



Board of Directors Meeting

Meeting Agenda Minutes

June 10, 2022, 9am

IN ATTENDANCE: A. Cress (President), D. Everhart (Vice President), R. Prabhu (Secretary), R. Cherland (Treasurer), R. Belerique (Past President), E. Giddens (Director), D. Lee (Director), S. Santos (Director), M. Tang (Director), J. Zane (Director), C. Harris (Director) (10am)

NOT IN ATTENDANCE: J. Apitz (Director), R. Hoadwonic (Treasurer-in-Training).

Location: Hyatt Regency La Jolla at Aventine, Board Room

[Link to this agenda](#)

9am–Call to Order (9am-11am)

1. Icebreaker Activity (Zane/Cress)--10 mins
2. [Approval of February Meeting Minutes](#) (Prabhu)--2 mins
 - Donald makes a motion to approve. Elizabeth seconds. All approve. None opposed. No abstentions
3. [Executive Committee Meeting Notes](#) (Cress)--1 min
 - Mostly notes on budget proposals. Shared with group. No further questions asked.
4. Non-Conference Items
 - a. Committees (Cress)--3 mins
 - i. [Expected Committee Outcomes](#); Committee [Timelines](#) and Tasks
 - Instructions were given for directors to find their committees, timelines, and volunteers (updated as of Feb)
 - ii. Documentation
 - b. Financials--30 mins
 - i. [Finance Policy Reminder \(Cress\)](#)
 - Goal is to have at least 100K (or the median spend of the last 3 years, whichever is higher) in a savings account/reserve fund by 2030
 - For this to happen, the goal is for 15K to be saved this year.
 - Revenue amounts may often fluctuate due to current and future attempts at diversifying revenue streams which may lead us to revisit goals.
 - ii. [Treasurer's Report](#) (Cherland)
 - Ryan discussed the report with not too many changes since last meeting



- iii. [Motion to approve updated 2022 budget](#) (Cress)
 - The proposed budget includes more specificity around budget allocation with categories like ‘Awards and scholarships’, ‘Operations’ and subcategories added like ‘Audiovisual’, ‘Fees’, ‘Supplies/materials’
 - The ‘Food and Beverage’ line will be adjusted at November Board meeting.
 - Our finance policy specifies that we are forecasting 3 budget policies at one time. We are projecting forecasting future budgets too.
 - Roop makes a motion to approve finance policy. Rosa seconds the motion. All approve. None opposed. No abstentions
- iv. [Review and approval of 2023 budget](#) (Everhart/Executive Committee)
- v. [Update on 2024/2025 Budgets](#) (Everhart/Cress)
 - We know next year’s (2023) venue and the subsequent year’s (2024) region (Northern California), so we are able to more or less forecast future budgets
 - We see revenue decreasing and costs increasing in 2024 due to potential location in Northern California, so added to the budget is a line item for subsidizing this conference.
 - Putting aside 10K from next year (2023) to help subsidize the 2024 Northern California conference.
 - Budget revenue/ is all to temper conference registration fees (7% for 2023 2% increase on that for 2024)
 - ‘Mentoring’ was added to the budget.
 - No budget line was added for ‘EDI Committee’ but this may change
 - Movement to approve 2023 budget
 - Rosa approves. Susana 2nds. All approve. None opposed. No abstentions
 - We didn’t vote yet on 2024 budget due to us not having a location yet.
- vi. [Diversifying Income Streams](#) (Belerique)
 - Rosa made a presentation about diversifying our revenue through different revenue streams. There was board support for each of the endeavors discussed.
 - We usually just receive money from the conference. Last year we got a 15K covid grant
 - Rosa’s revenue source considerations:
 - More potential grants
 - Covid relief, EDI grants, research related (like the WASC grants)



- Fundraising (seeking financial support for a charity, cause, etc, like EDI), paid dinners, maybe, etc
 - Scholarships, events (like compensated dinners), online workshops (CAIR data talks have been successful)
- Investing
 - Rosa went through a helpful summary of potential investment choices
 - Certificate of deposits, money market funds/bonds (short-term investment—more risky), mutual funds (more longer term)
 - We agreed that making conservative less risky investments may be a better choice for us.
 - We discussed if just the treasurers would be in charge of managing investment choices. We concluded that changes in investing policy will be subject to full board oversight
- c. Marketing and Communication (Lee)--12 mins
 - i. ARC/Brand Survey
 - 77 responses at ARC Conference, the majority from the private non-profit realm, mostly from Southern California
 - 26% are in IR, 57% work with IR
 - ii. Promotion for CAIR 2022
 - There are a few states that have lost travel funding due to anti-EDI legislation which could affect AIR's attendance next year in Ohio, so it was discussed in the meeting that IR professionals affected by this loss of travel funding to certain states may choose to attend CAIR next year instead
 - iii. Social Media
 - iv. Marketing/Communication Strategy
 - It was recommended to us to share, retweet, tag, etc., as always
- d. Board Recruitment--5 mins
 - i. [Resignation of Juan Apitz](#)/Replacement (Cress)
 - Juan's email of resignation to Andrew was shared with the board. His term ends in Dec 31st 2023. We discussed looking for a replacement board member, looking at current board members exiting, previous board members, and lastly looked at recruiting new members to replace Juan
 - Elizabeth had the idea of sponsoring CAIR lunches in big cities so that IR folks could get to know each other.
 - ii. [Available positions](#) (Everhart)
 - 1. One V.P., Secretary, four directors...Don asked for self-nominations.
 - iii. Referrals (Everhart/[Cress](#))



- Andrew asked us to email at least one person to join the CAIR Board. We could also send emails to directors/provosts asking their staff if they would like to join as a director
- e. Non-Conference Professional Development (Zane)--5 mins
 - i. [Mentorship Pilot](#) (Zane/Cress)
 - Pilot program will begin at the 2022 CAIR Conference and conclude at the 2023 conference and develop curriculum for the year.
 - We possibly could get WSCUC to fund this. Deborah will inquire.
- f. Awards and Scholarships (Santos)--10 mins
 - i. Sam Agronow (not offered next year)
 - Since there was lack of interest and it was not equitable (between interns/grad students vs. early track professionals), so not offered this year.
 - His name can be associated with the Lifetime Achievement Award or Mentorship program.
 - These funds would be used to compensate registration fees
 - Built into budget next year are compensated registration
 - ii. [Lifetime Achievement Award](#)
 - Other organizations are doing this. We discussed that the individual should have been retired within the last 5 years (we may choose to not include this), held an IR appointment, with key contributions to our field
 - Nominations can be made by anyone, reviewed by Awards committee
- g. Strategic Planning--15 mins
 - i. [Strategic Priorities for 2022](#)
 - The strategic priority headings are financial planning, strategic planning, marketing and communications, and EDI
 - ii. [CAIR Cares Survey Results](#) (Zane)
 - About 250 or so survey results
 - About 60% were for the idea of including an 'E' in CAIR to include effectiveness. Adding 'effectiveness' to CAIR resonated more in the community colleges and for newer IR professionals, and less for established veterans.
 - Pending final data, the preliminary data has shown the CAIR community is supportive of into the acronym change. Andrew proposed that we have a session at the next conference for feedback and questions. Susana suggested that Andrew email all past presidents for their feedback.
 - iii. Proposed Strategic Goals 2023-2028 (Cress)
 - Those that were surveyed wanted values attached to our strategic goals and so a mission statement has been added with some more notes on values [\(get link\)](#)



- h. Equity, Diversity, and Inclusion–15 mins
 - i. CAIR EDI Commitments (Zane)
 - 1. [EDI Volunteer Survey results](#)
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 - Results were relatively moderate, possibly due to limited awareness of CAIR’s EDI-related activities
 - Responses regarding conference accessibility had the most variability (similar question on CAIR Cares Survey to provide more context)
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 - 2. [EDI Timeline](#)
 - Draft timeline for the year.
 - ii. [WSCUC Fellowship](#) (Belerique)
 - Added a new member: Trixie Ramoso
 - Invited to segments at the Accreditation Leadership Academy in August, October, or January.
 - Will convene with EDI committee to help prepare for this.
 - We hope to present this at CAIR
 - i. 2023 Site Selection Update (Everhart)--5 mins
 - Anaheim has been selected. Hyatt Hotel.
 - The fee schedule allows us to pay down payments after we have received revenue from current conferences
 - j. Future Site Selection (Cress)--5 mins
 - i. [Proposals](#) for Future Conference Location Selections
 - Recommendation for the following cycle of conference locations: 2 years having the conference in Southern California, and 1 year in Northern California
 - A proposal was discussed to consider returning (recommending practices) to venues in a 7 year or so cycle, which could potentially save money for site selection visits, making deals, etc.
 - k. [Travel Policy](#)
 - All the following are in reference to board member remuneration for the board meetings (not the annual conference)
 - We’ve been compensating people for mileage at the federal level, not at half the level as previously stated in our policies.
 - Future plans include compensating meals even if prior to actual meeting days (on travel days, etc)
 - There will be compensation for alcohol with meals as well.
 - The above will become effective Dec 1st, 2022
 - Voted at next board meeting
5. 11am-12pm: Tour of Facilities with Felix
6. 12pm-1pm: Lunch



7. Conference Items (1pm-4pm)

- a. Debrief from tour and feedback on plans (Cress)--15 mins
 - After the tour, we had a few decisions to still make about locations of highly attended events, since several rooms can fit the bill and we want to make sure there is enough room and the atmosphere/climate is appropriate for the big events.
 - Instead of having a posterboard showing the schedule at the conference, Felix, our A/V specialist, will bring a big TV to show the schedule.
- b. Local Arrangements (Everhart)--5 mins
 - Don and Elizabeth will work on restaurant list, local attractions list, nightlife, local transportation, etc.
- c. Conference Program
 - i. [Registration Policy Reminder](#) (Cress)--5 mins
 - Basic policy is if you come to conference you have to pay, but at the board's discretion, we can give away free or compensated registrations
 - Potential sponsors can't attend without sponsoring
 - ii. Conference Proposals (Giddens)--10 mins
 1. Update. Elizabeth said the call for proposals was launched in mid-April 2022 and that we are slightly ahead of proposals submitted at this time in 2021, 2020, and 2019. They are due June 30th.
 2. [EDI Component](#)
 - There was some negative response after we made an EDI component mandatory for all proposals. They said we should recommend, but not require, having an EDI component to each presentation. Thus, it was changed.
 - There is a virtual webinar discussing how to include EDI in proposals on June 17, 2022.
 - Roop will work with Elizabeth on created a specific guide on how to make a CAIR-effective presentation/workshop
 - iii. [Conference Schedule](#) (Cress)--5 mins
 - We discussed looking for a sponsor for Early Bird reception as it is expensive
 - Segment meetings is split into segment groups (1.5 hours) and special interest groups (1.5 hours) meetings
 - We should try and find a way to keep people attending on Friday
 - iv. Number of sessions/meeting space updates (Cress)--5 mins
 - v. [Invited Sessions](#) (Cress)--5 mins
 - vi. IPEDS Workshop (Cress)--5 mins
 - vii. State Authorization Network Meeting (Cress)--5 mins
 - State Authorization Network have been invited to conduct a workshop on Tuesday at two different time slots for best practices



- viii. IR101 Update (Zane)--5 mins
 - 'What is IE?', 'Data visualization', 'EDI analytics' can be subjects
 - Tentative plan to begin draft learning outcomes for our IR 101 sessions and to possibly an IR 201 at the 2022 conference.
- ix. Special Interest Groups (Giddens/Cress)--5 mins
 - We are looking for facilitators for these sessions
- x. Keynote speakers (Cress)--5 mins
 - For non-proposal presentations, we invite presenters to enter schedule information into CAIR Invited Sessions
 - For our IR/IE panel, we have an IR person, an IR/IE person, the incoming CAIR VP. Who discussed who else we would like on the panel.
- xi. CAIR-aoke (Prabhu)--5 mins
 - We will work with Felix on a cheap alternative to karaoke. It appears that with his soundsystem, just having two laptops will fit the bill.
 - Deborah to bring big easel so people can sign up with songs before the event, which should bring in some excitement for the event.
- d. Conference Swag (Lee)--5 mins
 - We have about 250 CAIR sunglasses
 - We have extra hand sanitizers as well.
 - We should have a waiver again for liability/COVID safety task force.
- e. Sponsorships (Everhart)--10 mins
 - i. Sponsor/Attendee game & Prizes
 - STATA is our sole platinum sponsor so far and have paid up already. Elumen are in the running too. Collegesource and Precision Campus have paid up as well. We will be talking to Watermark and Snowflake soon too. Plaid (who gave a data talk) and others too.
 - We have filled our gold and silver quota spots already.
 - Andrew/Don asks us to reach out to our institution's clients to ask them to sponsor the event.
 - For gamification/awards purposes, Meiling will check in with Whova to ask for the Whova passport app. Otherwise, we can compare sponsor lists to see which attendees visited multiple sponsors.
 - ii. Sponsor Guide
 - We want to make the sponsor experience as best as possible for our sponsors and our attendees, so we'll work on a recommended best practices guide for them in guiding them to interact with our members.
- f. Conference Presentation Slides and Media (Lee)--5 mins



- Deborah will be in charge of this. Like at previous conferences, she will take a picture of each session and post it and tag people. We will look for a sponsor to manage photos. She will encourage people to upload their photos to Photostream.
- g. Whova Registration Update (Tang)--10 mins
 - Registrations have been open since March. We have 19 registrations so far
 - We have added preferred pronouns as a dropdown choice this year
 - Around Sep 1st, we should have the bulk of our registrations
- h. International Inclusion (Tang)—5 mins
 - Because of COVID restrictions, currently a lot of international practitioners may not be able to come.
 - We decided to be accommodating if any international practitioners want to attend CAIR but we discussed how it is extra work for the all volunteer board to set up events/paperwork for out of state practitioners.
 - We decided to plan for an international segment meeting if we received enough international attendees.
- i. Social Media Campaign/Gamification of CAIR engagement (Lee)--5 mins
 - Will be discussed at next board meeting
- j. Conference Photos (Lee)--5 mins
- k. Conference Assessment—10 mins
 - i. Overall conference evaluations (Giddens)
 - ii. Session Evaluations (Giddens)
 - Proposed revisions to both evaluation instruments will be brought to the August/September meeting
- 8. 2023 Items (Everhart)--10 mins
 - a. Tentative Meeting Schedule
 - Monthly executive committee zoom meetings
 - Quarterly zoom board meetings for all directors
 - Once a year in-person meeting (added dinner in-person the night before in budget)
 - b. Meeting Formats
 - See above
- 9. Next Meetings—5 mins
 - a. late August/September (virtual)--[Doodle poll](#)
 - 2-hour meeting. Vote on new board members during this session.
 - b. Tuesday, November 15 in La Jolla—All day
- 10. Adjournment (4pm)