



Agenda
Board of Directors Meeting
November 7, 2017 – 10 am to 3pm
Hilton Concord Hotel – Seminar II

In attendance: Juan Ramirez (president); Brianna Moore-Trieu (vice president); Kristina Powers (past president); Ryan Cherland (treasurer); Kelly Wahl (secretary); Jessica Luedtke; Paula Krist; Ronald Lopez-Ramirez; Leeshawn Moore; Erin DeSantis; Deborah Lee; Kris Krishnan; Ryan Hoadwonic (co-treasurer)

Meeting called to order at 10:29 am.

1. Review/Accept June and October Meeting Minutes (Wahl)

The minutes for the last two meeting minutes were reviewed and discussed. Corrections to a name spelling and the attendance of one member to the October minutes were offered – Jessica moved to accept the minutes as corrected, and the motion was seconded. They were approved unanimously.

2. CAIR 2017 Committee/Tasks – Final Updates

Registrations for the conference are down a bit from last year, more comparable to the 2015 conference.

a. Program Sessions (Ramirez)

Proposals were of high quality, so the program is strong.

Section meetings are tomorrow morning. A couple of new segments are meeting this time: an international segment will be meeting with as many as 19 attendees from Chinese universities and a breakout of the UCUES (UC Survey) group.

Juan will welcome the conference before the first speaker at 1:30 pm Wednesday. For the keynotes, Juan will run the Q and A, and there will be mics in the audience brought to people with questions, so that everyone can be heard. Kristina will introduce the speaker on Thursday, and Juan will introduce Friday's speaker. We have a few questions about the program/schedule that are outstanding, but everything looks good to go.

We discussed alerting the media about the presence of the Chinese visitors. The hotel might have media representatives. We decided to contact the Chinese people first about whether they're comfortable with this occurring, and contact the person organizing their visit, too.

We'll finish the conference at 2:30 pm on Friday.

b. Registration Desk schedule (Ramirez)

Ryan will be around to contend with people bringing checks with them.

Juan asked if there were any issues with the registration desk schedule he distributed before the conference. A copy of the document will be kept at the desk.

c. Meet the Board – Early Bird Reception (Ramirez)

Our reception is tonight (pre-conference) – it's from 6-8:00 pm in Club Room I. We'll have passed food and a bar using drink tickets the board members will distribute. We're estimating 80 attendees will come this evening for the reception.

d. Local Arrangements (Lee)

Deborah tells us that in the app, the information has been loaded. Under 'Dining and Hotel' everything that's nearby is listed. You can favorite them. You can use the map or the list.

In the program, there's a list of the restaurants by name, too, with estimated costs from Yelp, and the walking distance is provided.

Deborah offered to drop additional pins on the app's map as well, to indicate other locations of interest.

e. Registration Update (Luedtke)

Jessica mentioned we are at 299 right now (full registrations). A couple of people came in and aren't thoroughly registered. Three individuals have names with email accounts, but are nowhere in EventBrite. We're working out the kinks regarding their registrations. One student registrant completed the process to attain that status.

Jessica described that EventBrite is fairly intuitive to use. Indicating the over-flow hotel and the window of time of rate availability was not difficult to accomplish. Sponsor code and special early-bird codes were available, but will be accomplished with registration onsite, as they haven't been used yet.

The Chinese visitors will have to register to show up in EventBrite and receive their pre-printed name tags, which were prepared with every other registrant name tag.

Everyone on the board should have the app and should have checked themselves in. Kristina is the current “owner” who can grant us the rights to be able to check in others. This function will need to be transferred to Jessica, for continuity. Paula recommended a generic email to go with it. Jessica would be the main contact/responsible party, but another CAIR email address as the account assigned to EventBrite.

We’ll have a rush right away, prior to the segment meetings. Likely more than half of all check-ins will be in the morning of day one. We have nice lanyards from Campus Labs. Ribbons will be self-service, but we hand them the badges and attendees will insert them in the vinyl sleeves. We have laptop bags to distribute, too.

f. Sponsorships (Moore-Trieu)

We have 11 sponsors. Tableau is the platinum sponsor. Four of the other sponsors are new. Six more are returning sponsors. We gave them last year’s price for signing up to be sponsors early. If they signed up after the early deadline, they paid 10% more. It was helpful to conduct evaluations of the sponsors’ experiences, and we saw the results of that evaluation at the beginning of this year. We were able to start talking to the sponsors for their input. Three ideas came out of these conversations this time, particularly things to engage attendees. Fireside chats on Thursday night in the fire-pit courtyard with cocoa and snacks. Another was an interaction activity with the sponsors: CAIR ShareQuest. As people register, mention this activity. Attendees are to take the form and approach three sponsors to learn about what they’re providing, answer a question about how to use the product, and get a sticker. Completing three sponsor interactions this way will earn one item per person – a T shirt or a water bottle. The sponsorship committee came up with the idea of our having a drink named after Tableau at the president’s reception. A Viz Fizz is Tableau’s signature drink at the reception.

We’ll want this evaluation in December or January this time, to have the information earlier.

CAIR karaoke is new, too: Thursday – 8-10:00 pm.

Another former sponsor is holding a dinner to which they’re attracting a “small number” of CAIR attendees on Thursday night. That former sponsor is not registered to attend our conference.

Hooray for all the work Brianna did to bring the sponsorship to a new level – additional sponsors and new engagement pieces are key. Board members, please approach all the sponsors and make sure their experience is great. Give them the VIP treatment. Outreach at other conferences, to attract new sponsors, is a great approach.

Sponsors will be in the foyer this year. We need to provide them with instructions about whether they need to break down their stuff each evening, and Juan will check with the hotel about this.

One sponsor still needs to pay their sponsorship fee. They have attendees registered already, which has been a challenge other times. This year required so many changes to the schedule to accommodate the new presenters and changes of time, etc. We recommend that the schedule be locked with a deadline for the specifics from sponsors.

One more registration came in, so we're at 300! Yea!

g. Marketing & Outreach (Powers)

Kristina described the committee – it's been a task for a while, without getting legs. Brianna considered pairing it with Deborah's social media outreach. The group was to come up with ideas for outreach to get colleagues to submit proposals. They are to be ambassadors. This hasn't taken off in the last couple years, and thus is ripe for change. Maybe pairing it with social media work or eliminating it (or thinking about it differently) would be a good idea.

h. Conference Mobile App (Krist)

Paula created a folder for Attendify in the 2017 conference folder on the google drive. Detailed app documentation is there. Making one link to pipe in the name of a session to the evaluation of sessions is really helpful, to prepare the evaluations this year (and Paula documented this). Some session types seem to have been piped in, but the presenters thought they'd represented their sessions in a different way originally (the data, however, were piped in from the source directly, without change). The specifics need to be established for the program and the app to store the right information. And this should be established well ahead of the conference to allow all the changes to make the publication. Sponsor logos could be resized as needed by Attendify to fit the app.

i. Session Facilitators (Lopez)

Very few volunteers this time. Twenty-eight volunteered. Some volunteered but didn't specify sessions, so in the future, we'll need to make it a forced choice. In the end, Ronald found 33 volunteers. Ideally, it would be better to get closer to 50. Only a third or so of the sessions have a facilitator this time. Next year, we'll want to have an online collection of the specific sessions with facilitators, and during registration make the opportunity more salient.

j. Conference Program Construction (Moore)

Leeshawn reports that she gained experience with the program construction process – she'll be moving to responsibility for the app next year. The earlier the better, to start this process. You want to share the document with the committee as it's being created, but it's too big. File sharing can be difficult.

Deadlines are difficult at times for sponsors and others to meet; however, they're important in the production process. Keeping it all in sync is challenging. Perhaps if we all collaborate in the drive and keep the latest version on the drive of every document subject to revision, we'll be able to avoid file-sharing issues, and we'll have consensus of the status of matters. We'll have to use consistent file structures for the folders.

Local attractions and attendees are in the program here at the end, and Leeshawn produced a print document, which we reviewed. Juan put the PDF on the website for attendees to print for themselves.

Leeshawn recognized that there are people who want to maintain paper copy; however, she's seeing this group as moving more toward the app. The program is difficult to assemble as a PDF document – what's the cost benefit of doing it, if we were to move exclusively to the app. Perhaps the schedule at a glance will be in PDF, and the app will be for the detail. Since the app can be accessed on the web as a website, maybe that will be sufficient.

Version control issues were brought up by Ronald. Having the latest version is important. Maintaining the drive and versions can be a responsibility of a board member. Someone could be the person to receive all files and then send the link to others from the google drive. There would be a single link that would be updated.

Google docs updating didn't work, because it caused trouble with the formatting, which was lost.

The timing was difficult, because the program is due around the time IPEDS is due. The schedule at a glance is important to have sooner.

Deborah mentioned the importance of establishing a protocol that makes it clear who needs to communicate to whom and when in the program/app processes.

Jessica suggested creating a calendar of when things are due, so that everyone can see where things stand in terms of collaborations and who needs what from whom.

Naming conventions for file control are important.

Session changes are part of the process and a complication of the workflow. There was a thought that a single spreadsheet would be in google and shared, so that everyone would see all the updates as the process is undertaken. The app doesn't

need all the fields that we have, so the document can be downloaded and altered for loading into the app.

Leeshawn will undertake some documentation and standardization of the process, so that we'll be able to discuss this in greater detail in January. The majority of attendees last year – 80% -- said the program PDF was 'very useful' to 'useful.'

Fourteen percent said they didn't use the app last year. To see the session descriptions all at once is possible in the PDF but not in the app. People clearly have a greater ability to work with the PDF compared to the app, although they're certainly using the app. Good to have paper after all, if the app fails as it does at other conferences.

k. Listserv Announcements (Wahl)

Kelly had nothing about the listserv.

3. Non-Conference Committee Updates

a. Factbook and Dashboard Updates (DeSantis)

Erin sent an email today with some of the pages she'd like to share. She's done some updates.

The board of directors' dashboard has the financial actuals – how we spent, on different items, is compared on a trend. For transparency this is good among us.

Attendee information is reported in the conference dashboard. Different categories of attendees are reported. It's up to date for this year. It will be interesting if there are specific segments that are dropping/changing year over year. L.A. was a very desirable location, and that might have brought about the increase for that year. There were more proposals for presentations, too, that year. This year is more like prior years' attendance and submission volume.

For the public-facing dashboard – we had several volunteers to help. They looked at the dashboard for feedback about what worked or could improve. Volunteers are revising pages. The first page had a lot going on and needed some clean-up. A volunteer submitted a revision of that page. It now focuses on a few important items and not everything. They'll continue to work on parts of this and put it up when it's thoroughly revised.

Four points from the evaluation of the conference are on a dashboard, too. A volunteer worked on this page, too. The space is used well in this version. The numbers didn't change a lot year over year, but updating the pages to be more user friendly and eye friendly were important.

Maybe a bit of color interpretation would be good in a legend for some graphs, as well as some tinkering. Brianna mentioned that Erin has done excellent work in making the process of updating these dashboards sustainable, in terms of data source formatting (creating one spreadsheet that everyone can update separately for everyone's use), passwords, etc. We have a Tableau Public presentation that can be on a single account for anyone to access and make the updates happen; however, an issue for the future is that software is necessary for some of the updates on dashboards that originated in a desktop version. Thus, Erin had to use the trial versions to do updates, because she didn't have the software already.

Other vendors have approached the board about their products being potential options for our dashboards. The board discussed what changing the software we use would entail and whether user familiarity with the software would be necessary, as well as whether the software has to be owned by board members in the future.

We could have these other vendors demonstrate their products and show us the extent to which their products could become our solution. Are websites hosted by these companies? And can the dashboards be designed and maintained by them, instead of the board or committees needing to work on this project? If they did the set-up and then turned it over to us, we could do updates ourselves, potentially. But we'd have to find out how sustainable the solutions would be. Our current option uses a free account, but to what extent would we have to consider future options as bringing expenses? We'll reach out and learn about these options soon.

b. CAIR Historical (Powers)

Kristina acquired financial records, old conference programs, newsletters – three large plastic bins full of materials. She assembled a committee to go through all the documents, but interest flagged. Kristina scanned everything in, and they all now live on the shared drive. It's stored under 'History of CAIR' off the main directory – they're PDFs and in large packets of stuff. She made each packet as large as she could and still feed through the scanner. They're there as long as we want them to be.

Financials over 10 years old weren't scanned – maybe 12 years old or older. Really old financials or canceled checks were not scanned. Individual sticky notes and multiple iterations were not scanned (only the final ones). She pared it down to usability, if the committee was resurrected. The goal was to avoid the paper copies having to follow anyone around. The project is closed.

Some nice documents describing the not-for-profit status and the establishment of CAIR (with AIR) is documented. Leadership will have all this to consider for the future.

4. Treasurer's Report (Cherland)

a. Finances

The simple treasurer's report does not include EventBrite and outstanding deposits. Ryan reviewed our balances. Funds not deposited were estimated. We end up with his estimate of outstanding expenses (hotel charges, etc.) leaving us at \$150K. Our annual revenues are likely to build consistently and will build up our balances. For tax purposes, it's our gross revenue that matters, not net revenue. A small expense will increase if we have larger revenues beyond a threshold; however, tax implications will have to be reviewed as well. We can do more with our balances, setting them towards benefits of attending the conference.

We wanted to have at least \$100K on hand to be prepared for anything unforeseen, and thus our reserve is healthy. We can consider dropping the fee for the conference for next year, given it's in Anaheim, which is a popular location. We can also consider adding other benefits, such as swag.

5. Other Administrative Items

a. Documenting/Transitioning logins/passwords (Krist)

Paula accounts for a bit of sloppiness in our documentation. We need to keep things in its appropriate folder. CAIR Board folder is the mother folder, and there are things that aren't there now but should be.

Paula proposes a committee for review of this.

She'd like to have an organized set of logins and passwords for everything we use. For the app, there's one that can be used for the person who runs the app. Eventbrite needs this, too.

We can keep a special folder with passwords in it, for everyone to use.

We need to move forward with this, because we've been using personal accounts and passwords, and transitions can be difficult, and sustainability challenged.

Protocols are important. Putting things in the right place and having the documents replace prior versions. Either date the files or keep only the latest version. Maintain an 'old' folder, for older iterations, in each directory.

Juan proposes that we start with the 2018 folders being handled this way. Do we have a coordinator of activities or a chain of command, and the file maintenance responsibility is handled this way? There will be times that things will need to be updated by multiple people.

Should we have a committee to make this more concrete?

Next year, on the google drive, all will be set-up for 2018 with a folder per responsibility. Everyone from this year would roll forward their work to the new folder. That way, the new people taking on this work can have the work from the past as their beginning point.

Ryan would like to open the Bank of America account to reader accounts for the president and vice president.

EventBrite, app, listserv, MailChimp, website maintenance, Qualtrics proposal system and evaluations system – all would need common accounts and transferrable passwords. They should not be kept in our private accounts.

b. Conference Organization Protocols (Krist)

See above.

6. CAIR 2018 (Moore-Trieu)

a. Board Nominations

We still have two open spaces on the board for our 11-member quota. We plan to open a call for the board in December again. Encourage people at the conference to apply by that deadline. Generate interest and pitch it as a professional development opportunity. Juan will add a ballroom slide for the open director position application process opening in December again. We need to shed stigmas about the work being done by just a few people, etc.

b. CAIR 2018 Conference

Brianna mentions that the conference is at the Wyndham Garden Grove in Anaheim. The theme she's proposing is "institutional research for public good." She has a slide about it. Supporting use of data to the end of whatever public good means to your institution and what questions you're asking of the data, analyses, etc., to respond to that. How does your IR team work to support that? The goal is to resonate with everyone who's there, wherever they're from institutionally.

Deborah tells the group to encourage people who are talking about their projects at this conference to present these projects next year.

7. CAIR 2019 Site Selection (Luedtke)

This will be in Northern California. The broker we worked with on site selection has been contacted by Jessica. She has a phone conference to touch base with him next week. Erin, Brianna, and Jessica will be the site selection committee and work in early January. Usually there are four members. It would be great to have someone from the North join the group, particularly with their ideas of locations to be considered. Kristina reported that it's a day

and half – four to six hotels – and staying in one for the night. Come having not eaten much, because they will provide a lot of food. Kris asked what we're evaluating. We check if the space works for CAIR and the sponsors. What will people have trouble with? We're looking for the best hotel that meets our needs for the best price. There's never a perfect solution – it's what we're valuing most. It comes down, often, to the conference space. Resorts can be nice, but the layouts can be a problem. Weather considerations if the space involves a lot of outdoor walking. You get a sense of the staff who will be supporting us. Trade-offs in costs and features are considered. Good for bonding among the committee's members. It's good to have someone who's done it before to consider how problems were solved. Looking at the attendees' evaluations can be helpful, too. What themes came up among what people liked or didn't, something we can address in the future. Northern California is significantly more expensive and difficult – fewer locations for flying in, etc. The wine country might be offering discounts to attract people back to the region. Brianna will look for her survey of committee members regarding their evaluation of the options that were viewed. Among the biggest challenges is that we're in the middle size-wise for conferences – too big for some, too small for others.

8. Badges (Wahl)

Kelly reports that the attendee badges are good to go. We'll assemble a solution for sorting them prior to handing them out. Juan will get the badge ribbons that were shipped to the hotel. We're ready to go.

9. Last minute: If anyone has trouble with the tracks on which their presentations are assigned, they can talk to Paula for an update in the app. Juan will also get the tickets for the drinks tonight.

10. Next meeting:

January – Brianna will send out a poll for our January meeting date. (Moore-Trieu)

Meeting adjourned at 3:21 pm.