

**Board of Directors Meeting
Thursday, October 1, 2015**

Board Members Present

(those present denoted with underline)

Ryan Elias, Stacey Willenborg, Jon See, Mary Beth Maddox,
Todd Cleland, Roger VanHoy, Mona Ellerbrock, David Lipari,
Jessica Watts, Adam Johnson, Kathy Lynch, Jill Bond, Brent Burns,
Jennifer Leed Schwartz, Megan Greenawalt, Amy Pridmore, Mark Nolan

Others Present

Allyson Williams

Call to Order

Stacey called the meeting to order. Allyson called Roll.

Consent Agenda

Jon motioned to approve the consent agenda. Mona seconded. MOTION APPROVED.

Old Business

No old business to discuss

Committee Updates and Reports

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

a. **ASG**

No additions to submitted report

b. **Strategic Planning**

No additions to submitted report

c. **Mid-Winter Meeting**

Stacey reminded the Board of the 2016 Mid-Winter Conference dates of February 11 – 12, 2016.

Stacey held a conference call with Kim Jacobs and Allyson to discuss the next steps for the planning of the conference. Stacey is working with Ryan to flush out the agenda for the conference.

d. **Executive Committee**

Ryan shared that the committee is continuing to discuss the strategic plan. It's a possibility that a NACRO member will help to drill down and review the NACRO strategic plan which would be a part of an ad-hoc committee.

e. **Conference Planning**

No additions to submitted report

f. **Benchmarking**

No additions to submitted report

g. **Marketing**

No additions to submitted report

h. **Site Selection**

No additions to submitted report

i. **Nominating**

Mary Beth and Jon plan to observe who is showing leadership potential and discuss these individuals at the mid-winter conference. A goal to have the nominating process more transparent and also add a timeline to the NACRO website.

j. **Finance**

Ryan shared that Roger will present the budget to the finance committee and then present to the Board at the November Board meeting. Pricing for the annual conference, Blueprint and Masters Class should go through the finance committee for approval.

k. **Professional Development**

Jill informed the Board that the first full committee call will be held October 6, 2015. The committee is focusing on three tracks, Masters Class, 101, and strategy.

l. **Strategic Alliances**

No additions to submitted report

New Business

No old business to discuss

Announcements

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

**Board of Directors Agenda
Thursday, October 1, 2015**

Committee Update Reports

a. ASG

- Assembling October Newsletter
- Moonrise Hotel credit application complete for 2016 Annual Conference
- Attended conference planning committee call on Sept. 15 and compiled minutes
- Conference call with Stacey on Sept. 30 to discuss the 2016 Mid-Winter Conference
- Membership
 - Responded to approximately 20 emails (includes initial email and correspondence)
 - Answered approximately 3 phone calls
- Job Postings
 - Responded to approximately 6 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

- Held first all-committee call on September 15th
- Named co-chairs for the sub-committees, including:
 - Kim Jacobs and Brad Ricker, Blueprint
 - Dorothy Kittner and Angela Wimmer, Industry
 - Alexa Hansen and Lucy Provost, University
- Beginning discussions at the sub-committee level on how to strengthen content this year, including
 - Sharing membership data requested from the Marketing Committee and Benchmarking Committee
 - Sharing the most recent conference survey
- Secured last year's RFP and working to revise for this year's dissemination
- Submitted NACRO draft budget
- Working on a site visit to WUSTL, targeting December

f. Benchmarking

Members of the 2015-16 Benchmarking Committee met for their first committee call on September 11. The group participated in a general discussion with a focus on goals and priorities for next term. Other discussion items included:

- Recap of BMC initiatives/projects from last year (2014-15)
- Overview of Benchmarking Committee management and organization, including all aspects related to information sharing, committee subgroups, Mid-winter meeting, etc.
- Schedule of proposed BMC activities for the year, including identification of sub-groups for the new term, which include:
 - a. Annual Survey
 - b. Gold Standard of CR Metrics
 - c. Interactions Between Campus Units Working With Industry (e.g. Sponsored Research, Gifting and Career Services)

d. Good Practices

- Discussion on future goals/priorities for 2015-16 committee

g. Marketing

- Website
 - Board approved the requested budget to start working on the website
 - Initial meeting with website consultants
 - Website subcommittee to begin work this month
 - Goal to complete website by end of February, showcase at Midwinter
- Marketing/Social Media
 - Marketing – working on NACRO one pager to promote organization to prospective members
 - Met with Strategic Alliances – they will work on one pager to promote NACRO to other organizations
 - Twitter and LinkedIn activity to increase
 - We want Twitter and LinkedIn to be a resource to members and a space for active discussion
 - Conference App – team to review alternate option to Attendify, which we have used for 2 years
- Newsletter
 - Need input from committees for content
 - We want the newsletter to be a resource to members
- Ally program
 - Cohorts having their first quarterly calls in September
 - Marketing Committee checking in with facilitators
- Membership
 - Average of 5 new member applicants every 2 weeks (in the off season)
 - Membership acceptance email updated to include more active language on paying membership dues, result is increase in dues paid
 - Membership acceptance email updated to include links to NACRO Twitter and LinkedIn
 - Purged 25 old members out of the NACRO MemberClicks system that were not active in 4 years. Data has been archived.
- Conference
 - Conference App – team to review alternate option to Attendify, which we have used for 2 years
 - Call with the Blueprint Day Chairs regarding engaging new members at Blueprint and keeping attendees engaged in years 2, 3 and 4
 - Blueprint Chairs will survey Blueprint attendees/new members in the month of October
 - Average conference attendance is 2.2 years
 - Need to meet the needs of ‘tweeners’ that are between Blueprint and Masters Class

h. Site Selection

The FY16 Site Selection committee has been formed.

Members: Todd Cleland, Chair; Anne O’Donnell, Jennifer Schwartz, Brad Fravel, Mark Nolan

We held our first monthly meeting on 9/21 and established some deliverables and dates:

Timeline

- Committee Edits to RFPs - by Nov. 1st.
- Issue RFP, Nov. 2015
- Define evaluation criteria, Nov/Dec 2015
- Deadline for RFP submissions - Jan/Feb 2016

- Review proposals and recommend sites - Feb 10-12, 2016 (at Mid-Winter Meeting).
- Announce site selections - Aug. 3-5, 2016 (at Annual Conference)

The committee has a couple of questions for the board or Ex. Committee:

- 1) What is length of 2017 annual conference? Will we be at 3 full days (2 day plus a pre-meeting Professional Dev. day)?

- 2) What is the right target attendance to ask potential hosts to plan for? We have been using 400, but the last three meetings have had 300 or fewer attendees.

i. Nominating

j. Finance

k. Professional Development

l. Strategic Alliances

We had our first all-committee call on September 9. We reviewed our 2015-16 goals and how they relate to External and Internal Subcommittees. The External Subcommittee will form teams to help push the ball forward with AUTM, UIDP and CASE, and will tee up the next potential strategic partners. The Internal Subcommittee will coordinate closely with other committees for delivery of NACRO products and information.

Also, the chairs have had introductory calls with the chairs of Professional Development and Marketing to discuss how we can collaborate this year. Members of our committee will wear two hats as members of other committees, including the Professional Development Strategy Subcommittee.

Finally, we are preparing for Michael Ransom to represent NACRO at the UIDP Fall Meeting, October 13-15, 2015 in Knoxville, TN, on University-Industry-National Laboratory Partnerships.