

**Board of Directors Meeting
Thursday, November 6, 2014**

Board Members Present

(those present denoted with underline)

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, Allyson Williams

Call to Order

Jon See called the meeting to order. Emily Pualwan called Roll Call.

Consent Agenda

The consent agenda was reviewed. Brian Darmody motioned to approve the consent agenda. Mona Ellerbrock seconded the motion. MOTION APPROVED.

Old Business

2014-2015 Budget – the discussion on the budget was deferred to the next Board meeting.

Committee Updates and Reports

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

a. Strategic Planning

Karen Bender and Mary Beth Maddox are developing 5-6 questions to cover with committees regarding their efforts relative to the strategic directions. Karen and/or Mary Beth will engage with each of the committees, may sit in on a call or work directly with the Chairs, to understand the progress of strategic directions, where they've run into roadblocks and where detours may be necessary.

A facilitated status report will happen at the mid-winter meeting with opportunities for discussion and cross collaboration development across efforts.

b. Mid-Winter Meeting

Discussion of a \$25 increase in the registration fee for Midwinter. Motion for the increase to \$225 was made by Jon See and seconded by Michael Ransom. MOTION APPROVED.

Mona Ellerbrock went over the agenda and the agenda was adjusted accordingly. The VINI Wine Bar event on Thursday evening is being hosted by UC Davis. There will be an optional Napa tour that will be a separate agenda item on the registration form. Also coordinating a walking tour of the Robert Mondavi Center at the end of Friday meeting. There will not be a separate Board meeting during Midwinter.

Jamie Shattuck and Allyson Williams have been working on the registration form and back-end system. The goal is to have all systems in place by the end of November, and a letter drafted for the BOD to send to those committee members invited to Midwinter by December 2nd.

c. Executive Committee

The Executive Committee is updating the Policies and Procedures. Jennifer Leed Schwartz will be sending relevant sections for update and review to committee chairs and between now and December. In December/January, the BOD will discuss edits. There will be a complete draft for review and discussion by Mid-Winter Meeting, and a final set of updates before a ratification vote by the board at the Annual Conference.

d. Conference Planning

Maryam Henson updated the Board on the status of the RFP for proposals. Received feedback from committee chairs and it is ready to disseminate and send to all of NACRO by mid-November. January 8th is the deadline for RFP proposals.

The DC site visit is scheduled for December 10-11. Emily will send hotel information for Board members making the trip. RFPs for hotels are in.

Justine Schaffner at Georgetown will be transitioning into the role of conference co-chair with Brian Darmody, with Maryam staying involved in coordinating.

e. Benchmarking

No additions to submitted report

f. Marketing

Marc Gibson reviewed the updates submitted with the meeting materials.

g. Site Selection

Jon will speak with Dorothy Kittner regarding the 2016 Annual Meeting proposal at Washington University in St. Louis. The RFP for 2017 will open shortly.

h. Nominating

No additions to submitted report

i. Finance

Additional information from the finance committee will be distributed via email.

j. Professional Development

No additions to submitted report

k. Strategic Alliances

No additions to submitted report

New Business

There was no new business.

The next BOD meeting will be held December 4, 2014.

Committee Update Reports

a. Strategic Planning

b. Mid-Winter Meeting

- Mid-Winter Conference will be held this year on February 19-20, 2015 at the University of California, Davis (UC Davis). The team is excited to host NACRO members and are working to find great activities and locations to mix into the agenda.
- Initial draft agenda has been completed (and is attached to the BoD documents) and further planning continues. UC Davis is coordinating closely with ASG regarding logistics and we're moving forward to start planning catering this month.
- Conference fee is estimated to be \$225 per person which is a \$25 increase from last year. In addition, there is consideration for an optional tour on Friday that would be outside the scope of the meeting, but offer a fun way to see a part of California to attendees.

c. Executive Committee

d. Conference Planning

- RFP Process
- Sub-committee Meetings
- Re-visit Conference Fee Structure
- Committee Leadership Update

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: Focus on new ways to formalize and standardize the annual survey so the process and data collected can be compared and further integrated into the NACRO framework; discussions on developing two smaller surveys continues, sub-group met to start talking about what questions should be included on the new surveys and how best to divide them into years to be more appealing to other groups; brainstorming included idea of a “think” exercise to help identify 3-5 data points that can be easily reported on by institutions on an annual or bi-annual basis to start to address “metrics”; possible exercise for the entire NACRO membership.
- Best Practices Website: Review of current website is underway, recommendations include giving the existing site a “facelift” with updating content and format; working with Jamie Shattuck to see how best to do this; will be sending out a general call to the membership by the end of the month for new “best 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; sub-group plans to have a framework for new paper by mid-winter meeting in February 2015.
- For the November BMC monthly call, sub-groups will report what tasks they hope to accomplish by mid-winter meeting.

f. Marketing

- The Membership Subcommittee has divided into four task groups: data dive, new member onboarding, strengthening website content for members, and creating a more vibrant member network (including cataloguing benefits, professional development, industry affiliates, etc.). Each of these task groups has an established lead and each group is beginning to meet on their own to discuss next steps and begin implementing them.
- We have established another committee member to assist with reviewing membership applications, and are looking into which processes we can propose handing off to ASG to perform on our committee’s behalf.
- Data team within membership has started meeting monthly. The purpose of this smaller group is to further understand our membership and who are members and who are not (gaps for new member outreach).
- Social media is exploring ways to increased posts on tools – primarily LinkedIn and Twitter. We would like to request that as the committees are working on specific projects, adding a short post

on the activities of your committee or asking for feedback via these channels would be much appreciated.

- Marketing worked with ASG this month to review the registration form for mid-winter, and the draft form is ready for review following any possible additions from the host campus.

g. Site Selection

h. Nominating

i. Finance

- The finance committee reviewed the modified budget for recommendation to the Board. (see attached 2014-2015 NACRO Budget – Draft)

j. Professional Development

The Professional Development Committee is moving along. We've held our second full group conference call and have now confirmed our two sub-committees focused on Masters and 101.

The 101 Sub-Committee is reviewing a Straw Man Framework and is in touch with Conference Planning to explore options for linking to and/or complimenting BluePrint Day.

The Masters Sub-Committee has identified a short list of NACRO Members (Representing Senior Level CR Officers) and is scheduling 30 minute interviews with them to help focus and fine-tune the content and format of our first Masters Session. The interview questions include:

- Overall needs for Professional Development:
 - If you were going to attend an intensive course what would it be focused on?
 - How would you define criteria for participation, attendance in this master class?
- Format/Structure:
 - Would you prefer time together to talk about your current burning issues or would you prefer structured content (such as case studies or guest speakers?)
- Delivery:
 - Could/would you get travel approval to meet outside of conference for an in-person master class session?
 - Would you attend an online course?
- Other:
 - Do you have suggestions for speakers? Would you be interested in teaching a class?

k. Strategic Alliances

October Meeting Summary:

Introduction of group members and overview of Strategic Alliance Committee formation and history. Group agreed on subcommittees (listed below) and started to assign members to

committees. Once formed, subcommittees will meet in their smaller groups and committee chairs will report back to the larger group on a set schedule.

Goal of November meeting is for other members unable to make first call to join committees based on their interests. Chairs will also be determined (a couple have already raised their hands). Immediate work will be engage other academic organizations of strategic importance to our membership (AUTM, NORDP, CASE, UIDP).

General Strategic Alliance Information and Goals:

Our Charge:

The Strategic Alliance committee works to identify and to orchestrate alliances with key academic, industry, and government organizations, which bring value to our membership.

Subcommittees:

- Academic Organizations Subcommittee (Chairs TBD)
- Industry Organizations Subcommittee (Chairs TBD)
- Government Organizations Subcommittee (Chairs TBD)

Key Accomplishments/Plans this year:

- Establishment of subcommittee chairs.
- Start engagement for at least four Academic Organizations (AUTM, NORDP, CASE, UIDP)
- Determine the accomplishments for the Industry Organization

Subcommittee:

- Determine the accomplishments for the Government Subcommittee
- Make recommendation to the board for year two

Selected Projects for this year:

- Complete at least one formal partnership with an organization.
- Actively working with the leadership of at least three additional organizations with the intent of formal partnerships.
- Gather initial information from membership as well as industry and government organizations to explore the value to a partnership.