Minutes

Board of Directors Meeting
January 29, 2018
1111 Franklin St.
Room 11326
Oakland, CA 94107
9:30 am to 10:00 am (New Member Orientation)
10:00 am to 4:30 pm (Meeting)

In attendance: Brianna Moore-Trieu (President), Jessica Luedtke (Vice President), Juan Ramirez (Past President), Ryan Cherland (Treasurer), Kelly Wahl (Secretary – phoning in), Leeshawn Moore, Monica Malhotra, Nga Phan, Cinnamon Danube, Erin DeSantis, Kris Krishnan, Deborah Lee

Meeting was called to order at 10:03 am, following the orientation for new board members.

1.   New Board Member Welcome (Moore-Trieu)

Everyone was welcomed to the board meeting. Introductions took place.

2.   Review/Accept November Minutes (Wahl)

Kris moved to approve minutes – the motion is seconded. The minutes were approved unanimously.

Jessica moved for the secretary position to post the minutes of the board meetings on the website after they've been approved by the board. The motion was seconded and approved unanimously.

3.   Financial (Cherland)

Revenues and Expenses Report

The organization's financial position remains sound. The balance sheet reflects what's in the Quickbook account. Net income is shown for the calendar year (expenses only; revenue arrives when the conference income kicks in).

Profit and loss of the conferences – 2016 and 2017 are shown. In 2016, the conference hotel credited us some money that increased our gross profit for that year (otherwise, the conference in

2016 would have been closer to break-even). Wire transfers for sponsor fees come with a small bank fee. Travel expenses were greater in 2017 for some of our keynote speakers. We broke even with this past year's conference when it was all said and done.

Perhaps if an international company sends a check as a sponsor, we may have to look at the currency exchange rates. With EventBrite, were they to have paid the sponsorship fee this year, it would be different. They receive a charge to use EventBrite, so the sponsors last year wanted to use checks instead.

Credit card fees – EventBrite has a hosting cost as well as credit card fees per registration. The CAIR conference app is also listed in the software line on the profit/loss statement.

As long as we're breaking even or managing with a comfort level of profit, we're serving our attendees. We are well-positioned in case there is any unforeseen financial difficulty ahead. Ryan shared the bank statements and their activity as well.

Until sponsors give us their fees early this year, we will have very little revenue until the conference; otherwise, we have ample resources.

The distribution of checking and saving deposits is not governed by rules; the checking and saving split does not have a rule that CAIR has put forth. The goal is to be able to cover a large scale problem if one occurs related to our conference, in the amount of $70K or so. We have board insurance and event insurance, so we have never had any trouble. Moving $15K into savings was to earn additional interest. Our desire is to have additional cash on hand from 25% to 30% of our annual expenditures (other organizations have 32% as their reserve). Ryan can explore what baseline balances we would want to have to maintain that reserve. We need to have enough to cover hotel deposits ahead of the conference income arriving each year. It's a non-profit strategy to have enough cash on hand in savings. Ryan pays event insurance – in October for November. We buy $1 million of insurance for $1K in premiums. Ryan is persisting with what our prior treasurer did, and additionally there's a board insurance we also pay.

We are storing the profit lost statement in the current board meeting folder, January 2018. Ryan will put up an Excel version, too. Erin will be putting the numbers into the dashboard.

4.   CAIR 2017

Registration Report (Luedtke)

We had 330 attendees. It's down from 372 of the previous year (which was an all-time high). In the north, previously, it was 313 (2015) and 268 (2013). It's gone up each year. This year (2018), we could expect close to 400. We wonder, too, the impact of the holiday (Veteran's Day) on the registrations for 2017. Juan says that although the 2017 registration went past the

level of San Francisco's conference, the sign-ups were in a late surge this year. People signed up at the conference, too, which bumped up our registration. According to Ryan, there were a lot of concerns with the paper registrations, with more such registrations than in previous years. Some institutions wanted and needed to handle it that way. We have to be prepared for this. Paper registrations also have to be sure to send in their little survey – not just the check – as we need their responses as "new attendees" or their diet restrictions, for example. EventBrite and the paper version need to align. Onsite registrations aren't usually too bad. This year had an unusual quantity of them. Usually, once we get ready for EventBrite registrations, there is a link on that page to the paper registration form, and Ryan has a Word document from last year that becomes the PDF – it gets posted on the website at some point.

Conference App/Renewal (Moore)

Leeshawn recapped: There were 273 times people downloaded the app – 15,077 times people logged in and used it. People used it heavily. Messages were posted – however, only 12 people did that. There were 142 likes for these postings. The recommendation is that we should use the app – it's working really well. We were even able to orient people to the app at the registration desks. Maybe we could offer materials at the conference prompting people to download it there. The app can be announced only when it's ready, which is within four weeks of the conference. Could a shell of the app be put up? Once you download the app, it changes in an ongoing way. There was discussion about whether we could roll the app out earlier.

Whoever does the app, Leeshawn advises managing changes in batches during the weeks while the conference approaches. A big spreadsheet on the presenters and their rooms experiences changes incrementally. The changes are sporadic. The final version is likely not available until right before the conference. Up to October, there is a lot of change in the schedule of presenters, without even considering the changes due to sponsor information.

Creating a schedule for changes and updates will be important. We even make changes to the app at the conference. Moving up the proposal deadline could help give time to get everything in early. We would also want to release the app four weeks before the conference, and update it from that moment forward. More communication about the app if possible would be helpful. Having something at the registration desk would be helpful to draw attention to the app – hard signage and handouts. The hotel maps and restaurant info – we would have that early, and it's useful to people way in advance. Another thing to flag is to renew the app on October 3rd. Ryan said whoever is responsible for the app tells him it's due, and he uses the business procurement card to pay the ~$800 expense. Perhaps it's something to ask about – in the past, we paid before publishing it, while we are intending to publish it earlier this year.

On the sessions – ratings and evaluations are separate – sometimes people may have thought they were evaluating when rating. Perhaps this is the reason for the lower number of session evaluations collected this time. During the board meeting, Leeshawn found only three people did this, though, with the 'stars.'

Facilitators/Evaluations (Krishnan/Ramirez); Response Rates for Sessions (Ramirez)

Juan talked about how facilitators and evaluations are connected as a single board member's responsibility. On the first day, we had a glitch in the evaluations, and that might have kept people away from evaluating subsequent sessions. Most sessions did not get enough evaluations to receive a report back. For best presentation, there had to be at least 10 responses. Many didn't qualify for consideration. Juan did evaluations for the San Francisco conference – it was a lot of work for the facilitators – they had to do the paper evaluation of sessions, too. Without facilitators to remind attendees to evaluate online, it's hard to get response. With more sessions offered at the conference (more than four per time slot), there need to be more facilitators, and if we're short, it's hard to get enough evaluations.

Erin suggested we distribute a slide for everyone's presentation (at the end) to ask for evaluations. The proposal committee could communicate this in their call for proposals. Also we could follow up with a distribution of the slide after selections.

Jessica suggested we all as board members can fill in as facilitators, too. When we staff the registration desk, we can indicate availability, too. We recognize facilitators with ribbons on their badges ('volunteer'). Could we put them in the app, too? Perhaps we could make sign-up easier and provide more info on the app. The program has a place to put it in, too. All the groups working on each element of the conference have to be in conversation.

Perhaps being a facilitator can be a mandatory question on the registration. Could proposals include the suggestion of a facilitator in their submission of a proposal? Arranging facilitators is a lot of work to coordinate – a lot of messaging to presenters and facilitators, etc. – and when this isn't done, it's hard to ensure there will be enough facilitators.

If we as board members volunteer our time, we can help cover all sessions that need facilitators. With a master sheet of sessions with and without facilitators at the conference, at the desk, we'd be able to send people to sessions to cover them. Maybe a google doc, kept up, could make the communication to facilitators – by way of this master doc – easier. We could request that facilitators check the rooms for temperature, equipment, etc. – give them a list of things to check. There is likely a list like that on the drive already.

Maybe with so many people new to IR, they are reluctant to step up and be facilitators, and we can pitch this instead to them as a great way to network. It isn't a formidable task in terms of IR knowledge – it's more of a responsibility check. We train IR people through our professional development effort, and getting them into this role is a reasonable add on.

Perhaps assistants for some staffs are taking care of registrations, and thus the question isn't posted to the attendees directly at any point, even if it's required.

The item, if required, can include details for all that apply as check boxes, with a none of the above option, too.

Maybe we can target second-timers? They are a bit more comfortable. It can be brought up in the 101 session, too. We can alert people to the next year's need, and we bring this up at conference presentations, too. In our communication, we can bring up this opportunity "if someone is filling out your registration for you." We can reach out to people at the desk to be facilitators. Perhaps recruit at the early-bird reception, too.

Social Media Campaign (Lee)

CAIR social media analytics: We are on Facebook as a group– no twitter or Instagram. Deborah uses a single login to all accounts (Hootsuite), which pushes posts everywhere. Engagement can be measured. We get most of our views at conference time – our Facebook audience has grown in the last year(s). Deborah shared demographics of our Facebook audience. Our engagement rate is good at 1.74% for the hotel post. 1.07% for the early-bird rate post. 1.96% for "reasons for attending care" but that one had smallest reach. This was the only one done after work hours. 2.29% for the "best tip" post. We pinged on facilitators after that and encouraged sponsor contact. 8.33% of attendees posted from the 2016 CAIR survey. Favorite CAIR memory was 2.29%. 1.21% for the last minute packing post.

Attendify – Two-thirds are on iOS. Deborah shared the leaderboard; perhaps we can incentivize participation. She recommends not scheduling any posts after 4 pm – optimal if they are from 6-8 am. Our users are on Facebook via computer not mobile. They use the mobile app over Facebook during the conference. They interact with sponsors via social media. Deborah plans to promote the Facebook group and add CAIR Board to the "Team" – also revisit giveaways. Posting throughout the year would be good – call for volunteers, proposals, facilitators, historical posts, CAIR member spotlights, and presentation spotlights. Engagement equals exposure, so our participation will enable our posts to be seen by others.

Maybe we could ask people when registering what social media they use. Not everybody uses everything with their professional crowd. Most of higher education is on Twitter. We could consider that, too. We could include LinkedIn, too.

To have real-time analytics, more services to which we can post, and a greater number of posts, we would have to pay ~$20 per month for the service that Deborah would use.

Overall Conference Evaluation Report (Ramirez)

Reasons for attending are the same as usual, and the app was appreciated. The website was not as highly rated. Keynote reviews were good. CAIRayoke was enjoyed. Veteran's Day timing of the conference came up as a problem. People have always wanted higher quality sessions, since we have opened it up to more people to present. Our perspective is to create the

opportunity to develop presenters, not filter sessions aggressively. The hotel location comes up, as always; the venue itself is important, and having some things within walking distance was important. Once people arrived from the airport, if there are things to do and the rooms are big enough, it's important. 39% of attendees were first time. It was a typical well-rated conference. 91 people responded. There is always resistance on Fridays. People don't want to present then, people leave (early), and the keynote on Friday has the lowest attendance. Brianna noted that overall these were the most positive evaluations for a CAIR she's seen.

Best Presentation Award/AIR Travel Grant (Ramirez/Luedtke/Krishnan)

The Best Presentation Award went to Michael Le – he's a two-time winner. He receives CAIR's travel grant to AIR, with a matching grant from AIR. In January we file for the matching grant, for the following year's AIR conference (this time, 2018). Juan will notify our winner.

Sponsorships Report and Evaluation (Moore-Trieu/Luedtke)

We had eleven sponsors – one platinum – no bronze. CampusLabs bought our lanyards for promotion. Early-bird pricing for sponsors gave them a 10% break in cost, which helped get the contracts signed. We received more fees from sponsors this year, because some sponsors paid the higher amount after missing the early-bird deadline. Only four sponsors responded to the sponsor/vendor evaluation. Overall, uniformly positive for all items. Putting the sponsors on the foyer near registration was a great move to increase attendee contact with them. On the survey and in our communication at the conference, all sponsors were interested in sponsoring again. The incoming VP does the sponsor evaluation and follows up with them at the conference. Consider calling them for the survey in the future instead of administering it via other means (we may have a higher response rate with a phone survey).

5.   CAIR 2018 Theme: Institutional Research for Public Good (Moore-Trieu)

Ideas for Promoting Theme

Brianna led the discussion with ideas for what the theme means. We're asking people to define it for themselves, what it means at their institution. There is a helpful explanation on the conference website.

Keynote Presenters

An idea is to center these speakers on this topic as well – we can suggest speakers who have done good work in this area/theme. One of last conference's speakers was in line with this. We want to make the topic's application to the conference broad, so that everyone feels included in the conversation.

Any other ways of promoting this theme – beyond speakers and proposals? Maybe ask for submissions of proposals to state connection to the theme. Maybe also rate proposals on the theme connection in selecting them for the conference? Theme-related presentations could include things like marketing for fiscal transparency or Veteran's well-being – maybe we could invite people interested in these things who would benefit from attending the conference. We could change "diversity" to "inclusion/equity" in the call for proposals/theme. The group discussed wordsmithing around the "diversity" bullet. We could reach out to the new WSCUC president, too, with her previous service in DOE. Her interests could fit well into the theme. Other suggestions were floated. It might be a good occasion to reach out to other departments on our campuses outside of IR, given this theme. We can post on the RP group, too, regarding our conference. Perhaps there's a strictly equity-related group, too. Keynotes don't have to be in IR. We could grow by having more faculty attendees, too.

6.   CAIR at Other Conferences in 2018 (Moore-Trieu)

WASC ARC

Deborah, Kelly, and Monica will be there. Nga, too. And Kris. We have a session (SIG) – our presentation introduces what CAIR is – we'll go light on this – maybe more about updates, signing up to be facilitator, etc. At AIR last year, the second half was for an interactive activity – getting to know each other – asking about what people want to learn more about. Last year at the ARC, there were faculty there. It was a good session. Informational. We've recycled a presentation from the last few years. We will talk to John Hausaman (WSCUC) about promoting CAIR. The ALO workshop could announce us.

AIR – Who is Going?

Cinnamon is going to AIR. She will lead the session there.

7.   Mid-year Board Meeting (Change in Ownership) – June 7, 2018

The hotel will be booked on June 6 for those staying overnight – "Delta by Marriott" will be the new hotel name. The hotel's signage changes in March. We'll announce this name change in March/April, once the signage is different.

The sleeping rooms will be renovated by June. One of the ballrooms has been renovated already.

8.   CAIR 2019 Site Selection Update (Luedtke, Moore-Trieu, DeSantis, Krishnan)

Brianna, Erin, Kris, and Jessica went on a Northern California tour in early January. It was a good time for the hotels. There was room to accommodate their visit, and the hotels could spend time with the group. They considered a list of hotels – narrowed to five for the tour. Areas

included the Peninsula, Sonoma, San Jose, and Monterey Bay/Seaside. Jessica has been working with our specialist.

It looks like the Monterey Bay site will be our choice. We will have run of the house. They were interested in working with us. They would have hookups for laptops, and they would supply equipment. They would provide laptops for the presenters, too. The hotel has been recently renovated. All rooms are like a junior suite. It's the Embassy Suites. Right next door is a spillover hotel – the Holiday Inn Express. The room charge will be just over $200 per night. Travel will involve flying into San Jose – driving – or flying into Monterey, from major cities. There is a shuttle service – $35 dollars each way with drop-off and pick-up in San Jose. Jessica will see if this service will accommodate us as a group. Parking is $10 per night for drive-ons. It's a great deal overall.

9.   Sam Agronow Scholarship

Visibility

There were no applicants last year. Promotion needs to be a consideration, as well as the award amounts. We will review the guidelines.

Purpose

The scholarship honors Sam's memory and goes to people seeking a certificate or a degree, of any kind. Perhaps we could expand it to covering professional development, with some parameters. It could provide support for attending conferences, workshops, or classes. We can provide examples – winners would have to submit for approval what they did. Maybe we could specify that it's for advancement, and have part of the app process involve their doing some research on the work that Sam did. Could it involve mentorship, too? Our group's effort to encourage mentorship could become a part of the award.

Award level increase?

The amount might be something to discuss. We could add an additional award under this to cover mentorship -- $500 for people who have been a good mentor. We'd have both the scholarship and then accept nominations for the mentorship award. The committee can discuss, sooner than later, for the call to go out. Also, we can reach out to his friends and family (Sam's) – it could take shape as the family participating in the celebration of his life. We could ask them to come or have others speak about him – remember him – at the conference. Maybe speak to his colleagues about the form this award takes, too, to guide any changes. The board is asked to reach out to Cinnamon with names of people who knew Sam, to survey them for more information. We are seeking the best way to honor his memory. We'll reach out to colleagues first about the development of the award.

12:00 to 1:00 p.m. – Lunch

1:00 p.m. – General Session for All Board Members (cont.)

10.   Food and beverage selection (Ramirez)

Continental Breakfast/Lunch on Wednesday of Conference

The question was posed: Should we offer food on the Wednesday of the segment meetings? (breakfast/lunch) The meals are expensive to purchase at hotels. Based on Juan's numbers, he wouldn't have been able to offer this additional food and break even. There is a fair amount of waste of food at these things, and the break food in particular is expensive. We have the early-bird reception now, too. The sponsors were particularly focused on the coffee being necessary in the morning. To talk numbers: Pricing was considered with projected numbers of attendees for lunch and breakfast on the first day. If we add these things, would we want to increase the conference cost of attendance? There are a lot of lunch options at the 2018 venue. Giving people an option to explore is a good thing. The options: coffee/lunch; continental breakfast and no lunch; only coffee. The first option was more favored, which would require scaling back on other things to accommodate this expense. We could dial back the early-bird reception and some of the treats at karaoke. More discussion will follow.

11.   CAIR Conference Pricing/Financial

Registration Pricing

Discussion about raising cost. We could consider what we're returning for what people are paying. Of our attendees: 130 out of 330 were early-bird registrants – which was much lower than usual. In 2016 we went up $25, then we kept it the same for 2017. By reviewing the budget, Juan can give us advice on where these statistics lead us in terms of movement in the fee – we'd consider raising both early-bird and regular pricing by $10.

Sponsorship Pricing

Discussion about the pricing: Juan's looking at the costs, we can review the sponsorship pricing as well, to determine the price point for the sponsor fees.

To inform the decision regarding the additional meals/food offerings, we could look into the check-in times on the EventBrite app to see when people came, to get a sense of the number of people there for meals.

12.   2017 Roles and Responsibilities

Volunteer survey (Moore-Trieu)

We have a spreadsheet with roles and responsibilities per person, with committees, etc. The January meeting folder has this. Some groups have board participants as well as board leaders. Volunteers have been assigned to the groups as well.

Task Lists/Folders/ Check-Ins (Moore-Trieu)

A column is added so that you can see who headed the group last time. Milestones and timelines, issues, etc., are good questions. There is a count of volunteers assigned to each committee. The list indicates what we need people to work on. Review what you're doing, on which committee, and with whom (review if you lead last year), etc. Look at green blocks, then reach out to last year's contact, then reach out to volunteers.

Leaders in the room then shared how things went last year.

A need for announcing that pictures will be taken at conference for social media is still on our list, to alert attendees.

Conference Planning

Program Proposal Review (Krishnan)

Kris described the process for last year: 79 proposals – in May we made the call for proposals, and in August they were due. Decisions were announced at the beginning of September. 8 proposals were rejected (incomplete, etc.) – 68 were accepted; 3 required changes – 71 were on program. The volume of proposals reviewed per committee member was 7-10.

We discussed moving up the deadline this year – last year closed August 1, decisions Sept 1. This year, we could close July 1 with decisions August 1. We would open the call in April instead of May and alert people as soon as possible regarding these new dates. March will have the EventBrite registration open for early-bird. We could announce this proposal deadline change then, which would give us more time to create the schedule, etc.

There was a motion from Juan to move the deadlines as stated above: on or around July 1 as the deadline for submitted proposals for sessions, with notification on or around August 1. The motion was seconded, and passed unanimously.

Conference Program Construction (Moore)

Leeshawn explained that the earlier the assigned board member gets the information about sessions at the conference, the easier creating the program becomes. This person will have to work with the app person closely. For 2018, Kris is doing the program, and Leeshawn is doing the app.

Committee utilization may or may not be effective during the program development process, because drafts of the document bounce back in email, because of its size. Adobe is the software on the computer that is needed for editing.

The process for the updates to the program as the conference approaches and the use of our common resources were discussed as to how the process can work best. Removal of list of registrants from the program is a potential change – it was nice to have last year, but perhaps we can do without it this year. There was discussion of the cut off time for the paper program (PDF) – a week before the conference? Perhaps we can update processes for creating and editing the program, to leverage software available.

It is important to include the restaurant information – the menu, too – conference planning committee information regarding parking info, and other details in the PDF program.

Kelly had to drop off the call at this point, so Cinnamon provides the following minutes for the rest of the meeting:

    i. EventBrite Registration (Luedtke)
1. Jessica did it alone last year and was fine.
2. Start in February/March with updating the dashboard – copy the old one to new – update event information.
3. Make facilitator question mandatory (Jessica already did this).
4. Ask other committees whether they need anything added to form.
5. Launch after get link to hotel – attendees must register to get link.
6. There is a time at which it is necessary to put in overflow hotel information – get this information from Brianna for 2018 (Jessica has documentation).
7. Work on sponsor codes – e.g., code to give free registration to sponsor attendees at that level of sponsorship, and activate code.
8. Updates throughout on whether registrants match people who signed up at hotels – work with Brianna on this.
9. Most work on this comes at the end when people are asking for changes.
10. Jessica will send Cinnamon login information.
11. Send Board registration updates – around time of early-bird registration period.
12. Let Brianna know when EventBrite is updated so she can send out call for registration – heads up that early-bird is closing to Brianna and Deborah (for social media posts).

    ii. CAIR-aoke/CAIR's Got Talent (Moore-Trieu)
1. Leeshawn is the lead this year.
2. Got positive feedback from last year – try to do something again this year that is similar but doesn't have to be exactly the same.

3. Promote, find vendor in area to get equipment (no more than $500 – send Ryan receipt, be in touch with Brianna) and for setup; 2-hour timeframe; Leeshawn would like board members to participate; maybe do signup sheet during conference day to get people excited; last year may have been overkill with food/beverage items; schedule for Thursday night after dinner; determine emcee.
a. Local Arrangements
    i. Put in app.
b. CAIR Resources Webpage (Moore-Trieu)
    i. New committee (Monica is leader).
    ii. We have a resources webpage but it hasn't been updated in a while – beef it up; propose taking irrelevant information down.
    iii. Think through what could be added – share proposal at June meeting for board comment.
    iv. Add suggestion: AICCU link.
    v. Board members let Monica know what could be added if have ideas.
c. Workshops (IPEDS, 101 series) (Ramirez)
    i. Reached out to AIR for IPEDS workshops last few years (President does this).
    ii. 101 series was Paula's lead (4 workshops during conference/track for those new to IR) – decent turnout – who can take the lead this year? Board wants to continue workshop; Kristina and Paula said they were both interested in continuing; Leeshawn offers to reach out to Paula and/or take over.
        1. Mention Sam Agronow scholarship in the 101 sessions as well as the opportunity to volunteer as a facilitator for other sessions.
    iii. Other workshop ideas? There is a call on the proposal form for other workshop ideas.
        1. There was a question regarding whether presenters get paid to lead workshops – no, not in the past; this has been voluntary, but we could pay someone if we thought would be beneficial; we could have this as a pre-conference activity that folks need to pay to attend; Brianna was not sure if there is room for these at conference hotel this year – we'd need to ask; it could help to raise revenue for us as well; can someone from Tableau lead a workshop for creating a particular visualization? Deborah said this was challenging because people had technology issues; we would need to make a distinction between pre-conference workshops and sessions that teach people something – Brianna will look into whether this is even possible for the space; Brianna thinks it's most optimal to do on proposal form for now (not paid) if someone wants to offer workshop; Juan – can we build this into sponsorship (e.g., Tableau/STATA puts on workshop)?; Leeshawn – we could recruit people to do demonstrations in a 2-hour time slot (e.g., Tableau, Excel); Jessica – there may be AV cost issues to consider if attendees are also participating → the group decided to just do this through the normal proposal platform; Monica will review the language in the call for proposals (could propose 2-hour slot, etc.).
d. Marketing
    i. Outreach – WASC, AICCU

  1. Others: RP group; ACCJC; community college directors (Jessica will work on this); NASPA; NCAA (race/ethnicity reporting and data definitions)
  2. Juan and Brianna used their listservs last year, in particular to promote attendance by community colleges.
  3. Deborah, Juan, and Brianna talked to WASC to see if we can strengthen relationships; listserv; invited sessions; our presence at ARC – send ideas to Brianna.
   a. Deborah – ALA session on IR.
 ii. International Outreach and Expansion to Mexico? Taiwan?
  1. Juan hosted international Chinese scholars last year – was international segment meeting, offered them early bird rate, acknowledged them in opening; Tongshan Chang also has ideas about connections in Taiwan and Singapore; Bob Daly suggested we reach out to Baja Mexico
  2. We have a new committee for international outreach, so we have formalized our approach – send ideas to that committee.
  3. Monica asked what are we inviting them to do and what sort of support is offered; Brianna explained that Tongshan recommended they have a slot to present but should go through regular proposal process; Monica has contacts in India that might be interested in attending.

2:30 to 2:40 p.m. – Break

 e. About CAIR
  i. CAIR Dashboard (DeSantis)
   1. This will be 3rd year of this dashboard; there have been a few updates but she's trying to organize/streamline the process better.
   2. Created dashboard email address so we can gather feedback.
    a. Connected with sponsors (Rapid Insight, Tableau) about what services they could offer us. Tableau might give us license for free because we are a non-profit; we would need to be able to share with them our non-profit tax status information.
   3. Trying to streamline process for volunteers; will try to update before next meeting; Erin is documenting how data gets updated and what the timelines are.
   4. Passwords are to be sent to Kelly.
   5. Non-public board dashboard – Tableau reader option so that board can view updates.
   6. More updates at June meeting.
   7. Brianna – sponsors like to see the dashboard as part of prospectus.
   8. Erin hoping volunteers can think about new pages to add.
    a. Jessica – add this into sponsor evaluation survey: What data would they like to see?
  ii. CAIR Historical Exhibition (Lee)
   1. Kristina scanned and documented archived info – all on shared drive in electronic form.
   2. For this year Nga will think about how to use that information to do historical exhibit at CAIR this year with help of her committee; can be living exhibits (e.g., invite past presidents); probably shouldn't share financial statements; collage of past locations.

3. Deborah mentioned it would be hard to travel with materials; most of what is archived is documents.
4. Nga mentioned having presentation slides; locations poster; dashboard; website; she will talk with Paula about what she does in her 101 session.
5. If need physical space, let Brianna know.

f. Board Nominations and Selection (VP, Secretary Positions, two directors)

   i. Juan – In most past years, we have had a committee to recruit new board members; reaches out to contacts; also worked on proposal and selection process (e.g., interviews); Juan is lead this year; most nominations for board positions come from within board; kicks off mid-year.

   ii. Kelly and Juan are leaving after this year, so we will have 2 open positions.

   iii. VP and secretary will also be open.

   iv. Brianna – Board should all be encouraging people to apply to be on board and someone on board to apply for VP and Secretary positions.

      1. Jessica – Think about it early; think about how we are working with people during current term because outgoing person works with incoming person.

   v. Jessica mentioned that the selection process was hard this year.

   vi. Brianna – Keep in mind people who say "next year, not this year" because next year we'll have 5 vacancies; start early in terms of thinking through good fits; great candidates may be members of committees/volunteers.

g. Administrative Management (Wahl)

   i. Listserv

      1. On community colleges server. Lists of the listserv members are easily and quickly produced.

   ii. Emails, folders, etc. (No news on that front.)

   iii. Technology Account and Password Management (including passwords & username) – website, Eventbrite, social media.

   iv. Secretary cross training

      1. Responsibilities that will need to be transferred to the new Secretary include: ordering materials for conference name badges, board member name badges, plaques to recognize service as board members and officers, minutes for meetings, listserv maintenance and trouble-shooting, posting selected documents on the website.

      2. It requires at most a few hours per week.

      3. It's a 1-year position; let Brianna know if you are interested.

h. CAIR Journal/Publication (Moore-Trieu)

   i. Compile journal/publication that is written form of presentations – should we do that this year?

   ii. Cinnamon – what is benefit for proposer? It would be like AIR professional files.

   iii. Leeshawn and Deborah supportive of idea.

   iv. Jessica – would need to be nomination process that reviews and selects someone to receive project of year award; get to accept award at conference; get project in online newsletter.

   v. Brianna – open up to more than 3-5 people; how do we handle selection process/peer review; how do we know who's interested in writing something? How to gauge interest? Would likely happen after conference; probably don't want to go best presenter route because some folks who are great at presenting

might not be great at writing; start brainstorming ideas to discuss in June; online vs. printed version; scholarly paper option on proposal materials like AIR does?

    i.   Other business?

        i.   Nga – who managed the overall CAIR evaluation last year? Ask Juan first and possibly Ron; Brianna – can manage that process differently this year if we'd like to.

        ii.   Deborah – creating an ongoing document of issues at the conference – ways to make sure we're all on the same page during conference and make sure we don't have the same issues this year.

            1.   CAIR 2017 – conference notes document on drive.

            2.   Maybe we should look this over as a group – think about how to share next year (cell/email contact list).

            3.   Everyone should look at this document – anything related to a committee you are on should consider – Brianna will send out link to group.

            4.   Should we do something like AIR bucks? Collect bucks from sponsors and redeem for swag in return; Jessica and Brianna will discuss ideas and costs.

13.   Next meetings (Moore-Trieu)

    a.   June 7th at the Wyndham Anaheim Garden Grove, 9:30 am – 4:00 pm

    b.   Tuesday, November 13 at the Wyndham Anaheim Garden Grove, 10 am to 3:00 pm

Meeting adjourned at 4:18pm – some members had to leave at 4pm to catch planes