

**Board of Directors Meeting
Thursday, December 4, 2014**

Board Members Present

(those present denoted with underline)

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

Others Present

Emily Pualwan, Allyson Williams, Justine Schaffner

Call to Order

Jon called the meeting to order. Allyson called Roll.

Consent Agenda

Mitzi motioned to approve the consent agenda. Sacha seconded. MOTION APPROVED.

Old Business

Ann discussed the 2014/2015 NACRO budget with the board.

Sacha motioned to approve the 2014/2015 NACRO budget. Don seconded. MOTION APPROVED.

Committee Updates

a. **Strategic Planning**

Mary Beth informed the board she will provide a session update at the Mid-Winter conference.

b. **Mid-Winter Meeting**

Jamie informed the board mid-winter registration is now open. Registration fee is \$225 and an additional \$45 for an optional Napa trip. The agenda is still in draft form and adjustments can still be made. Jon reminded the board to invite your active committee members to the conference.

c. **Executive Committee**

No additions to submitted report.

d. **Conference Planning**

In preparation for the summer 2015 NACRO Annual Conference, July 14-16 in Washington, DC, co-hosted by the University of Maryland and Georgetown University, there have been two important developments:

- 1) The Call for Presentation Proposals was sent to NACRO membership in mid-November. Next year's conference will focus on "Fostering University, Government and Corporate Partnerships." This RFP process is the primary means by which the Conference Committee will accept session proposals. We deeply appreciate the leadership, expertise and contributions of our NACRO

colleagues which are so integral to a successful conference. If you have an idea for a session, please fill out the proposal form and send to conference@nacronline.org by **January 8, 2015**.

2) The planning committee is coordinating a logistics site-visit to take place on Georgetown University's campus December 10-11. Members of NACRO's board and colleagues from the University of Maryland and Georgetown will work with ASG to conduct a thorough review of conference logistical needs. The goals of this visit are to finalize contracts, determine how site requirements best align for conference content, and anticipate details related to location, movement, and entertainment that need to be addressed in preparation for next summer's conference.

e. **Benchmarking**

Annual Membership Survey: The sub-group met to identify their goals, looking at new ways to formalize and standardize the annual survey, primary objectives to determine what type of data should be collected and what information would be useful as a result - want to make sure the survey is more concise and robust to increase NACRO membership response and be able to share results/data at the annual meeting in a meaningful way; the group is working to review survey questions and provide recommendations on the survey structure, timeline and process, will work closely with the Metrics group; will also ask the Strategic Alliance Committee to consider member surveys as a possible early opportunity with partners. The sub-group will be meeting again soon and will provide an update at our next monthly meeting.

Best Practices Website: Current website review is still underway, recommendations include giving the existing site a "facelift" with updated content and format. Members from this subgroup will receive special training to assist with the content administration of the page; a draft call has been developed to solicit new submissions of "best practices" for the website and recommendations on ways to improve the effectiveness of this resource. The sub-group will work with the Marketing Committee to finalize the call and distribute to NACRO members by the new year, before the mid-winter meeting.

Centers Whitepaper: Current review of whitepaper is underway to capture the most salient elements into a four or five page white paper with a focus on the role of the Corporate Relations Officer. The aim is to put in 3-4 case studies, showcasing centers from other institutions - Want to have a diversity of centers - hybrids, research and philanthropic – anything that is unique in the way it is structured. Anyone is welcome to submit recommendations or examples, they do not have to be on this committee. The sub-group plans to have a framework for new paper by mid-winter meeting in February 2015.

f. **Marketing**

- Next Marketing Call is scheduled for December 15 (subsequently canceled due to travel and holidays)
- Subcommittees working on their agendas and talking points for Mid-Winter Meetings

- Subcommittee Priorities:
 - Data Dive to understand who our membership is currently and assess who our membership will be 5 years from now
 - New Member Onboarding Process – doing a review of how we welcome new members and how we mentor them once they’ve joined
 - Website Review – creating new information for new members by utilizing the website. Create a “Newcomers Corner”
 - Member Benefits – ongoing review of member benefits. Are we reaching our members with the benefits they need? What else can we do?

- Industry Affiliates – still having questions related to this new membership category. New member request this week from a consultant who has questioned NACRO’s policy on the category. Marc requested from the board to recommend or redefine our direction for industry affiliates. The board asked that we make a recommendation and present at mid-winter meetings.
 - Questions: Do industry affiliates fit in our strategic plan? Does our membership want consultants to attend the annual conference? Are we at a saturation level when it comes to “traditional corporate relations staff” and how does this affect membership direction moving forward? Should the board or the marketing committee be responsible for defining the direction of future membership (the board!!)? Is this something we need to be discussing with Strategic Alliances?

- Jamie discussed setting best practices in place for social media and the NACRO website. NACRO has a good framework set in place for social media and the website.

g. **Site Selection**

Stacey informed the board of the next meeting scheduled for December 15, 2014 to review existing RFP’s and allocating site selection RFP’s for 2016 and 2017 conferences.

h. **Nominating**

Sacha communicated NACRO wants our nomination process to feel open and transparent.

i. **Finance**

Ann informed the board the committee is looking at ways to improve the timeframe for completing the budget.

j. **Professional Development**

Don discussed the subcommittees: CR101 Subcommittee (Chaired by Don McGowan, Tufts, and Pam Ritter, Purdue) and Master Level Subcommittee (Chaired by Kathy Lynch, BU, and Lorena McLaren, Carnegie Mellon)

We have separated into two subcommittees with the goal of delivering at the 2015 Mid-Winter meeting, advanced prototypes for:

- A “CR 101” content platform for those new to NACRO and the Academic Corporate Relations profession.

- A “Master Level” content platform that will provide ongoing value to the more experienced CR professional.
 - A third subcommittee, to be formed later this year, will address longer term strategy for NACRO Professional Development, including delivery options, potential external organizational alliances, and sustainable business models.
- The next meeting is scheduled in December to fill in any framework and identify what is missing.

k. **Strategic Alliances**

Brent updated the board on the November committee call including who will be chairing each of the three subcommittees:

Academic Organizations Subcommittee (Todd Cleland), Industry Organizations Subcommittee (Melinda Seevers) and Government Organizations Subcommittee (Kerry Morris). The next meeting is scheduled for December 15, 2014 to discuss next steps.

l. **Policies & Procedures**

Jennifer informed the board she is working through the updates. She plans to have the policies and procedures document ready after Christmas and a draft at the mid-winter conference in February.

New Business

No additions to submitted report.

Announcements

The next BOD meeting will be held January 8, 2015.