

**Board of Directors Meeting
Thursday, January 8, 2015**

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 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. Emily called Roll.

Consent Agenda

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

Old Business

There was no old business to discuss.

New Business

2016 Site

Stacey presented the report on the RFP from Washington University to host the 2016 annual meeting. There was discussion on meeting site, and the following motion was presented.

Motion: To approve the Washington University, St Louis, proposal to host the 2016 NACRO Annual Conference in St. Louis, Missouri.

Sacha made the motion to approve. Kathy seconded. MOTION APPROVED.

Board Composition

There was discussion about changes to the BOD composition regarding two positions: Conference co-chair and VP Finance.

Conference Co-Chair – Discussion of Justine Schaffner replacing Maryam Henson as conference co-chair.

Motion: to approve replacing the committee co-chair position from Maryam Henson to Justine Schaffner, who would become a new voting board member to 2014 -2015 NACRO Board of Director's. Maryam will advise on the conference and her position will change to a non-voting board member. Stacey made the motion to approve. Sacha seconded. MOTION APPROVED.

VP position – Ann McAdam Griffin resigned her position due to a new position. The Nominating committee made a recommendation to add Ryan Elias as the new NACRO Vice President and Vice President of Finance.

Motion: To replace Ann McAdam Griffin's position with Ryan Elias, as NACRO Vice President and VP, Finance.

Mona made the motion to approve. Sacha seconded. MOTION APPROVED.

Committee Updates and Reports

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

a. **Strategic Planning**

Formats for strategic updates for the mid-winter document to the strategic update committee, populate template with updates and will structure updates at mid-winter.

b. **Mid-Winter Meeting**

Currently there are 36 registrants for the mid-winter conference and 11 for the NAPA tour. There is a conference call with ASG tomorrow. ASG will distribute a current list of registrants for the conference and tour to the board. A recommendation to have a master list sent from the chairs so there is a master list for the conference chairs of who is invited, so those who contact, and are not invited, are identified.

c. **Conference Planning**

Received 18 RFPs and 4 additional coming for session proposals. Justine is working with Brian on a press release and it's been reviewed by both university's Marketing departments. She will send it to Jon, Emily and Allyson and provide a copy to the board. ASG will work with Marketing to prepare a NACRO version of the press release and send to our media contacts.

d. **Benchmarking**

No additions to submitted report

e. **Marketing**

MemberClicks has a limit on the number of profiles and we are close to the limit. Working on a recommendation for the board on how to handle approximately 500 inactive profiles and the best way to archive the information so we do not lose it.

f. **Site Selection**

No additions to submitted report

g. **Nominating**

No additions to submitted report

h. **Finance**

No additions to submitted report

i. **Professional Development**

No additions to submitted report

j. **Strategic Alliances**

No additions to submitted report

Announcements

The next BOD meeting will be held February 5, 2015.

Committee Update Reports

a. **Strategic Planning**

b. **Mid-Winter Meeting**

c. **Executive Committee**

d. **Conference Planning**

- Site Visit, 12/10/14-12/11/14
- RFP Submissions, due 1/8/15
- Joint Georgetown-UMD Press Release on NACRO conference

e. Benchmarking

Annual Membership Survey: Following up on the earlier recommendation of dividing the annual membership survey, the AMS sub-group met before the holidays to discuss the new construct and possible questions for inclusion on the new surveys. The current proposal is to develop two separate surveys that can be administered in consecutive years - one survey that is member-focused and a second survey that focuses more on the institution's organizational structure. Additionally, by making this process more manageable, the hope is to be able to offer several "flex" questions on each survey to the working committees that can be value-added and meaningful to the general membership. The sub-group is in the midst of drafting the two surveys and will plan to share these during the mid-winter meeting for additional input and revision.

Best Practices Website: Several members of this sub-group recently received training to assist with the content management/administration of the new BP webpage currently under development. In addition, a call for new BP or "good practices" has been drafted to solicit submissions for the website. The BP sub-group will work with the Marketing Committee to finalize the call and distribute to NACRO general membership, hopefully within the next few weeks. This sub-group hopes to engage in further discussions with other working committees for recommendations on ways to improve the effectiveness of this resource during the mid-winter meeting.

Centers Whitepaper: This sub-group recently met to discuss and identify the most salient elements from the current Centers white paper. Members are working to develop a revision of the white paper as well as an appendix that includes several case studies of unique and diverse centers. A general call has been issued for recommendations or examples of centers for this section. The sub-group will plan to meet again before the mid-winter meeting, and looks forward to bringing a framework of the new paper for group discussions on this topic in February. In addition to the progress being made on the white paper, the Centers sub-group has submitted their interest to the NACRO Annual Conference Planning Committee for placeholder on the agenda in July.

f. Marketing

g. Site Selection

The Site Selection Committee Members:

- Stacey Willenborg, University of Florida, Chair
- Brad Fravel, Indiana University
- Anne O'Donnell, UC San Diego
- Roger VanHoy, University of Illinois at Urbana-Champaign
- Drew Weintraut, Purdue University

The Site Selection Committee met on December 15, 2014. The committee reviewed RFPs for the 2016 Annual Conference and has a recommendation to bring to the board for a vote. The committee also discussed the RFP process and goals surrounding this process. The committee will use time at the Mid-Winter meeting to further discuss the RFP and plans to release the RFP for Mid-Winter 2016 and Annual Conference 2017 this spring.

h. Nominating

The Nomination Committee 2014-15 (NC) has two things to report for Jan 2015.

- 1) **Recommendation of Ryan Elias for VP.** The NC was asked to review nominees who would take over as VP for Ann McAdam Griffin who is stepping down as VP. After considering the nominees thoroughly, NC is recommending Ryan Elias to replace Ann as VP in 2014-15, P in 2015-16, and PP in 2016-17.
- 2) **Fine tuning the nomination process for BOD seats.** The goal of the Nomination Committee 2014-15 (NC) is to develop a nomination process for NACRO elections that is:
 - a) Transparent
 - b) Competitive
 - c) Develops a pool of future candidates for elected positions

The process revisions are in accordance to existing bylaws and build on the existing instructions in the Procedures document. More details and granularity will make it easier for future nomination committees to use/follow.

The timeline for the work of the committee is as follows:

- Jan-Feb 2015: the NC gets a list of eligible candidates from Marketing Committee
- Feb-April 2015: the NC sends an email to eligible candidates asking for self-nominations and information about the process. The NC also asks for nominations of the committee chairs.
- April-May 2015: the NC receives all the nominations, reviews, interviews, and brings to the BOD a slate of candidates, for a vote on accepting the whole slate.
- June 2015: the slate of candidates are announced to the NACRO Membership and voting opens
- July 2015: voting closes

i. Finance

The Finance Committee met on December 8 to review financials and discussed the following items:

- Draft budget procedures
- Fiscal year timing
- Mid-year budget requests
- Discretionary funding
- Reserves
- Search firm job postings

The committee is continuing last year's work on a procedure document for the finance committee. During mid-winter, the committee will undertake an audit exercise of NACRO's financials.

j. Professional Development

- [CR101 Content](#) - Please see the attachment titled Suggested Framework for a CR101 Approach to Academic Corporate Relations.
- [Masters Content](#) - Please see the attachment titled 2015 NACRO Masters Class Straw Man.

k. Strategic Alliances

Both the Industry and Academic Sub-Committees held meetings in December followed by a Sub-Committee Chair meeting on December 15th.

- The Academic Sub-Committee discussed relevant organizations, listing who has contacts within those orgs, team objectives, and ideas for the mid-winter conference. Also, Brent Burns is attending the AUTM Annual Conference in February and will be with AUTM Leadership to continue discussing partnership opportunities.

-The Industry Sub-Committee brainstormed which types of organizations would be of interest, ways to engage the industry organization, and set next steps/goals including having one strategic industry organization participate in the 2015 NACRO Conference.

-The Government Sub-Committee will have brainstorming sessions at mid-winter to discuss ways to involve strategic agencies while in DC at NACRO 2015.