**CAIR Board of Directors Meeting Minutes**
**Thursday, May 22, 2014**
**Omni Hotel, San Diego**

Present:  Bryce Mason (President), Jeanette Baez (Vice President), Tongshan Chang (Treasurer), Mallory Newell (Secretary), Alice van Ommeren (Past President), Bob Daly (Director), Ryan Cherland (Director), Kristina Cragg (Director)

Not Present:  Waddell Herron (Director)

The meeting was called to order at 10:00 a.m.

1. Review/Accept January/February Minutes (Newell) The Board approved the minutes from the January 27, 2014 and February 28, 2014 meetings.

2. Finances

    a. Treasurer's Final Report (Chang) The treasurer's final report was shared with the Board. The Wells Fargo and the INGDIRECT accounts current total to $103,057. There is a difference in balances between the Quick Books Account Balance and the Actual Bank Account Balance where there is $100.77 more in the Bank Account. Chang and Cherland will meet tomorrow to go over the accounts and change the name on the accounts. The tax return was submitted; no action is needed. The Treasurer's reports are included in the DropBox. The Board approved the report. Chang provided the Board with a list of activities that the Treasurer must complete annually including tax return, annual registration renewal, California Exempt Org Annual Info Return, Statement of Information, Board Insurance and Event Insurance.

    b. Chart of Accounts (Cherland) For the chart of accounts, each conference can be identified by a separate project id to track income and expenses associated with specific conferences and meetings. Cherland and Chang will work through examples of chart of accounts that should be implemented moving forward. The Board agreed that we do not need too much detail but that the expenses should be tied to major activities of the board. If there is a way to include historical data in the chart of accounts, it would be helpful for the Board to see moving forward.

c. Cloud-based System (Chang and Cherland) – Cherland will put Quickbooks on his computer and load the Boards books and accounts into it. Once he is able to explore Quickbooks, he will look into other services available. Cloud-based systems range from $12-$20 per month and a few free services that they will explore.

d. The Board moved to vote in Cherland as Treasurer.

3. Nominations for Board of Service 2014-15 (Mason)

a. Board members leaving in November will include van Ommeren and Newell, their replacements will be asked to attend the November Board meeting. There will be a need to fill the community college segment. The Nominating Committee will meet in July to begin recruiting new members to fill the positions.

4. Technology

a. CCC Next List Service Problems? (Mason) – Mason believes that his emails to the listserve are getting to everyone. Daly asked to explore the Google listserve capabilities. There is a list of services in the Dropbox that we may want to explore.

b. Google Drive Document Management (Baez) – Each CAIR member will receive a CAIR email address. Google Drive has folders that mirror the Dropbox and soon everyone will be asked to stop using the Dropbox. Baez will create instructions on how to create email addresses and update them when needed. Every board member has been created an email account: firstname.lastname@cair.org, a generic password was given and they will be prompted to change their password when signing in. The Board agreed that the Secretary should monitor the accounts moving forward.

5. CAIR 2014 Updates and How-To Progress

a. Programming (Mason) – Conference Topic is IR Toolbox focusing on research methods. Mason shared the Schedule at a Glance draft and the workshops set so far. We will ask presenters how much time they would need to complete the presentation with the idea of multiple presenters in one session. The master architect for IBM's Watsons will be the keynote. Board members brainstormed other keynote speakers that could cover the topic of using multiple methods of data presentation. There will be a quantitative, qualitative/mixed methods, and the IR professional tracks. The call for proposal will include an announcement that the criteria for acceptance has increased and the acceptance rate will decrease. The call for proposals will go our in early June and the deadline will be in mid-September.

b. Sponsorships (Baez) – Added a platinum level to the prospectus, STATA and SPSS has agreed and will offer a workshop as well. NVIVO has a bronze sponshorship, CampusLabs and Explorance, U.S. News, ETS Tableau. $16,300 has been raised so far, we have 7 more tables to fill. The Dropbox includes a

spreadsheet of the interactions with sponsors. We have sold out on gold and platinum level. On the webpage there is the prospectus for sponsors. The sponsors that have committed are up on the website already.

c. Conference/Session Evaluations (Newell) – Baez updated the session and moderator evaluations from last year to better match the best Presentation rubric. Newell will reach out to Scantron to create the evaluations again this year. We will use Eventbrite for the overall conference evaluation that gets emailed to attendees. Newell will reach out to Scantron to see if they are interested in working with us again.

d. Physical Program Document (Cragg) - Has created a template for the program, would like to include pictures and bios of speakers, picture of board members, a welcome from the president, about CAIR session, local arrangement schema, section on committee membership of the Board members.

e. Event and Hotel Registration Management (Daly) – We already have people registered for the conference. Registration opened much earlier this year. Attendify is $400 per year per event to run apps for your conference which displays the program, twitter feeds, evaluations. You can build your schedule as well. Daly will set one up and see how it works. Eventbrite works really well. Daly will do a month-to-month analysis of registration and send it out to the Board as progress reports.

f. Conference Marketing (van Ommeren) – Developing social media for the conference such as twitter. Strategizing the use of the listserve and the Facebook account; looking into LinkedIn as well. Sending announcements to other regional research groups to ask them to announce the conference on their listserves or to their members. Reaching out to graduate programs to recruit students.

6. CAIR 2014 Administration (Mason)

a. Helpers (Mason) – Great work so far, but Mason will be asking you to help out if you are not already.

b. Pre-con Meeting (Mason) – Tuesday at 11 before the conference, meet all of the staff that will be helping us throughout the conference.

c. IPEDS Workshop (Cragg) – keeping it as an option

d. BEOs and AV Planning (Mason & Baez) – Muriel will be the food monitor at the conference. The Board members will bring projectors from their offices.

7. CAIR 2015 Site Selection (Baez in absence of Herron) – Baez shared the template with 3 tiers of top choices for conference venues, detailing room rates, food & beverage costs, etc. The Board agreed with the first tier hotel selection and made recommendations for additional hotels in the area. Herron was tasked with researching the additional suggestions and providing an update on his findings.

8. CAIR/WASC IR Review (Mason) – Set up a table conversation at the conference for those that would like to discuss it.

9. Mentoring IR Professionals

    a. Sam Agronow Scholarship (Mason) – annual student scholarship to be presented at the conference each year to 1 student who shows promise in pursuing a career in IR. Open application process, submit proof of enrollment and complete application. Muriel will work on developing 3-4 questions for the application. Once prompt and webpage has been created, we will send it to Sam's family for final approval.

    b. Other CAIR Services/Networking/Mentorship Matchmaking (Baez) – Flagging in the program which sessions would be good for a new IR professional to attend.

    c. AIR matching travel grants - AIR will provide up to $1,000 matching funds for an award to a CAIR participant. We will now have two Best Presentation Awards.

The meeting adjourned at 4:00 p.m.