priorities? KPIs? Core activities? What is the relationship between these buckets/interconnectivity?

iii. Finance
1. Budget
   a. Long range budgeting: long range ideas for cutting, saving, and making money.
2. Fundraising
   a. We can charge for webinars, etc.
   b. Maybe a membership fee? May be tricky with our bylaws
   c. Currently, we get income from the conference, sponsorships, and grants.

iv. Leveraging Data for Mission Critical Initiatives
1. CRM
2. Discussion board
   a. 'Assess' Listserv allows you to go into archived discussions.

        i. We may look into using another platform.
- b. As an alternative to listserv where we have many duplicates.
- c. We should get data on the use/need for a discussion board.
- d. Discussion board helps manage community data and maintains integrity.
- e. CAIR currently relies on the CCCNEXT technology group listserv, so regardless should find a platform that can be directly managed by CAIR.

c. 2022 Conference
    i. Location
        1. Hyatt Regency La Jolla at Aventine
    ii. Theme
        1. IR and IE: using data to drive improvement
        2. Board provided feedback on the theme and subthemes of the conference. Cress stated that he would rework the theme in light of their feedback.
    iii. Planning

d.

e. 2023 Conference Location Considerations (10 minutes)
    i. We need to look at data on seeing how institutional representation may change if we choose to make the conference in SoCal two years in a row
    ii. As discussed in the meeting, University of San Diego and Golden Gate University are two potential schools that are open to hosting future conferences. No meetings have occurred or are planned so far with these institutions.

10. Adjournment (Belerique <1 min)
    Meeting adjourned at 5:00 pm