

**Board of Directors Meeting**  
**Thursday, October 2, 2014**

**Board Members Present\***

Jon See, Mary Beth Maddox, Stacey Willenborg, Ann McAdam Griffin, Maryam Henson,  
Brian Darmody, Jennifer Leed Schwartz, Jamie Shattuck, Marc Gibson, Mona Ellerbrock,  
Brent Burns, Donald McGowan, Kathy Lynch, Sacha Patera, Mitzi Richards,  
Olof Westerstahl, Michael Ransom

**Others Present**

Emily Pualwan

\* Underlined names denote Board members present. Names underlined with dashes denote members who tried to call in, but could not for technical issues with call-in number.

**Call to Order**

Mary Beth Maddox called the meeting to order. Emily Pualwan called Roll Call.

**Consent Agenda**

Sacha Patera motioned to approve the consent agenda. Ann McAdam Griffin seconded. MOTION APPROVED.

**Old Business**

There was no old business.

**Committee Updates and Reports**

Please see committee update reports attached at the end of the minutes. Additional comments are noted herein.

a. **Strategic Planning** – No Update

b. **Mid-Winter Meeting**

Mona raised the question when will board members be arriving for the mid-winter conference. There was a suggestion for creating a “bare bones” agenda for the conference and that the board have a uniform response to questions on registration. ASG’s response of “Please know that the mid-winter conference is by invitation only and will come in the late November timeframe directly to the member from their NACRO committee chair.” Was approved. The opening for registration is scheduled for late November for the conference.

**c. Conference Planning**

The subcommittees have been set and will meet again in December. There is now a shift in focus to logistics planning, site visits and registration for the conference. The marketing committee will be working between now and July to determine a timeline for information, posting on the website and Attendify app. Once this information has been determined, it will be shared with all board members.

Regarding conference costs, the question was asked, should we charge an additional fee for Blueprint Day and raise registration fees for the conference? Would NACRO charge for blueprint? Would it be separate from registration? Should there be a blanket increase in the NACRO conference fee? Jon made a suggestion to have the ability to budget out of cycle. There was a suggestion to add an a la carte meal addition in the registration which is paid by the member. The Conference Committee will bring recommendation for charging for Blueprint Day and also options for lunch.

Working to have tours of the National Academy of Science and structured networking times.

A letter, which was an invitation to be a keynote speaker, was sent to Eric Spiegel of Siemens Corporation and the subject of the keynote would be 360-degree relationships.

**d. Benchmarking**

There was discussion on the annual survey. Suggestion for the survey to be split into 2 groups and some questions only asked every other year to keep the length manageable. The group is discussing addressing metrics and will have an update by the next board meeting. They will be collecting data and thinking what should NACRO be tracking in our profession.

**e. Marketing**

- The membership subcommittee has identified the following areas of focus for the current year:
  - Data Dive to understand membership (who is part of our organization and where are they coming from?)
  - Process of onboarding new members
  - Website: Create Newcomers Corner for new members
  - Review Member Benefits and ways to target Industry Affiliates
- The social media/website subcommittee will be working to streamline web tools and focus on meeting the needs of our members through these tools. Specific goals and actions are being developed, but for everyone's reference, here is a list of web tools that currently exist for NACRO:
  - <http://www.nacroonline.org/> = Our front door
  - <http://nacrocon.org/> = Everything about the conference
  - <https://www.facebook.com/pages/NACRO-Network-of-Academic-Corporate-Relations-Officers/193591447367759> = seems to be the original site, little to no participation

- <https://www.facebook.com/NACROCON> = more widely utilized
- [https://www.linkedin.com/groups?home=&gid=125703&trk=anet\\_ug\\_hm](https://www.linkedin.com/groups?home=&gid=125703&trk=anet_ug_hm) = 1,500 members
- <http://0q6wbs.m.attendify.com/> = NACRO Conference App
- <http://www.youtube.com/user/NACROCON> = We have a YouTube page
- <http://paper.li/f-1360951882> paperli newsletter

Budget request for “data dive”:

- As an organization, NACRO has never conducted market research on its members. We hail from a variety of institutions, have varying levels of expertise, sit in different offices/schools within those institutions, and embrace various models of corporate relations activities. However, we have not yet tried to synthesize the data we possess, including benchmarking surveys, conference evaluations, and our own MemberClicks member directory. We would like to request budgetary assistance to fund a true “data dive” into this member information that we have yet to fully examine. We believe that this information is immensely important to the future of NACRO so that we may understand our constituents better and then target activities (membership benefits, conference sessions, and professional development offerings) to suit their needs.

f. **Site Selection** – No Update

g. **Nominating** – No Update

h. **Finance**

Ann mentioned to the Board if anyone had questions regarding the budget or committee report to please let her know. It was suggested that NACRO create a process to request additional cost items out of budget cycle.

i. **Professional Development** – No Update

j. **Strategic Alliances**

Michael discussed the group’s efforts regarding determining their scope. Also having a mission from the strategic plan and determining how broad NACRO wants to go. NACRO is considering partnering with organizations/associations with governmental affiliations and what those relationships could look like. Working with non-profits such as AUTM (Association of University Technology Managers), NORDP (National Organization of Research Development Professionals), UIDP (University-Industry Demonstration Partnership), CASE (Council for Advancement and Support of Education). NACRO needs to determine how we want to partner with industry and create a formalized process with leadership so NACRO’s interest is understood. NACRO and industries would complement each other and be available to provide leadership at conferences. The first meeting was held October 1<sup>st</sup>, a total of 30 names on the committee list and 18 have registered for the next meeting.

## **New Business**

### **Deepening the Leadership Bench**

The board discussed the meaning of deepening the leadership bench. Starting by outlining the priorities to address. What does it mean? You start by joining a committee and then chairing the committee. What does NACRO want to do to foster leadership? The goal is to have a session at the mid-winter conference to dig into it. NACRO will work on creating a better pipeline and study how other groups do this. The board would like to hear from ASG with any ideas they have regarding this issue. An update will be given at the next board call.

### **NACRO Policies & Procedures**

Jennifer will lead this effort, she has scratched out a process to start this review of the policies and procedures and will be in contact with the board members. These were last ratified in July 2012 and much has changed since then. Plans are to keep the same level of details as the current documents, have a firm start by mid-year and the board vote on it by summer.

## **Announcements**

The next BOD meeting will be held November 6, 2014.

## **Committee Update Reports**

### **a. Strategic Planning**

### **b. Mid-Winter Meeting**

### **c. Executive Committee – No Update**

### **d. Conference Planning**

### **e. Benchmarking**

The committee participated in discussions on areas of focus and priorities for the year ahead. Updates from the three sub-committee groups, included:

- Annual Membership Survey: Discussion continues on ways to formalize and standardize the annual survey so the process and data collected can be compared and further integrated into the NACRO framework, possible ideas are to develop two smaller surveys repeated every other year in order to satisfy the current by-law requirement; this sub-committee has divided into two additional groups: Implementation and Analysis/Interpretation as further areas of focus.

- Best Practices Website: Review of current website is underway, recommendations include giving the existing site a “facelift” with updating content and format; sending out a general call for new “best practices”, possibly renamed to “good practices”, as well continuing discussions on ways to increase usage and effectiveness of this resource
- Centers Whitepaper: Current review of whitepaper underway to capture the most salient elements into a four or five page white paper with a focusing on the role of the Corporate Relations Officer. Possibility of making a third seminal whitepaper with a focus on Center Development
- Goal Setting (as it relates to philanthropic dollars/metrics) was raised for discussion amongst the group, further exploration of this topic will take place with the Survey implementation sub-committee and shared with the larger group at a later date.

**f. Marketing**

**g. Site Selection**

**h. Nominating**

**i. Finance**

The finance committee met on September 26 for its quarterly review of NACRO’s financials. We also discussed NACRO’s 2014-15 budget, including budget inputs from the conference, marketing and strategic alliances committees. We have a few open items before the committee feels it can recommend a budget to the board including closing of the expenses from the 2014 annual conference (expected in October 2014), determination of NACRO reserves, exploration of a procedure for approving mid-year budget requests, and consideration of the prices of NACRO’s annual and midwinter conferences. We hope to have a budget for recommendation at the November board call.

We also reviewed ASG’s hours and expenses to ensure we budget management fees appropriately for next year.

**j. Professional Development**

NACRO Professional Development Committee is up and running.

- We have >23 members and have had our first committee call
- This year our group will divide for three tasks
- Kathy & Don will be liaisons to Board, Strategic Alliances, Member Benefits, and Conference to assure alignment
- Don and Pam Ritter will lead the “101 Sub Committee”
- Kathy and Lorena McLaren will lead the “Masters Sub Committee”
- We will offer two pilot sessions – to be announced and/or previewed at Mid-Winter
- By Mid-Winter – the group will also decide whether to stand up a 3rd “Sub Committee” to focus on Strategic

Decision Points:

- Meeting with Conference Committee on 9.30 to discuss possible alignment with Conference
- Options to connect with UIDP Bootcamp – Don and Kathy recommend “friendly” co-communication strategy but maintain parallel paths
- Options to connect with Academic Impressions – Don and Kathy recommend hosting our own “year” first and revisiting this partnership over the summer
- Exact focus of 101 and Masters Classes tbd – should have update by November Board meeting

**k. Strategic Alliances**