CERA Board Meeting
Wednesday, January 17, 2024

Board Members in Attendance

Sherrie Reed (SR)

Erin Roberts (ER)

Nik Antonovich (NA)

Antwanisha Williamson (AW)

JT Lawrence (JT)

Valerye Salazar (VS)

Jane Liang (JL)

Joe Valero (JV)

Allison Hernandez (AH)

2:14 Called to order.

Welcome and Connecting – New Years Resolutions or Goals

2:15pm Review Agenda

2:20pm Approve minutes from December 2023

- JT Lawrence Move to Approve
- Jane Liang 2nd

2:25pm Treasurer's Report

- **2023 Budget Update**
  - $168,000 Registration
  - $89,000 Sponsors
  - $257,000 Total revenue
  - Expenses $235,000
    - Keynotes, $11,00, $5000
    - Band $3000
    - ASL $10,000
- Areas of proposed improvement
  - Operational expenses are up
  - Cost per attendee breakdown will be presented at the March meeting
  - Proposed membership increase from $50-$75 and increase of registration fee.
  - Proposed changing March visit to being virtual and combing site visit with retreat.
  - More structure around what is included with sponsorship.
- Cost savings proposed
  - Zoom account, cancel and borrow work zooms for the webinars
  - Switch from Constant Contact to WIX
  - Pay Pal to Stripe
  - Question was raised about the high cost of Eventsforce.
    - This has been researched and other options are not any cheaper or better.
- Cost savings available throughout the conference
  - Could events be held off site to reduce cost possibly?
  - Choices around snacks and drink tickets can add up.
  - For 2024 Outside AV may be used and the one we used for Disneyland was very cost effective.
  - Data around where attendees are coming from will be coming soon.

2:45pm CERA Conference 2023 – Survey Results

- Post conference survey questions were almost the same as last year so there is comparative data.

- Less sessions but higher attendance at each session, more people were in attendance in general than previous years.
- For next year, more complete room counts are needed.
- Day 2 was the lowest room count even with ending early for Disney Night but was still more than previous years.
- Last year the last sessions of the conference were interactive, longer 75-minute sessions.
- Most participants come from County offices and District Administrators, and most are veterans of education.
- People come for networking with other data professionals.
- 96% agreed that the conference was engaging and positive responses in general.
- One area for improvement was to include presentations that include areas of implementation.
- Attendees liked the snacks.
- Only 60% went to the Data Viz competition but may not have known that was the activity since snacks were served at the same time.
- Keynote Shane Safir was very popular and those who didn't attend mostly had a work-related conflict or arrived late on that day.
- Keynote Sue Lottridge was rated as engaging and relevant.
- John Hodge was rated highly but many people had to leave early so almost half didn't attend.
- 97% would recommend the conference to others.
- Deciding to attend has most to do with funding and Location was the most important and keynote speakers are important as well but less than the other factors.
- Hotel rates have to be under $300 per night or gov't rate ($90)
- Disneyland hotel was too expensive or not acceptable to their organization for some.
- Registration could be up to $600 and still be within budget for most.

Street Data

- People came mostly for networking but also Disney, and the content.
- People brought their families with them because it was at Disneyland but attended themselves for the content and networking.

3:00pm Thinking Ahead - CERA 2024 Goals

 (3-2-10)

- Google doc brainstorming for ideas for the 2024 conference.
  - More discussion around budget is needed.
  - The treasurer can provide guidance to the committees in making choices.
  - More information needs to be collected during the registration process.

3:20pm Committees for 2024

Conference

- Led by VP – Erin Roberts
- Sherrie
- Nikki
- Aimee
- Valerye

Awards

- Led by Sec – Ant Williamson
- Jane
- Erin (to help)
- Valerye (Data Viz)

Sponsors

- Led by JT
- Sherrie Reed
- Aimee (Tracking and Communications)
- Allison Hernandez

Communication

- Jane
- Ant
- Aimee

Bylaws

- Led by Nikki
- Joe Valero

Webinars

- Joe Valero
- Nikki

3:40pm Past Presidents group- discussion

This discussion was about what the role of the Past President's group would be and the logistics of how they would be utilized. An in-depth discussion will be held at the March board meeting. The purpose would be to address the shift in the identity and purpose of the organization. One idea would be to interview past presidents and gather information in a case study format. VS to head this project.

3:50 Reminders and final thoughts

- Reminder to update your contact information in DropBox folder.
- Reminder to work on the May Webinar topics.
- President's letter content is needed by 2/9/24

Meetings for 2024

- February – committee meeting
- March – in-person full day
  - 3/18/2024 9 AM – 2 PM at Sacramento County Office of Education
- April – committee meetings
- May – virtual
- June – virtual
- July – retreat
  - Dates TBD
  - Burlingame, CA

3:57 PM Adjourn