

**Board of Directors Meeting
Thursday, December 3, 2015**

Board Members Present

(those present denoted with underline)

Ryan Elias, Stacey Willenborg, Jon See, Mary Beth Maddox,
Todd Cleland, Roger VanHoy, Mona Ellerbrock, 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

Ryan called the meeting to order. Allyson called Roll.

Consent Agenda

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

Old Business

No additions to submitted report

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**

Ryan and Stacey continue to work with a NACRO member who may join the Board as a non-voting board Member. The strategic plan will be added to the mid-winter agenda.

c. **Mid-Winter Meeting**

Stacey informed the Board of a registration email for mid-winter that was distributed.

d. **Executive Committee**

No additions to submitted report

e. **Conference Planning**

Three submissions have been received for content proposals.

f. **Benchmarking**

Mary Beth and Jon will discuss nominees to consider for the Benchmarking co-chair position. Possible leadership positions will be announced at mid-winter.

g. **Marketing**

No additions to submitted report

h. **Site Selection**

Todd informed the Board of the webinar he hosted and Emory University attended.

i. **Nominating**

No additions to submitted report

j. **Finance**

No additions to submitted report

k. **Professional Development**

No additions to submitted report

l. **Strategic Alliances**

Jennifer suggested the approval of a NACRO “road show” informing potential members of the benefits of a NACRO membership.

New Business

Roger presented the 2015-2016 NACRO draft budget to the Board and Adam presented the new NACRO logo.

a. Roger motioned to present the 2015-2016 draft budget for electronic voting. Jon seconded. MOTION APPROVED.

b. Megan motioned to present the new NACRO logo for electronic voting. Jennifer seconded. MOTION APPROVED.

Each motion has carried with the following votes.

Motion #1: Motion to approve the 2015-2016 Annual Budget.

- a. Yes: 14
- b. No: 0
- c. Abstain: 0

Motion #2: Motion to approve the proposed new NACRO logo recommended by the Marketing Committee.

- d. Yes: 11
- e. No: 2

Announcements

The next BOD meeting will be held January 7, 2016.

Board of Directors Agenda Thursday, December 3, 2015

Committee Update Reports

a. ASG

- Prepare December Board packet for distribution
- December Newsletter
- 2016 Mid-Winter Meeting
 - Bus Parking Permit
 - Compiled invitation spreadsheet from each committee that was received.
 - Updated the registration form in MemberClicks then Marketing proceeded with their additions.
- 2016 Annual Conference
 - Two conference calls with Amy Pridmore and Megan Greenawalt to discuss and plan for the site visit on December 9th and 10th.
 - Scheduled appointments with hotels/Sales Managers during site visit
 - Researching potential reception venues
 - Scheduled appointments to meet with 2 venues during site visit
- Membership
 - Conference call with Jessica Watts explaining the process of approving new applicants. I will begin assisting the committee by pulling these reports every two weeks and submitting to the appropriate individuals.
 - Responded to approximately 15 emails

- Answered approximately 6 phone calls
- Job Postings
 - Responded to approximately 7 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

- Holding the Site Visit on December 9th and 10th
- Investigating potential reception spaces
- Sent RFP to the membership through the Marking Committee; have already received inquiries from members about the conference
- Working on identifying keynote speakers; have created a shortlist and are sending a poll to committee members to rank potential candidates
- Next committee call scheduled for December 15th

f. Benchmarking

Members continued discussions on goals and priorities for this year with special focus on the organization of sub-groups committees. Each sub-group have already had or planning to meet with their team before January 2016 to explore potential goals/accomplishments to bring to Mid-Winter. Updates from these sub-group discussions include:

INTERSECTIONS - Links between sponsored research/tech transfer, gifting and career services (Co-leads: Mona Ellerbrock, UC Davis & Mitzi Richards, and Kansas State University Foundation)

NACRO members support the development of comprehensive, strategic and holistic corporate relationship with our research universities. Each member brings a unique set of skills/ knowledge. Working along with our university collaborators, we develop the foundation of valuable strategic partnerships with industry. We work to develop these partnerships with limited authority, resources and/or expertise to implement all of the elements of a comprehensive industry collaboration – our models and case studies need to illustrate how best to manage all of the intersections between the campus units that engage with industry. To delineate effective methods and frameworks for collaboration to increase the impact of corporate relations engagements across the following units: **1) Fundraising/Development; 2) Career Services; 3) Research; 4) IP Services/Technology Transfer; 5) Alumni Services; and 6) Central and School/College functions and programs**

Potential areas of future discussion and evaluation include: **On-going Communication** among individual professionals and units engaging in supporting industry engagement; **Models and Frameworks** shown to increase success with partnerships that need the support of intersecting units; **Practices for managing across intersections** and managing up to different leaders on campus. Outcome for discussions: The Intersections team will produce diagrams and analyze case studies that will provide specific ideas on how to improve the intersecting work of the various campus units involved in industry engagement.

GOOD PRACTICES – Highlighting good practices, making accessible for all NACRO members (Co-leads: Victor Haroldsen, UC Davis & Olof Westerstahl, UIUC)

Goal Statement: Continue to grow NACRO good practices, and effectively incentivize membership to engage in participating in the good practices (GP) process. Topics for specific exploration include: 1.) Identify gaps and needs in the current GP knowledge base 2.) Effectively incentivize membership to engage in the GP process 3.) Offer innovative, cutting edge thought process – real time / topics and subjects that people want to know about 4.) Partner with other NACRO committees to accomplish our goals (leveraging marketing group for example), and 5. Ensure website information is current and migrated over to new website as needed; improve as needed to make more accessible.

MEMBERSHIP SURVEY - Interpretation & Analysis (Co-leads: Lenna Cominos, Carnegie Mellon University & Mary Jean Henry, Wright State University)

No submission to include

GOLD STANDARDS - For CR Metrics (Co-leads: Charley Hasemann, Michigan State University & Mark Boek, Iowa State University)

The co-leads have spoken by phone and exchanged emails. Sub-group members play a variety of roles in their organizations - fundraisers, research liaisons and economic development officers. Seven people participated in a conference call on 11/20/15. The purpose of this sub-group is to establish a national set of standards to measure corporate investments in universities (research, grants, contracts, gifts) and create consistent metrics that reflect the interaction between universities and companies to measure the productivity of corporate relations officers. We expect to establish an authoritative resource for university executive leadership to evaluate the value of corporate sponsors to their organizations, and their success with corporations relative to peers. We further hope to help corporate relations officers establish credibility within their organizations by establishing metrics that measure and support best practices. In the next few weeks, we will develop a clear set of outcomes: define objectives, refine our scope, and identify our audience. What can we measure vs. what should we measure? We are evaluating the metrics created by the Association of University Technology Managers for its members. We plan to hold another team conference call mid-December, and hope to have a first draft of our metrics mid-January. Eventual implementation will depend on NACRO Organizational leadership support.

g. Marketing

Website:

- Website structure outlined and approved
- Membership backend - benchmark study
- Logos / re-branding effort – complete and ready for vote
- 20 concepts, down select to 5, then colorization of top candidate
- Topical tags for dynamic pages
- Blog - component added for news and update posts

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.
- International topics

Social:

- 12/1: reviewing Eventmobi as an alternative to Attendify
- Ramped up - LinkedIn & twitter activity with discussions, and conversations with industry
- Actual use of Twitter and LinkedIn by NACRO members is still low
- Newsletter topics fed to social channels

Member Communications:

- Conference RFP sent on November 17th
- Reminder for RFP in December Newsletter
- Site selection request sent on November 20th

Midwinter Meeting:

- Midwinter invitation sent on 12/1, registration form active and website updated with Midwinter conference information

One-pager:

- One-pager project is underway
- Copy to feed website
- Look and feel from website applied to one-pager

Industry Affiliates Member Outreach Plan:

- List of companies we want represented as Industry Affiliates (IA) has been identified
- In December - Send an email to the NACRO Board and select Committee Volunteers requesting appropriate contact information.

h. Site Selection

The Site Selection committee has published the RFP documents for the 2017 mid-winter and annual conferences. Links to these documents have been circulated to the NACRO membership and a webinar was held on 12/1 to provide further information to schools interested in hosting. The RFPs are due on Jan. 29th and we expect to review submitted proposals at the mid-winter meeting. The committee's work will now shift to reaching out to schools to encourage them to consider hosting these events.

i. Nominating

j. Finance

k. Professional Development

101 Level Content Update:

The 101 level content subcommittee has decided to move forward with supplemental material in the form of case studies and “dictionary of terms” to be housed on the website. Co-chairs are working with the Blueprint conference committee to make sure information compliments what is presented on Blueprint Day but can be used at any time during the year. Five to six case studies will be developed for this first year, revolving around each aspect in the full life cycle of a gift/corporate relationship. The case studies will be designed to provide additional real-world examples of how NACRO member institutions have approached different aspects of the corporate relations life cycle. Deadline goal: April 2016 (or Conference registration launch date).

Masters Level Content Update:

The Master’s Class Sub Committee would like to offer 2 programs this year – both in conjunction with the annual conference. (Note: this assumes that 101 will run programming over the spring.) We will re-run the original Master’s Class (with slight tweaks to respond to evaluations) and offer a second NEW program for a second group. Currently we are considering hosting the course for NACRO Members who lead CR efforts for a school (i.e. Engineering, Business, Med, etc.) – but have not decided 100%. We also discussed the idea of hosting an off-cycle program this spring, but since we are still in the pilot phase and awaiting the discussions from the Strategy Sub-committee, we agreed that running a second program with conference offers more benefits. We also discussed the fact that we will look within NACRO for guest speakers and possible facilitators as that is actually professional development for those invited to contribute.

I. Strategic Alliances

Strategic Alliances had an all-committee call and Subcommittee calls in November. Going forward we plan to have subcommittee calls monthly and all-committee calls every other month. We are inviting 19 active members to the Mid-Winter Meeting.

Internal Sub-Committee Update (Jennifer Schwartz, chair): On our Nov. 2 call, we reviewed a NACRO one-pager brochure being co-developed with the Marketing Committee. We also discussed potential benefits for NACRO strategic partners, including a “Corporate Relations Essentials/NACRO Road Show” presentation based on NACRO white papers that could be offered at their meetings. Our Sub-Committee may need to take the lead in developing this, in collaboration with the NACRO Professional Development, Benchmarking and Marketing Committees. We discussed complexities of working with organizations that have different membership structures than NACRO, and the potential pitfalls of involving partner organizations in NACRO’s agenda.

External Sub-Committee Update (Brent Burns, chair): On the Nov. 11 call, the group reviewed a proposed NACRO Strategic Alliance Partner Template, refining a draft for AUTM and beginning a draft for CASE. Benefits will align with NACRO committees. We discussed additional organizations to approach. Brent Burns will finalize the AUTM strategy document. Cathy Dufour and Brent Burns will reach out to Julie Brandis to further develop the CASE strategy document. Michael Ransom and Brent Burns will work on the UIDP template.