

Meeting Minutes

Board of Directors Meeting
September 1, 2016
Telephone Meeting
1:00 pm to 2:00 pm

In Attendance: Kristina Powers (President), Juan Ramirez (Vice President), Ryan Cherland (Treasurer), Kelly Wahl (Secretary), Bob Daly (Director), Paula Krist (Director), Ron Lopez (Director), Brianna Moore-Trieu (Director)
Absent: Waddell Herron (Director)

The meeting was called to order at 1:04 p.m.

1. May Minutes (Wahl) – The minutes from the May 19, 2016, Board meeting were reviewed and approved.
2. Financials – Discussion of Treasurer as a Renewable Position and Ex Officio (Powers and Cherland)
 - a. We received no applications for the treasurer role this year, likely because of length of commitment to the role that is required and skillset needed. As a consequence, Kristina asked Ryan if he would be able to serve another term. With Ryan’s participation, Kristina and Juan crafted a proposal that Ryan would continue in the role of Treasurer, which would augment the Board’s infrastructure and offer greater stability. The proposal is that Ryan would continue and maintain the organization’s financials but as an ex-officio member of the Board. He would do this on a renewable basis, but CAIR or he could give 180 days of notice, and the arrangement would cease. Further, Ryan is able to offer contributions of his staff to support his work for the Board. In exchange for their service, Ryan and his staff would get three conference registrations to use for their institution any way they see fit.

Given the expense of alternatives (i.e., hiring someone part-time or contracting the work), this would be a good deal for the organization. Ryan has grown his office at UC Irvine to seven staff, and he floated this proposal in his office as a way to support CAIR with their service, and with three registrations coming to them in return, they would be able to secure more professional development opportunities without using his office’s funds. By establishing the Treasurer role as ex officio, UCI is not locked onto the Board, and his other staff can still participate on the Board as directors (if they were to apply and be selected), which avoids two voting positions on the Board being assigned to representatives from any single institution. Ryan would work on the financial matters, with

freedom to work on other committees as well. There's a precedent in other regional associations for this service to be considered with conference registrations. A junior staff member in Ryan's office would be assigned as co-treasurer each year, and thus with this assignment rotating, multiple individuals would be trained in all the in's and out's to cover the work if Ryan moved on. By Ryan's estimation, for at least 10 years this arrangement could be viable.

In the future, if desired, the future CAIR Board could create another arrangement or cancel this one. As an added benefit, this arrangement would make UCI the administrative address for the organization while Ryan's office is serving in the Treasurer role. To date, we have had to cycle CAIR's business address among addresses of its officers, and this has led to communication problems with vendors and others in how they update our organization's address in their records.

The Board viewed the offer as generous and creative. With a suggestion of a few wording changes, the document will be ready to go. Ryan articulated his vision of how to further enhance the Treasurer function – and the mentorship is very kind of him as well. Juan moved and Paula seconded. The motion passed unanimously.

The arrangement will begin in June/July, the end of his current term (2017).

3. Selection of New Board Members (Ramirez)

- a. As chair of this committee, Juan opened the nomination process this summer, and received applications during the initial window of submissions. Based on the movement to ex officio of the Treasurer role, we now have five openings on the Board to fill. To gather additional applications, he opened up the process again, and members of the Board reached out to individuals interested in applying. Additional candidates were identified as having interest, with others indicating a possibility. Sept 9 is the close of the second Board member application period.

The Board application committee met the other day on the phone and decided to evaluate the applications already in hand to determine their suitability. In addition, a candidate has indicated some interest in the role of Vice President of the Board. The application committee will meet with another conference call that has been scheduled on September 16th (Friday). Following this review, the Board will schedule another call with the full board to allow for the final approval of new Board members.

4. CAIR 2016 Committee/Tasks Updates –

- a. Program Proposals (Powers) -- The conference had 35% increase in proposals over last year, and the quality was high. There has been a call

for more roundtables, with three applications on hand (to provide greater breadth among options it out more), and the conference will utilize more meeting spaces that are part of our contract with the Biltmore.

- b. Registration & Hotel Update (Moore-Trieu) Eight new registrations have come in since last time, for a total of 108. Some people with hotel registrations were not registered for the conference yet, but through sleuthing, these seem to be from a sponsor who will register its participants soon.
- c. Sponsorships (Ramirez) – Stata immediately requested and received the platinum option. Seven other sponsors have come forward plus one more; thus, nine sponsors are in various stages of commitment, with many having submitted everything including payment and others in various stages of completion. Explorance is a new sponsor, while some from last year decided not to return. Scantron will not be returning this year. In the past, they helped with the session and conference evaluations.
- d. Marketing & Outreach (Powers) – No updates
- e. Conference Mobile App – Attendify (Daly) – Final set-up awaits the program. Once that is loaded, we can actually print the program out for publishing and load all current registrants from Eventbrite. Kristina is sending out acceptance letters to sessions selected today, and she'll populate the Excel sheet for the program load in the next few days. She'll take a little more time for room assignments and get committee input for sessions that need to be in bigger rooms. An advantage is that we will have only one list of attendees this year. Attendify considered expanding their evaluation survey to more than just five stars and comments, which could be an alternative to Scantron, if they can make that happen before November. Bob is awaiting more details and would want to test it before we adopt it. Discussion included whether Scantron would be interested in become a Bronze sponsor with no table but still do evaluations for us. Bob considered hooking SurveyMonkey into the app. Qualtrics could be contacted, too. Ron indicated that he has Qualtrics at his institution, and although it might require effort, there could be options in Qualtrics that would be easier. One generic survey could be developed, for example, and then auto-populate with title of each session. Paula noted there is definitely a way to do that with a spreadsheet. Juan, Ron, and Paula will determine our go forward plan for evaluations. The raw data from the last few years might still be available from Scantron.
- f. Session Facilitators (Lopez) – No updates.
- g. Conference Program Construction (Moore-Trieu) – Brianna reported that the process is moving along. Ryan had a great proposal to add a piece – a page or so – that highlights the movie locations that have been filmed at the Biltmore. Cover options will be available when they send out the draft version of the program. Pending other information becoming available, by the third week of September, the draft can be circulated. The “New to IR” track will have a page. Kristina is working on the at-a-glance sheet, and the proposal committee members will look at it. Kristina will be able to supply everything after she chooses the best

rooms for the sessions (in light of perceived demand). Hot topic sessions are also being identified by reviewers. The process is on schedule, and reminder emails will come out soon.

- h. Listserv Announcements (Powers) – Kristina will continue to send them out. When we have a majority of the registrants in the system, these announcements will switch over to a registrant-only distribution.
5. Non-Conference Committee Updates
- a. Factbook and Dashboard (Moore-Trieu) – Brianna is compiling the dashboard to public and board facing versions. These documents should be available around the 2nd or 3rd week of September for the Board to review before launching the project and posting the public dashboard to the website. Thus far, the facts presented on the dashboard draft have been useful in communications with sponsors and others.
 - b. History of CAIR (Daly) – Bob is close to finding his files. He needs to get back to Bob Cox, too, about any materials he has. The documents will come to Kristina, and they can be scanned at that point. Kristina can pick them up at the conference, and she can drive them back with her, or Bob can drop them off in San Diego next time he goes down.
 - c. Technology (Ramirez, Daly)
 - i. Part 1: Content Management System (Ramirez) -- Support for the web is currently housed with Carl. No other updates. The group discussed whether the server has been slow in anyone’s experience, with mixed reports.
 - ii. Part 2: Website Enhancement (Daly) -- Bob’s original contact regarding website change/enhancement has not panned out, so the discussion turned to how much and what type of a presence CAIR wants on the Web. The phone version leaves much to be desired, but is it important to the Board to have a responsive design for mobile browsers? Since Bob is involved with CAIR history, he distributed a CAIR website survey that Sutee and he did in 2003. Bob estimates it would cost \$10-25K for a new website (according to his contacts in the field). Kristina considered that we could entertain the thought of seeking something in between no changes and a new website altogether. Maybe something could be purchased to refresh and fix issues of transfer from old support structure to our self-management of the site. There’s quiriness and formatting issues that are beyond Wordpress functionality. Maybe in stages, a little polishing of the site – in the neighborhood of \$5K – would be ideal. The webmaster role would not need to be taken over from Juan and Carl, because the content management is fine. Total reformat or fixing format issues could be more like what we’re after. Content management is okay, and the look at feel is fine – Wordpress is fine. Making real changes to the content ourselves has proven effective, as anyone of us can be trained to do such work to keep the site’s info current. If Bob can describe the more limited work the site may need, maybe he can get ideas regarding that cost. Ryan explained that \$150/month is our current access/support, which costs \$1,800 per year.

6. Other Administrative Items

- a. Administrative Management (Wahl) -- The minutes are all posted on the website, as well as our most recent tax documents.
- b. Prizes at CAIR (Powers) – Our legal counsel advises us that we not move forward with a drawing for prizes, because we have to avoid the trouble of it becoming a sweepstakes. Since we charge a conference fee, that’s a purchase already, and this opens us to more criteria for registering the give-away with the State. It seems like a lot more hassle for not a whole lot of return. Juan’s institution used to conduct raffles for the surveys they administer – the big ones – anyone completing a survey being entered, but this was questionable given law. As an alternative, student surveys have offered an incentive for completion involving transferring money to the graduate association per completed survey. The Board confessed being surprised by the lawyer’s response about this sweepstakes issue. Brianna suggested that on the registration page, we could say that there will be an activity during which no purchase is necessary. Juan said his legal felt ambivalent about that approach. Brianna volunteered to put together a couple sentences for legal to review. Registration of the raffle with the State would be necessary if we were to offer it even as part of our marketing, and thus the administrative workload would exceed the benefit. Paula asked about business card raffles – if vendors did that, would that be okay? We would be free of issue, but it would be the vendors’ issue to pursue. The Board decided to percolate on the issue.

7. Next meetings:

- a. Thursday, October, 13 – 10am to 11am (approximate times) (Powers)

8. Other Business:

Kristina requested that the Board form a subcommittee to draft a proposal to the Board regarding vendors/sponsors and what criteria to consider as to whether they can submit (and have accepted) a program proposal. Kristina has information from AIR already on this issue. The Board wants to be as transparent as possible when articulating what a vendor or sponsor should do to have a proposal accepted for our program. For example, if the vendor attains less than the sponsorship level that receives a session, and yet has something to present of value to the attendees, what terms would there be for our ability to accept such proposals without compromising the terms of each level of our sponsorships. Paula volunteered to serve on the subcommittee, as did Kelly.

The meeting adjourned at 2:03 pm.