CAIR Board of Directors Meeting Minutes
Friday, June 18, 2015
Holiday Inn Golden Gateway San Francisco

Attendance:

Jeanette Baez (President) ☑   Muriel Lopez-Wagner (Secretary) ☑   Waddell Herron (Director) ☑
Kristina Powers (Vice President) ☑   Bryce Mason (Past President) ☑   Juan Ramirez (Director) ☑
Ryan Cherland (Treasurer) ☑   Bob Daly (Director) ☐   Cathy Hasson (Director) ☑

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

1. The Board reviewed and approved minutes from January 16, 2015 pending minor revisions.

2. Treasurer's Report (Cherland)
    a. Finances: We currently have an overbalance of $5,500 due to the Early Bird registrations in Eventbrite that were getting deposited to our bank account. Ryan will wait until the Early bird registration is closed before posting them into Quickbooks. Other registration income will be entered by September. Retainers fee will be updated in Quickbooks. The gap of $126.57 remains unresolved. Ryan suggested that we develop better categories of our expenses so that we can develop a budget for the conference based on past expenditures. We should be able to distinguish conference from non-conference types of expenses so we can use these categories for planning.

    b. Travel Reimbursement Policy: Ryan proposed that meals for board members during all Board activities be reimbursed at a reasonable rate. Currently, meals for group Board meetings and guest speakers' meals are reimbursed. Ryan will check the language of the policy regarding the prohibition of meal reimbursements. Ryan will develop a draft edited version of the board reimbursement form to include meals for the board's review for the next meeting. Also, we need to decide whether this is per diem, government rate, and how long to cover. The reimbursement form can be revised for this. Also, proposed was a different reimbursement form for non-board members such as guest speakers.

3. CAIR website
    a. The CAIR website will be refreshed with new capabilities. We will work with the service provider Network Solutions. We will have 10 webpage redesigns and implement a CRM so we could maintain it ourselves. This costs $1800 for redesign and $500 monthly support as long as we want the support. We can also cancel the support when we become comfortable in maintaining the website ourselves. Estimated time of completion is September but Sutee will show us a preview before then. The search engine optimization will lessen the confusion with other "IR" organizations. In the

future, we could consider Google Analytics to see which pages are more important than others.

4. CAIR 2015 updates
    a. Call for Proposals (Baez): This will be sent out on Monday June 22nd. On the online registration, we will need to ask whether it is their first time attending CAIR. The conference will cover tracks in IR studies and research, assessment and institutional effectiveness, IR operations, and communicating results (data visualization, closing loop). It was suggested to add tracks for intersegmental studies with K-12 or community colleges. It was also suggested to add tags on the program.
    b. Speakers (Baez): Several great speakers are lined up for the conference in November. It was proposed that we add a Speakers Page on our website.
    c. Conference workshops (Baez): The Carmel/Monterey room will be the location for the workshops with a maximum of 20 people set in classroom style. Some sponsors will do some workshops. Gold sponsors have the option of choosing either a session or a workshop depending on their needs. National Student Clearinghouse is also coming to CAIR to do a Student Tracker workshop. We will not do any more stickers on badges for the workshops. Other workshops will be on doing presentations and Excel Power Pivot.
    d. Post-conference workshop (Baez/Powers): Henry from WSCUC will do a training on the graduation rate dashboard. According to the survey, about 70 might be interested in attending. WSCUC may also do a session on how to get IR folks to be part of a WSCUC review team and a panel can share their experience of being in a review team.
    e. Segment Meetings (Baez). For the conference, we need to figure out the chairs of segment meetings.   Recommendations for each segment were discussed. Board approved the idea of combining the independent campuses with the for-profit campuses into one segment meeting due to the low for-profit turnout last year. It will start at 8am.
    f. Programming (Baez): There will be no workshops held during segment meeting. Board approved the 15-minute breaks between sessions and 45-minute break in the morning and afternoon to slow things down. Sponsors located at the exhibit hall will also hold refreshment breaks and these should be added to the program. Breakfast table talk discussions will be kept for Thursday but we will also keep other tables open. Jeanette preferred to have IR colleagues as speakers on Friday morning, no breakfast, and maybe do a panel while doing brunch, and then have sessions and the post-conference workshops. The annual business meeting might be conducted on Thursday or Friday. Jeanette is going to do the booklet program but there will be a cutoff date to make changes to the program. Best Presentation award will be on Thursday's keynote. On Friday's keynote, we will do the raffle.
    g. Conference Ribbons (Powers): Board approved the purchase of conference ribbons indicating a board member, volunteer, presenter, past board member, and new member. The board agreed that the platinum sponsor has the first right of refusal for the conference ribbons.
    h. Sponsorships (Powers): We have several sponsors so far for the conference. A sponsor has asked to alter the terms of the agreement. The Board discussed this request. The Board agreed that the Terms of Agreement for sponsors are non-negotiable.
    i. Mobile App (Daly): We will continue with Attendify and the mobile app will add new features like profile, messaging, wall, pictures, Q&A for speakers, and saved schedule.

The cost is approximately $800 includes the 20% off. Attendees and sponsors were happy with the app.

    j.   Registrations (Mason): The registration timeline revenue tracker is available in Google Docs. As of today, there were 32 registrations, seven sponsors, and 100 room nights. End of June last year, we had 56 but we expect to be close to our contract by end of this month. In the Google Docs, you will see comparison data in the last three years. If we send a reminder for registration, we might see a surge before the year-end closing. About 40% of attendees are new CAIR goers. Maybe Alice can send invitations to the RP Group. We need to send announcement that CAIR is good for professional development. Bryce will continue to do the reports every 2-4 weeks.

    k.   Mentorship activities (Hasson): Heather Brown, Jacque Honda, and Cathy Hasson worked on this last year but did not gain much traction although mentor/mentee talk was well attended. It was suggested that we have a session like speed dating with mentors and mentees spending 5-7 minutes with each other. We also need to recruit more mentors because we have fewer than ten so far. We could provide more structure where mentors can do more follow ups and know ahead of time which mentors will be available. It was suggested to add on the registration a question as to who will be interested in being a mentor or a mentee. It was also suggested to have a forum online where topics are posted. It was also suggested that mentors bring a sheet describing their profile, expertise, and guiding questions pertaining to IR or mentorship pertaining to topics like graduation rate dashboard, WSCUC pilot campuses, or data management. Our new website redesign might be able to support this online forum. Bryce will include the "dump" of information from the registration and email the information to someone. This will contain information on who wants to be a mentor/mentee.

5.   Administration

    a.   WSCUC and CAIR (Powers): WSCUC and CAIR are developing a stronger partnership. Henry from WSCUC will provide the retention and graduation rate dashboard workshop. They also looking to increase interest of institutional researchers to serve on review committees.   The board discussed other topics of partnership with WSCUC.

    b.   Agronow Scholarship (Daly): This is a $1000 annual award to a student who applies. Deadline should be around May each year, the committee's recommendation should be around May or June, and the award should be done shortly after that. However, scheduling is off this year. The draft describing the scholarship is almost complete. For this year, we will do a conference call where the scholarship committee will present their selection. The challenge is advertising the scholarship. It was suggested that the scholarship announcement be emailed to the CAIR listserv, who will be encouraged to forward the information to students, financial aid directors, and IR departments. There will be a webpage about this scholarship.

    c.   Board Manual (Hasson): Updates were made on the manual. Old versions of hotel contracts, tax returns, financial statements, insurance forms, and others were removed and replaced with the latest versions. Updated directors' contact information has not been completed yet.

    d.   Board Nominations (Baez): We will do a call for nominees earlier in the year. Instead of October, perhaps do the call during the summer and close it by August or September. Bryce and Jeanette are ending their terms. Each of us should try to recruit and also

from Northern California. Contacts for nominations will be Jeanette, Kristina, and Muriel.

    e. Executive Officers (Powers): Bryce announced that he is leaving UC Irvine and the field of higher education. Bryce is willing to serve as a board member until his term ends in six months. Board supported his stay and it is in accordance with CAIR bylaws. It was suggested that the board consider succession of positions and amending the bylaws so that past presidents can remain on the board for sharing of knowledge. There was not full board support for this. Board should consider a three-year term inclusion and make explicit the two years for being Vice President and President. Jeanette ends her three-year term and will become an advisor (non-board member).

6. CAIR 2016 Site Selection (Herron/Powers): A conference planning folder has been posted on Google Drive. Updated RFPs were provided by finalist hotels. The committee focused on location, access, and rates close to past rates. Five locations were visited in two days.   Final selection and contract signing will be within the next month.

7. CAIR 2017 Site Selection (Baez): It was suggested to start the RFP process in December to secure the hotel a lot sooner. We can consider third party companies to do the site selection especially for the Bay Area venue. Perhaps we can have a list in January for site visits. Board approved to take third-party company for the Bay Area this December for the 2017 conference site and see how this works.

8. Other Business
   a. There are no drink ticket rolls left. The Board approved of Muriel purchasing a new roll.
   b. Create a 2016 "save the date" bookmarks were discussed. The Board approved of the purchase.
   c. Jeanette recommended printing about 50 schedule-at-a-glance and one big poster for the conference this year.
   d. Instead of identifying one-day registrants with a colored sticker on their name badges, Jeanette recommended indicating day purchasers by printing it directly on their badge (e.g., Th for Thursday attendees) or using different colored badges.
   e. The secretary will bring ¼ of folders to the conference since they are not used.

Meeting adjourned 3:47pm.