

## **RESOLUTION FOR A TASK FORCE ON THE ANNUAL CONFERENCE**

**Submitted by:** DeWitt Godfrey, CAA President

February 15, 2015

WHEREAS, the CAA *2015-2020 Strategic Plan* names the following seven objectives under *Goal I B. Programs* regarding the Annual Conference: 1. reevaluate the Annual Conference structure, format, and related technologies; 2. identify and encourage internal and external collaborations to support participation in the Annual Conference by international scholars and artists; 3. establish a strategy for long-term funding of CAA's international activities, including support for artists in addition to scholars; 4. explore the feasibility of a professional-development webinar series and/or live streaming and video sales of sessions/programs; 5. build collaborations with other disciplines in which visual thinking and knowledge of the history of visual production promote cross-disciplinary thinking; 6. assess the feasibility of conducting small, regional and/or international conferences (in collaboration with other organizations) during the year for core constituent groups around important issues of interest; and 7. strengthen and build the CAA International Travel-Grant Program; and

WHEREAS, during its October 25, 2014 retreat, the Board of Directors reaffirmed and prioritized the above objectives of the *Strategic Plan*, as well as other, related considerations to strengthen the Annual Conference; and

WHEREAS, Board wishes to further these objectives and address these considerations;

NOW, BE IT RESOLVED that the Board establish a Task Force on the Annual Conference to oversee, evaluate, and guide the Association and staff in the implementation of the objectives in Goal I. B of the *2015-2020 Strategic Plan* for the Annual Conference, other related considerations, and new recommendations that may be identified in the implementation process.

I. Need for the Task Force

The Annual Conference must remain relevant and responsive to the needs of CAA's members, in the areas of exchange of new knowledge and creative work, employment and professional growth. It is essential that the Annual Conference continue to offer each year new, dynamic, and provocative opportunities to enhance the professional goals of CAA's members.

II. Charge for the Task Force

- a. Review Goal I B. of the *CAA 2015-2020 Strategic Plan*;
- b. Review past recommendations of the previous Annual Conference Task Force, and other pertinent documents, and budgets;
- c. Review the *Report* prepared by Plan A Advisors following the Board retreat of October 25, 2014;
- d. Review the *Tactical Plan for Annual Conference Changes* and its narrative statement;

- e. Prioritize recommended changes to the Annual Conference; assess budget implications, if any, for implementation of those changes (for example: webinars, additional advertising and promotion);
- f. Assist in developing a post-Annual Conference evaluation and/or survey, as may be necessary.

III. Composition of Task Force

- a. The Task Force will consist of 6-8 members knowledgeable about the Annual Conference, and CAA senior staff, including the Executive Director, Deputy Director, and Director of Programs. The President of CAA will chair the meetings.

IV. Estimated Cost: \$0

V. Schedule

- a. The Task Force members will be selected in February 2015;
- b. The first meeting of the Task Force will be convened after the February 2015 Annual Conference to discuss the charge, resource documents, and to assign tasks;
- c. The second meeting will be held in April to review the status of tasks and to determine what items may require operating funds for inclusion in the recommended FY2016 budget.
- d. A summary of progress will be presented by the Chair and Executive Director at the May Board meeting;
- e. The third meeting will be held in September and a statement concerning the implementation of changes to the Annual Conference for the 2016 Annual Conference (Washington, D.C.) will be presented at the October Board meeting.

Approved by the Board of Directors on February 15, 2015.

