

**Board of Directors Meeting
Thursday, November 5, 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

Mona motioned to approve the consent agenda. Mary Beth seconded. MOTION APPROVED.

Old Business

Stacey took a moment to remember our dear friend David Lipari. Informing the Board of the thank you letter we received for the donation to the Association of Marian Helpers in David's name.

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**

Stacey and Ryan to have update by next Board meeting.

c. **Mid-Winter Meeting**

NACRO will hold a Board meeting February 10, 2016 while at the mid-winter meeting. Stacey asked each committee chair to provide a list of active members to invite to the mid-winter meeting and send

those lists to Allyson by November 13, 2015. Marketing will send out a save the date email to those invited.

d. **Executive Committee**

No additions to submitted report

e. **Conference Planning**

The committee will use Survey Monkey for the RFP's and these are scheduled to be sent to membership on November 17, 2015.

f. **Benchmarking**

No additions to submitted report

g. **Marketing**

The Ally Cohorts call was relatively quiet and hoping for members to be more engaged and active on the next call. The Board discussed the possible new NACRO logo's to determine if the committee was headed in the right direction.

h. **Site Selection**

Todd updated the Board on the documents for the RFP's. These were revised with organizational and cosmetic updates. The Marketing committee will distribute these documents. Possibly using webinars to assist those completing RFP's.

i. **Nominating**

The committee will discuss the open Board position in mid-December.

j. **Finance**

The 2016 Budget will be added to the December agenda.

k. **Professional Development**

No additions to submitted report

l. **Strategic Alliances**

No additions to submitted report

New Business

Announcements

The next BOD meeting will be held December 3, 2015.

**Board of Directors Agenda
Thursday, November 5, 2015**

Committee Update Reports

a. ASG

- November Newsletter
- 2016 Mid-Winter Meeting
 - Annett Transportation contract complete and deposit paid
 - Catering options – working with Stacey
 - Timeline/checklist – keeping up to date and provided to chair
- 2016 Annual Conference
 - Knight Center contract – in process (hotel portion)
 - Timeline/checklist – keeping up to date and provided to co-chairs
- Membership
 - Responded to approximately 6 emails (includes initial email and correspondence)
 - Answered approximately 4 phone calls
- Job Postings
 - Responded to approximately 7 emails/calls
- Reviewed NACRO RFP's and proposal templates
- Renewed Zoom Video membership
- Completed the NACRO website survey

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

- Working on updating RFP and preparing it for release to the membership, targeting Mid-November distribution
- October call held with the leadership team (subcommittee co-chairs) to update on progress; subcommittees continue to meet as well
- Compiling a list of potential keynote speakers; also listing contacts that may be good candidates for mainstream sessions
- Working towards a site visit at Washington University in St. Louis; targeting the week of December 7th
- Beginning logistics planning and narrowing down potential off-campus reception/event venues

f. Benchmarking

Members continued discussions on goals and priorities for this year with special focus on the organization of sub-committees. It was decided that each sub-committee would have two designated leads to help with management of the work team and will plan to meet at least once before January 2016 to explore potential goals/accomplishments to bring to Mid-Winter. Sub-committees, and their co-leads, will be:

INTERSECTIONS - Links between sponsored research/tech transfer, gifting and career services

- Co-leads: Mona Ellerbrock, UC Davis & Mitzi Richards, Kansas State University Foundation

GOOD PRACTICES – Highlighting good practices and, making them accessible for all NACRO members

- Co-leads: Victor Haroldsen, UC Davis & Olof Westerstahl, UIUC

MEMBERSHIP SURVEY - Interpretation & Analysis

- Co-leads: Lenna Cominos, Carnegie Mellon University & Mary Jean Henry, Wright State University

GOLD STANDARDS - For CR Metrics

- Co-leads: Charley Hasemann, Michigan State University & Mark Boek, Iowa State University

g. Marketing

1) Newsletter:

- Continues to be well received
- Adding topics of trending, and a personal touch to profiles
- Request for trending topics and success stories to add to the newsletter

2) Social:

- Ramped up - LinkedIn & Twitter activity with discussions, and conversations with industry
- Actual use of Twitter and LinkedIn by NACRO members is still low

3) Website:

- Survey out 100+ for site structure, use, priorities for web development
- Website structure and functionality come online as early as Oct 30
- Logos / re-branding effort nearly complete.
- 20 concepts, down select to 5, then colorization of top candidate

4) RFP - mid Nov conference

- Conference RFP to be sent on November 17th
- Reminder for RFP in December Newsletter

5) Midwinter form - marketing is creating

- Midwinter Team should send details to Marketing Committee to create the Midwinter registration form

6) One-pager:

- One-pager strategy defined, RFQ submitted and turned around
- Ready for go-ahead to pursue

7) Industry Affiliates Member Outreach Plan:

- November - Develop list of companies we want represented as Industry Affiliates (IA)

- December - Send an email to the NACRO Board and select Committee Volunteers requesting appropriate contact information.
- January Newsletter - Feature two IA Members
- February - Midwinter - Share plan with attendees, last call for input on list
- February- Email from NACRO to the list of IA prospect (the list)
- Late April - Conference Registration opens - goal of more than 4 IA attending the 2016 conference

8) BIGGER QUESTIONS TO ANSWER:

- a. Define the intent of IA attendance. Why do we want IA to attend the conference?
- b. Plan for 1 industry session at the conference? All IA members together?
- c. Conferences that have engaged industry: NCET2, AURP, AUTM, BIO has worked hard to provide opportunities for all attendees; they have specific industry elements AND they foster speed networking.

h. Site Selection

i. Nominating

- Nominating Committee charged with making a recommendation to fill David Lipari's position as chair-elect of the Benchmarking Committee. The NC expects to be able to make a recommendation during the December call. This will not need to go for a full member vote; Board can appoint a successor.
- NC is using this out-of-cycle nomination process to review the process and timeline. NC will present an updated timeline, to include web content, during the mid-year leadership meeting in Gainesville.

j. Finance

k. Professional Development

On October 6th we hosted the first call of the full Professional Development Committee. The full committee is now dividing up into three subcommittees: Development 101, Master Class, and Strategy. Development 101 to be chaired by Robin Shah, University of Houston and Brianna Rockenshire, Washington State University Foundation; Master's Class will be chaired by Kathy Lynch, Boston University and Lorena McLaren, CMU and Jill Bond will chair strategy. We are now in the process of scheduling the first round of subcommittee calls which is where the majority of the work will take place. We expect to work closely with a number of the other committees including Conference Planning, Strategic Alliances and Marketing.

l. Strategic Alliances

Strategic Alliances has had two all-committee calls and will have External and Internal Subcommittee calls before our November all-committee call. The External Subcommittee has team leads for UIDP (Michael Ransom), AUTM (Brent Burns) and CASE (Melinda Seevers) who will be drafting written strategies for each prospective strategic partner organization. This year, the external subcommittee will be establishing criteria for evaluating prospective strategic partners and overseeing acquisition and implementation of strategic partnerships.

The Internal Subcommittee will provide input on NACRO communications and package potential benefits for NACRO strategic partners. In the short-term, we are working with the Marketing Committee to get the draft “NACRO 1-pager” to the graphic designer by early November, with a limited print run. The chairs have had calls with the chairs of Professional Development, Marketing, and Benchmarking to discuss collaborations. Members of our committee also sit on other committees and will help to strengthen internal communications.

Michael Ransom represented NACRO at the UIDP Fall Meeting, October 13-15, 2015 in Knoxville, TN, on University-Industry-National Laboratory Partnerships. We are still discussing next steps, but there are marked differences in approach and philosophy between UIDP and NACRO under their current leadership. Regardless of whether NACRO has a formalized strategic alliance with UIDP, there are important aspects of UIDP’s operations that we can learn from. We anticipate keeping open communication channels, both formally and informally, with UIDP.