



## Meeting Minutes

Board of Directors Meeting

June 22, 2017

Hilton Concord Hotel

1970 Diamond Blvd

Concord, CA 94520

9:30 am to 4:00 pm

In attendance: Juan Ramirez (president), Brianna Moore-Trieu (vice president), Kristina Powers (past president), Ryan Cherland (called for his item) (treasurer), Kelly Wahl (secretary), Paula Krist, Ronald Lopez Ramirez, Erin DeSantis, Leeshawn Moore, Kris Krishnan, Jessica Luedtke, Deborah Lee, and Ryan Hoadwonic (call in)

Juan called the meeting to order at 9:37 a.m.

1. Review/Accept January Minutes (Wahl) Kristina moved to approve the minutes. The motion was seconded and passed unanimously.
2. Financials
  - a. Announcement: Ryan Hoadwonic will serve as co-treasurer with Ryan Cherland in the coming year.
  - b. Revenues and expenses report (Cherland) Ryan distributed the R/E report via email to the board prior to the meeting, and via the Google Drive. He explained that conference early-bird registrations aren't posted in Quickbooks right away, and Eventbrite holds back a certain amount of the registration money. This is reflected in his report. He is using a trial version of Quickbooks online, per our discussion last meeting. The trial runs out in 20 days or so. The conversion went well – he was able to clean out the "IRS tax" amount that formerly appeared in his reporting. Such things were historical artifacts in our accounting. We have sent a check to Wyndham Garden Grove, which has yet to clear. Ryan explained the Net Income reported under Liabilities and Equity, which appears as a negative value on his report: the deposit checks for the conference hotels are the largest amounts of the line item. Some smaller checks were discussed and explained as business costs (registration with the State, etc.). If we continue to slowly increment up (10-15 grand a time) we will avoid needing to pay additional fees/taxes – our revenue overall and the net determines our status (tax bracket). Using the new Quickbooks system (a fifty-dollar expense per month for the

subscription, once his trial version ends) will allow multiple sign-ins for officers and the co-treasurer to access our financial records. He's found it to be a success. Juan asked for Ryan's recommendation: Ryan recommends that we use this subscription service because it enables transparency of our books for the organization's officers. Having a co-treasurer connected, too, will enable a duplication of skills and the ability to contact the data remotely from multiple machines (not just one machine on the treasurer's end). There will be recurring charge on the credit card. Once the trial gets close to end, 27 days from now, Ryan will subscribe to the pay version. Leeshawn moved that we subscribe to the service; the motion was seconded and passed unanimously.

- c. Large Dollar Amounts (Powers) -- Kristina shared that one of our peer regional IR groups has undergone a financial catastrophe after its financial officer emptied the group's accounts, and the organization is experiencing difficulty recovering the funds. There was a discussion of how CAIR could protect against itself from such an occurrence. We have a bank account and credit card – for a certain amount of expense to be paid – do we have an instrument to be used for multiple concurrent approvals to take place to authorize a large expense? Ryan found that Wells Fargo doesn't have two signature checks or any process that monitors a dollar-threshold limit for multiple approvals. We can have a notification alert (we assume a text message to a cell phone) when an expense is paid. But this would be for certain transactions, regardless of dollar amount (and someone could still write a large check, and it would pass). Or we can have a viewer/auditor for online monitoring of the accounts. The co-treasurers will serve as monitors in our arrangement – Ryan will have a different person rotate into that role every year – and this will allow for accountability. Executive members of the board could have viewer accounts. Bank of America isn't offering this kind of multiple signature account anymore either. Perhaps Ryan can have Ryan H. do some additional research (contact groups similar to ours) to investigate how they have approached this issue. Our credit card has a 5K limit, so that puts a ceiling on this. To date, we've approached only our current vendors. We can find out more about other vendors and what they offer. We could also put the treasurer off the savings account and put it in another officer's name, so that as the savings grows, it isn't in a single basket with our other funds. There have been times when we've paid hotels all at once, and others expected funds incrementally delivered. Juan suggested that whatever we invent among these services we're discussing is likely to be circumventable, and thus more research into the options will provide us with more to decide among in terms of protection strategies. Board members committed to assisting in the research effort, and we'll check back into what has been learned at the next meeting.
3. CAIR at 2017 Conferences (Ramirez)
    - a. WASC ARC – At WASC ARC, five of us attended our SIG at CAIR. Kris described how we gave our presentation and promoted our conference and activities. It was well-

- represented (40 or 50 people attended), with good representation of institutions in the room, and there were faculty present representing their institutions, too. It was a lively discussion of institutional research. Good advocacy of former CAIR attendees for our conference occurred. Previous CAIR attendees attested to the value of our conference for networking opportunities. Maybe we could add information regarding – or a sample of – proposals to help convince people to submit. We could show the CAIR.org website, too, (explore it briefly) next time.
- b. AIR – Brianna, Paula, Kristina, Kelly, and Deborah attended. About 35 people attended the session (the conference was on the east coast, and scheduling could have led to conflicts for some). We had introductions and an opportunity to share what we'd like to learn professionally – and then we broke into small groups for discussion of these topics: data governance/ethnics of big data; data viz; how to structure an IR office (some IR offices are undergoing change, and there are new people to the field); student outcomes/value degree wage data; communicating data to stakeholders and getting a seat at the table; and text mining. This session is a good introduction for some, and an update for others. It's great to have a more structured conversation to collect this info about hot topics. The session was this way because of an effort to engage people. It's good to have groups about off-time stuff, too, in these breakouts – e.g., things to see in town, restaurant options. At a conference, talking shop only can lead to fatigue, so having such options are a good idea, too. We could have at CAIR walking groups, running groups, yoga, etc., in the program with meeting times. In Concord, there's a walking trail near the hotel. We have a reception for mingling at the beginning of the conference, and we can program in something like the tennis tournament after the conference (which we had in 2012). We'll explore the hotel and consider our options today, touring the grounds, etc.

#### 4. Awards and Scholarships

- a. Best Presentation Award Winner/AIR Travel Grant (Krist) – Paula is creating the code for the best new presenter presentation to have a free registration for CAIR 2017
- b. Sam Agronow Award (Krist) – We'll put out a call for the Sam Agronow award. It's posted; no applicants yet.

#### 5. CAIR 2017 Committee/Tasks Updates

- a. Conference Proposals (Krishnan) – A good pair of meetings of that committee have taken place to date – 9 attendees. They have reviewed the selection process and are a sharp and active group of volunteers – they met for more than an hour for each of the two meetings. Formats of sessions were discussed, and panel sessions were considered to allow for perspectives that differ to be presented together. The call for proposals included the types of sessions that the group suggested. Last year, the chair reviewed all proposals, and one member was the other reader -- two reviews per proposal. August 1<sup>st</sup> is the due date. Some have been received thus far. Many submissions are received right before the deadline. Paula encouraged

- people to submit proposals for this coming conference when they received their evaluations from last year. Updates to the shared drive will allow for a place to bring forward last year's materials when relevant for this year's conference.
- b. Local Arrangements (Lee) – Deborah would like travel directions to present to attendees. SFO is more direct (a single line on BART will get you there). OAK requires transferring to get to Concord. If you call the hotel, they'll pick you up at the BART station. They will drop off, too, at the BART station with a ten-minute window for leaving. They'll accommodate a three-mile radius. Lafayette or Concord Stations are within the radius. Deborah will check on cost of parking at BART stations. We can connect people who are traveling in at the same time (with a form), so that they can share Uber, etc. Uber was 40 bucks. If you carpool, it's affordable. Self-parking cost will be offered among the travel info. The goal is for specific travel arrangements to be possible with the options. Happy hour options in the hotel can be explained. Restaurant lists, too, will take into account local restaurants and driving distances. A google map will present the options. Post info on the website and distribute via email. The hotel has maps and a directions page, with pricing given. That can be helpful. We can provide info regarding tours of local areas that are offered by companies. Another announcement/bulletin email will come out next week.
  - c. EventBrite Registration (Luedtke) – Thirteen people are registered right now. Jessica distributed handouts of the EventBrite dashboard for our review. As the conference approaches, we'll have heightened interest in these lists (and we provide information from them to the sponsors, too). The board can be updated with year over year values, to ascertain whether additional reminders are warranted. We can 'project' our conference attendance numbers. Brianna, last time, updated every couple of weeks. The reports can start before the early-bird deadline. Room booking without conference registration shouldn't happen, so Juan will get hotel registration lists for Jessica to check against our attendees. A list for the segment meetings will be produced by Jessica, too, for each segment rep. Leeshawn will lead the independent group and will need the list of her segment's attendees. This hotel sells out during the week, so we will likely have to direct people elsewhere if use up our block of 540 room nights, which would accommodate what is typically half the number of attendees, the ones who need a hotel room – i.e., are not local. Other hotels – the Clarion – is a half mile away. The Crown is further away. In our updates, we'll need to communicate that people should book their hotel early to secure a room at the conference hotel. Perhaps the Hilton shuttle would accommodate our off-site attendees who need a ride from another hotel. We'll have to ask.
  - d. IPEDS workshop – Juan reached out to them, and he just heard back about a workshop taking place. It will likely be on the Tuesday before the conference. Plans are in the works for this year's conference to have such a workshop.
  - e. Sponsorships (Moore-Trieu) – Brianna has two parts: 2016 and what's ahead. In 2016, Brianna found a sponsor evaluation form. Initially, there's a mass mailing to sponsors with info. This year we heard back nothing. Brianna thought the

evaluation form might be a good way to open conversation for next year, so she conducted phone interviews and used the survey. She shared the results of her sponsor evaluation study with the board. Overall sponsors thought this was a good conference to attend, and we compared favorably to other regional conferences. We were very well organized (especially among those of our size). They had suggestions about driving traffic to them after sessions, etc. Our site in Concord will be favorable for vendor traffic. They'll be in the foyer and that area. They'll see people in and out of the sessions, amid the primary flow of traffic. Scavenger hunts were suggested as an idea for engagement. They thought AIR's poster session placement among the sponsors was a good approach. Fire pits outside in the courtyard area – fireside chats with the sponsors might be worthwhile. We could look into the resources we'd need to have for posters. And perhaps boards where people can write things (and not present), to draw them near the sponsors and to provide information. For 2017: We have four levels of sponsorship now, and we're thinking of expanding the list of sponsorship types. Implementing a sponsorship early-bird deadline is new. It's a 10% increase in the cost of sponsorship if you miss the early-bird deadline (August 15). Platinum gets more session time – previously it was 2 hrs 45 minutes – and feedback was that they wanted three sessions with three different topics (shorter). This way, there is more flexibility for people to come and have contact with the sponsor. The time block can be carved up. We removed the raffle. But we can include the scavenger hunt instead. An idea is that we can work with sponsors to come up with something that substitutes for the raffle – specialty drinks at the receptions for networking (named after the product); napkins with their logos; etc. A quick guide to the sponsor and their tools – a one-page – to promote the sponsors. An idea for the future was to network with sponsors at AIR and WSCUC ARC – meet new potentials and find out if they might be a fit. Great for learning about what's out there in products and services. Brianna tallied who has said they're planning to come and who said they're taking a year off. Digging into the list of sponsors who took last year off and could come back is also part of the plan. Perhaps approach charitable foundations for grant support of the conference.

We took a break for lunch for tasting at 11:55 a.m.

- f. Conference Mobile App (Krist) – Attendify has been asked to associate our app with a CAIR.org account instead of Bob Daily (for continuity of our management of the app). There is no kind of activity report on the app (Paula checked). Changes requested will include to avoid first name alphabetization of the names of attendees on our lists (it's a problem in EventBrite, too). We have a different way of doing evaluations (they will be taken over in the app).
- g. Session Facilitators (Lopez) – Facilitators will be assigned to sessions in a different way. Ron has created an online sheet on which people can sign up for the session they want – it's linked up with his work email, to confirm and communicate the link of person to session.

- h. Conference Program Construction (Moore) -- Information will be forwarded to Leeshawn for incorporation into the program. Most of the rooms here are the same size, so there won't be as much need to distinguish levels of attendance expected for particular sessions. Paula, for the app maintenance, will work with Leeshawn as well, to keep all of our schedule information in sync.
- i. Listserv Announcements (Ramirez) – More info coming out on schedule. Juan is planning to announce the keynote speakers in the near future. Rapid Insight is doing a webinar on July 20<sup>th</sup>, too. The abstract for this session will be sent out shortly. It's to show what they can do with their tool, the kind of information they have. It's a free webinar.
- j. Keynote speakers (Ramirez) – Agreements from three speakers are in hand. Timothy Renick of Georgia State University: How GSU eliminated achievement gaps using data and analytics. He's a well-known speaker, on the first day. Richard Pattenaude, President Emeritus of Ashford U: Rocks shoals and storms along the way to institutional success. Juan has had great contact with him on the leadup. Mike Tamada (out of Portland) – former CAIR board member – will also speak. His topic: Change is in the air – what should you do?
- k. Planning of rooms/facilities (Krishnan) –
  1. Number of accepted proposals – How many sessions will be accommodated?  
The hope is to determine the number of rooms and slots to fill with presentations and panels. Last year, there was space to give everyone the kind of session type that they wanted. Our hope is to accommodate the presenters in the format in which they feel they can best present their material. What is our facility capacity here? We have to give the high-end sponsors who receive a session (platinum/gold) the kind of visibility among schedule times that compensates for their sponsorship. Most rooms here seat 65 or 70. We have 8 rooms not counting the ballroom. We could even use the ballroom for a very large additional session. Juan will put together the schedule in September to provide to those taking care of the program and the app.
  2. Accommodations for the four session types
    - A. Concurrent session
    - B. Workshop
    - C. Roundtable
    - D. Panel/Symposium

6. Food tasting - 12 to 1pm

7. Site Selection

- a. 2018 update (Moore-Trieu) – We're heading to "the Wyndham Anaheim Garden Grove."
- b. 2019 discussion (Ramirez) – Timetable for the search – for CAIR 2019, the search for the location in Northern California could begin in November 2017 or early next year. The VP elect will be the president in 2019 and should be identified by then.

## 8. Non-Conference Committee Updates

- a. Board Nominations (Powers) – Kristina’s committee’s goal is to provide Brianna and her decision-making group the best slate to consider. The call for nominations must occur. Brianna should look at the application/nomination form and suggest changes as needed. Kristina, Juan, Kelly, and five volunteers are on the nomination committee. A conference call is upcoming. If we know of people, please reach out to invite them to apply. Paula, Kristina, and Ron are cycling off, so three positions are open. Plus the VP role, too. We did a true nomination last year – no self-nominations (people needed letters from nominators to submit). It wasn’t an onerous submission for nominators. Thought went into the cover letter. In the past (before last year), some applications involved less consideration. Framing questions are helpful to prompt the respondents. This time perhaps people could nominate themselves but offer a letter of endorsement of their application (potentially from management supporting their participation). In the call for nominations, the amount of work expected of a board member is important to describe, so that there aren’t misunderstandings. Kristina recommended that Brianna review the call for nominations and make any adjustments she sees fit. She can set the criteria for choosing among those who apply. Call will refer people to the website (where the information will be available about what must be submitted to apply). At the November board meeting, we’d like the new people to attend. Thus, we’ll need to select them before the end of the summer. This gives the new members about to begin service a chance to see the board working together in advance. Reach out to committee members who are invested in our work, to identify candidates. The nominations process for the VP takes place during the search for new board members.
- b. Marketing & Outreach (Powers) – Kristina shared regarding her committee meeting. Since 40% of our attendees are new, and informational flyer for new attendees would be good – to attend IR 101, the segment meeting, etc. One more meeting, and the ideas will be pulled together. At the WSCUC ARC, Deborah engaged in outreach that was helpful to new people to IR (folks at institutions seeking candidacy). She suggested that we bring bookmarks to conferences we attend as promotional materials. Leeshawn pointed out CAIR could be the real training opportunity for those new to IR in California. If we ask for the community college ACCJC group to come for an invited session, that might be helpful for training of the CC attendees, too. Connecting with Alice for the best people at ACCJC to contact would be a great step.
- c. Board Selection Process (Moore-Trieu) – Two sides include the nomination side and the selection side. Brianna mentioned that thinking about skills we don’t have on the board already would be worthwhile. We have language about representation by segments on the board.
- d. Dashboards Update (DeSantis) – Updates: Erin took input from people who are new, for feedback. Four responses from six volunteers. Input includes having a

support letter for new attendees, so that they can attest to the importance of the conference; reorganizing some of the numbers as well. Among other things: they're exploring the best ways of including the volunteers. What's the easiest way to transition as we move forward? Feedback link to one email address is another idea. One account can be the account for CAIR using Tableau Public, so that everyone goes into the same space. Volunteers had great ideas, so should be involved in the work. Cycle of update can be established, so future updates of the data can lead to an expected publication date. Timing could be after or before the conference. Making the website and the dashboard work together is another consideration. Can we update the attendee/registrants on the dashboard in a continuous way to see where things stand, show us where we are? Anything that could get attendees in, prior to the conference, would be useful, as well as be strategic for the board. The board dashboard might benefit from the updates as well as the public one. The sponsors looked at the conference dashboard, and it was valuable to them.

- e. CAIR Historical (Powers) – Kristina has the boxes of historical documents from past CAIR board members. She's still scanning materials – Ryan sent seven years of financials, including registration lists from 10 or 15 years ago. Individual bank statements, too. Kristina will do the best she can to ascertain what to scan and keep accordingly. Her goal is to have that wrapped up by the November meeting. Some things will be kept in paper copy (a limited set of things). She's happy to hold onto those. Perhaps they could be sent to Ryan, as his role is stable and continuous. There is a relatively small number of documents that would be kept this way (origination documents we'd want to keep in their physical form), such as the letter to AIR stating we would be starting our regional org. Potentially, we could have a conference "exhibit" of such documents. There are some old CAIR newsletters with pictures included, etc.
  - f. CAIR Website (Ramirez) – Juan explained that the idea of taking more control of our website from the hosting company was important. We have some volunteers to work on it. Approaching this after the conference is the best idea. The company has custom features we can't access. We can't change some things in certain parts of the website. As we think about the dashboard, we should think about the website.
  - g. CAIR Planning (Ramirez) – Volunteers wanted to participate. Juan spoke to them to discuss interests for our organization offering what they need. Interest in the group had to do with what the needs are for graduate institutions. Data don't exist the same way at the graduate level for benchmarking and completions comparisons. Perhaps a session at CAIR would be worthwhile to develop this further.
9. Administrative Management (Wahl)
- a. Listserv – More info to come on the web about how to troubleshoot when the messages don't come through.

- b. Account Management (email, folders, LinkedIn, FB) – We can create an onboarding form, and Kelly needs to order the special board badge for everyone who's new.

10. Other Business?

- a. Paula looked in the shared folder and wanted to find the list of our committees and their participants. A copy of the document was moved into the CAIR 2017 folder.
- b. Kris thought about activities for the sponsors. A poster board for attendees to put sticky notes on the wall or a board could be a good way of engaging people at the conference. Harvesting material from this could be useful for the dashboard. We could use it for "Best Practice" collection about specific areas of our work (e.g. data governance).
- c. Deborah doesn't mind if she can get access to the social media accounts – we can work with the historical group and the dashboard group, to publish fun facts, etc. We can plan this out with the lead up to the conference. She has Hootsuite to manage all the social media accounts at once. Kelly will put Deborah on our LinkedIn as a manager.
- d. Erin asked if we're doing swag this year for the conference. We'll be doing something on the run up.

11. Next meetings:

- a. Tuesday, November 7, 10am to 3pm (approximate times) (Ramirez)

We adjourned at 2:41 pm.