



Board of Directors Meeting

Meeting Agenda Minutes

February 11, 2022, 9am

Board Members Invited: A. Cress (President), D. Everhart (Vice President), R. Prabhu (Secretary), R. Cherland (Treasurer) (11:00), , J. Apitz (Director), E. Giddens (Director), C. Harris (Director), S. Santos (Director) (10:35), M. Tang (Director), J. Zane (Director), D. Lee (Social Media Manager/Director).

NOT IN ATTENDANCE: R. Belerique (Past President), R. Hoadwonic (Treasurer-in-Training).

Location: <https://calbaptist-edu.zoom.us/j/89051944551>

[Link to this agenda](#)

[General Session Meeting called to order at 10:06 am](#)

9am–President, Vice President, Secretary, and New Directors

1. **New Board Member Orientation (Cress/Everhart/Prabhu)**
 1. New Directors– Giddens and Zane
 2. Navigation of Drive
 3. CAIR email addresses and Group email
 4. Travel Reimbursement & keeping costs low
 5. Bylaws and Structure
 6. Policies
 7. Expectations of a Board Member & Overview of Board Roles
 8. Questions

10am-12pm–General Session for All Board Members

2. **Welcome (Cress)--3 mins**
3. **VOTE: Accept appointment of Deborah Lee to [replace Jeremy Houska](#) for a term ending December 31, 2023 (Cress)--3 mins**
 - Don makes a motion to accept appointment. Roop seconds. All approve. No nays. No abstentions.
4. **New Board Member Introduction and Welcome (Cress)--5 mins**
5. **VOTE: Review/Accept [December Minutes](#) (Prabhu)--3 mins**

- Don makes a motion to accept the minutes. Juan seconds the motion. All approve. No nays. No abstentions.

6. Review of [CAIR Mission](#) (Cress)--5 mins

- The CAIR Mission on the website was shared and Andrew mentioned how we should refer back to this mission with all our endeavors/tasks. The verbiage in the mission is broad enough for all our tasks to work towards the goals of the mission.
- We discussed possibly adding 'Effectiveness' to our name making the acronym CAIRE. We discussed some potential negatives like there being some possible legal hurdles, or our name becoming too different from 'AIR' so people won't think of us as the California AIR. There are also many potential positives to this name change, with a major positive being having a more inclusive community for assessment/IE professionals.
 - o We talked about possibly doing a brand study to see what our constituents or potential constituents think of this idea. Andrew will bring this up for planning in the June meeting.

7. [Executive Committee Meeting Notes](#) (Cress)--3 mins

- Notes were shared with non-Executive Committee members from the 1/20 Executive Committee meeting.

1) 2022 CAIR Committees--10 mins

a) VOTE: Approval of [Committees List](#)

- Our current bylaws state that we need to vote on committee positions. The committee leads discussed are not set in stone and committee members can request to switch positions. There will be a call for volunteers later on to help committee appointees.
- Juan moves to approve committee appointments. Don seconds. All approved. No nays and no abstentions.

b) Committee Work Expectations and Knowledge Transfer/Documentation

- Andrew says that if he doesn't hear from committee members, he assumes all is going well. He advises us to reach out to previous year committee members for work expectations and knowledge transfer.
- The Data Integrity Committee has been postponed to next year due to lack of interest but may be revived next year if there is interest.

c) [Expected Committee Outcomes](#); Committee [Timelines](#) and Tasks

Andrew reviewed the expectations for committee work and expected outcomes. The committee spreadsheet contains previously utilized timelines for the committee work as well.

d) Volunteer Survey

- Historically, some committees have had much volunteer interest and some committees have not. The Equity, Diversity, and Inclusion groups and the presentation proposal review committees have garnered lots of interest, while others have garnered less. The committee survey results will be forwarded to the board once the survey closes.

9. Strategic Planning (Cress)--5 mins

a. [Strategic Priorities for 2022](#)

Andrew reviewed the strategic priorities for 2022 and made notes based on Board feedback. In general, the board was in favor of the initiatives.

b. Discussion today at 3 regarding these items.

- 'Financial planning' will be extra emphasized this year
- Under marketing and communication strategy, we discussed possibly having working groups at our conference or within discussion forums.
- During the meeting, under 'marketing and comm strategies', we added and 'content and community development', and 'partnerships' since we wanted to focus on the development of these.
- . 5-year Strategic Planning Process (Meeting at 3pm)
All are invited to the strategic planning meeting, however it will be optional for those who are not on the planning committee.

10. Equity, Diversity, and Inclusion—10 mins

- . Report on WSCUC Fellowship (Santos)
 - We are on track to complete the write-up for our April workshop at ARC, but we need to reconvene due to Rosa's absence.
- a. Priorities for EDI in 2022 (Zane)
 - We didn't have time to discuss this at this meeting.

11. Pending Reports from 2021 Conference—20 mins

- . Report on Attrition for Hyatt RSC (Cress/Belerique)
 - Andrew discussed attrition charges from hotel (for not bringing in enough attendees). We chose not to put our attrition fees towards a down payment, and we paid \$2500 as our attrition fee (1/4 of what was asked)
- a. Conference Evaluation Survey and 2016/2021 Analysis (Santos/Zane)
 - About 33 attendees responded to conference survey
 1. A high percentage thought the app was useful. A lot more than those who found conference PDF helpful.
 2. There was low attendance for President's reception for Friday's panel.
 3. Around 80% of satisfaction with Equity, Diversity, and Inclusion speaker.
 4. Potential next steps discussed:
 1. Rename the IR101 to include the Sam Agronow name, so we can have a 201 track (for more experienced attendees). Have people apply to be presenters for IR101.
 2. We also discussed needing volunteer facilitators for time keeping during presentations, like we had before the 2021 conference.
 5. Feedback was given that screens were small in the 2021 conference. Loca
 6. There was some feedback on the quality of proposals, but it's hard for us to choose higher quality proposals when we had less total proposals submitted in for review like with the 2021 conference
- b. Session Feedback (Santos)
 - 'Feedback for Course Analytics' wins for best presentation this year
- c. Proposals for Improvement to Response Rates (Santos)
- d. 2021 Best Presenter Award (Santos)
- e. 2021 Best New Presenter Award (Santos)
Not awarded due to lack of responses and solo new presenters.
- f. 2021 Scholarship Recommendations (Harris)

- CAIR gives 100% of the scholarship money. Both a student applicant and early professional applicant were considered. A recommendation was made to make scholarship scoring rubrics more visible to applicants
 - A recommendation for earlier release date for scholarship applications. The application release date was 6-8 weeks this year, which was too late.
 - We may want to consider how we allocate this money out, instead of giving out money, we may decide to give compensated registration, CAIR-related professional development money, tuition compensation, etc. There was lots of support for these ideas from board members
- g. Sponsors: Data Talks (Cress)
- We need a large room add-on for this upcoming week's CAIR Data Talk due to a large number of attendees.
- h. Any Additional Feedback
- We had a few sponsors who attended CAIR but didn't pay a sponsorship fee. We may need a policy so this doesn't happen in the future. In addition, we should look for business-affiliations or product-affiliations on the presentation list at the conference, as this should not be allowed.

12pm-1pm—Break for Lunch

12. Financials (Cherland/Hoadwonic/Cress/Everhart)--45 mins

a. Final 2021 Financial Report; current 2022 Financials (Cherland/Hoadwonic)

- During the 2021 Conference we lost money but with the federal coronavirus grant received we came up with a positive of about \$7,900 of extra money, with now about \$128,000 in our balance in the bank, with \$86,000 available in our checking account, with around \$42,000 in our savings account.

b. Travel [reimbursement policy](#) and [form](#)

- For the upcoming year, we have set budgets for committees and want reimbursement requests to be within those budgets.

b. Credit card policy (Hoadwonic)—*Postponed*

- Discussion postponed due to Hoadwonic not being able to attend

c. Diversifying Income Streams (Belerique)

- Discussion postponed due to Belerique not being able to attend

d. Updates to [Finance Policy](#) (Cress)

- Finance policy updated to reference 'budgeted accounts' and not 'budget lines' for easier review/approval of budgetary items.

- Juan moves to approve new policy update motion. Roop seconds motion. All approve. None oppose. No abstentions.

e. 2022 [Registration Fee](#) (Cress)

- After showing historical conference registration fee data, Andrew proposes a \$460 early bird rate and \$530 full conference. This high rise is due to inflation costs and also takes into account that the fee was not raised for many previous years before last year (it was raised last year)
 - o This registration rate increase also aims to fulfill the budget goal of having \$15,000 saved annually, as approved by the Finance Committee.
 - o We do forecast less attendees this year in La Jolla as compared to previous Southern California conferences. We are hoping for 250 attendees this upcoming year, and we predict needing to increase our fees to the proposed prices to meet above goals.
- WSCUC seems to be raising their fees and so attendees may choose to choose one event and it may not be ours if we also raise our rates
- We discussed considering having a group rate for institutions so that institutions can send more attendees, but that may not work since that poses an equity problem for smaller universities, especially the non-UC's, etc, that rely heavily on tuition.
- Comparing our conference to other similar-sized conferences, the CAIR conference is more often more affordable.
- Don brought up the points that we may have other revenue streams this upcoming year like CAIR Data talks money, more sponsorships, but we predict that the vast majority of our funds come in from the conference and so we need to tie our budget goals largely to the conference.
- Longitudinal Profit and Loss Statement (Cress)
- Revenue gains and losses shared since calendar year 2016 with net revenue down as of most recent
- f. Proposed 2022 Budget (Cress)
 - Budget shared. Language to amend budget or request to surpass budget is discussed elsewhere
 - Motion to approve budget with the proposal to *set the 2022 CAIR Conference early bird conference fee at \$460*:
 - o Don moves to approve. Juan seconds vote. Roop, Cheryl, and Deborah are nays. Meiling and Susanna abstain. 6 yays are counted. Motion passes.
- 2) 2022 Conference Planning—1 hr**
 - . Conference Theme
 - The theme is Institutional research and effectiveness: using data to guide improvement.
 - a. REPORT: La Jolla Site Visit (Cress/Everhart)
 - CAIR President and Vice President visited conference site and reported very positively about the premises
 - b. Registration, open in Whova by 2/28 (Tang)
 - As of this board meeting, the early bird rate has been approved. With the Whova app which we have used the past 2 years and plan to continue moving forward, as registrations come in CAIR gets paid, which helps us financially in paying costs during the year.
 - The following are proposed questions for the registration form:
 - i. Pronouns?

- We should use a drop-down this year since free form took a long time to edit last year.
 - ii. Demographics?
 - Yes, for EDI efforts, but these questions would be optional
 - iii. Session facilitation
 - Ask them this so we have volunteers for this
 - iv. Listserv disclaimer
 - We discussed having a disclaimer/question in the registration form to opt out of the listserv. We will need to word this correctly so its not confusing to attendees.
- a. IPEDS Keyholder training
 - IPEDS didn't come last year but we discussed wanting them back this upcoming year. Andrew requested them this upcoming year.
- b. IR101 and additional PD opportunities (e.g., mentorship)
 - Andrew was asked at the most recent CAIR Conference about professional development opportunities for seasoned IR/IE professionals
 - We discussed facilitating a mentor program matching up mentors and mentees. CAIR would provide the structure of this mentor/mentee matching.
 - We should also explore providing PD as well for more seasoned members.
- c. Community groups/affinity groups
 - At the conference, we might include dedicated meetings to interest groups too, like EDI or other types of community/affinity groups as well
- d. Segment meetings
 - For future conferences, it was discussed that we may not need to have segment meetings.
- e. Local arrangements for the conference
 - Don will work on San Diego local planning, like restaurants, etc
- f. Keynote speaker selection
 - Andrew has already started to look for keynote speakers for the 2022 conference. One person agreed to speak for free on IR office self-assessment (Darlena Jones). Another agreed with a reduced fee to speak on IE (Natasha Jankowski).
- g. Proposals for sessions
- h. Planning for awards and scholarship
 - We plan to focus this year on upgrading sponsors to platinum or above. We discussed giving to sponsors besides just having a table there
 - We discussed whether having a lifetime achievement award should be on the table
 - i. Best (New) Presenter
 - ii. Sam Agronow
 - We discussed earlier having this scholarship money be equally allocated to the student and the new professional
 - iii. Lifetime achievement award?
- a. Tentative schedule—additional suggestions
 - At the early bird reception, we discussed having tables based on discussion interests (like R programming, etc). This may draw more people to the event.

- m. Conference assessment (overall and session evals)
 - Elizabeth is reviewing the historical ones of these talking to leads of previous conference assessment teams. She plans to come up with a proposal for this year's conference assessment
- b. Additional questions or suggestions

- 0. Marketing and Communication—15 mins**
 - . Social Media Promotion (Lee)
 - Last year we made 'Between Two Presidents' videos where other education organization presidents spoke with our CAIR President about educational topics. This may not continue this year, unsure.
 - a. Board member profiles (Cress)
 - Andrew has reached out to CAIR board members and given them questions to answer for a board member profile. The plan is to have a monthly profile on each board member
 - b. Branding and Promotion of CAIR
 - Deborah will send link to brand email to each director
 - CAIR calendar was discussed and guidelines were discussed
 - c. Promotion at other conferences (ACCJC, RP Group, WSCUC, etc.)
 - d. Drive listserv sign ups and conference registration
 - e. Additional suggestions for promotion
- 0. Board and Officer Selection—5 mins**
 - . Nominations (Prabhu)
 - a. Selection (Everhart)
- 0. Future Site Selection Considerations—15 mins**
 - [North/South Alternation](#)
 - We discussed a proposal to move to a 2:1 schedule (two conference meetings in Southern California back to back and then one in Northern California). Our Southern California conferences have historically been better attended with slight money surpluses.
 - . [Proposals](#) for Future Conference Location Selections
 -
- 0. 2023 Conference Planning (Everhart)--10 mins**
 - . Proposal for 2023 Conference Site
 - a. CAIR visit team visited Hyatt Orange County, potential site of 2023 conference.
 1. They have shown us they are open to negotiations, including using our own A/V, and other cost reductions. Will cost less than 2022 conference. They also just renovated their facilities. They are offering executive suites at regular prices for board members.
 - b. Motion to empower Don to negotiate on behalf of CAIR. Juan made a motion to approve. Susana seconded. All were yays except for Roop who abstained.
 - c. Proposed 2023 dates: November 15-17, 2023
- 0. Next Meetings—5 mins**

- . June Meeting: June 10, Hyatt Regency La Jolla at Aventine, 9am–4pm
 - CAIR will cover travel costs for this meeting. Emails will be sent out on arranging travel arrangements for each board member
- a. Possible virtual meeting in August/September
- b. Pre-Conference Board Meeting: Tuesday, November 15th, Hyatt Regency La Jolla at Aventine, 9am to 4pm
- 0. **New Business (All)--5 mins**
- 0. **Adjournment**
[Meeting ended at 3:00 pm](#)