

**Board of Directors Meeting  
Thursday, February 5, 2015**

**Board Members Present**

**(those present denoted with underline)**

Jon See, Mary Beth Maddox, Stacey Willenborg, Ryan Elias, 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, Justine Schaffner

**Others Present**

Emily Pualwan, Allyson Williams

**Call to Order**

Jon called the meeting to order. Emily called Roll.

**Consent Agenda**

Mitzi motioned to approve the consent agenda. Sacha 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. **Strategic Planning**

Mary Beth informed the board of the template created to track strategic direction and will provide an update at the Mid-Winter conference.

b. **Mid-Winter Meeting**

Jamie informed the board the agenda is in draft form and plans to have the agenda finalized early next week. Fifty-nine registered for the Mid-Winter conference and thirty-two to thirty-four registered for the Napa tour. Suggested to the board to bring an item with your logo or mascot and having the opportunity to exchange.

c. **Executive Committee**

Jon reported Jennifer is working on the 3<sup>rd</sup> draft of the policies and procedures document and will share at the Mid-Winter conference.

d. **Conference Planning**

Maryam shared with the board NACRO received 36 total proposals, 15 industry and 21 were university. Asks that the ranking document be returned Sunday prior to Mid-Winter. Brian informed the board Teresa Carlson, VP of Amazon web services, as the possible keynote speaker and should have a decision by March 19, 2015.

e. **Benchmarking**

No additions to submitted report

f. **Marketing**

No additions to submitted report

g. **Site Selection**

An announcement at Mid-Winter of the location of the 2016 annual conference.

h. **Nominating**

No additions to submitted report

i. **Finance**

No additions to submitted report

j. **Professional Development**

Don informed the board the committee is moving forward with the CR101 and the Master class. The committee is proposing to hold the Master level class concurrent with Blueprint if the logistics are confirmed. Approximately twenty-five people to attend.

k. **Strategic Alliances**

Brent informed the board he will be attending the AUTM Annual Conference in February.

**New Business** - No additions to submitted report

## Announcements

- The next Board meeting will be held March 5, 2015.
- A Board meeting is scheduled for July 2, 2015 prior to the annual conference.
- There will not be a Board meeting at the beginning of the annual conference for the current Board. The new Board of Director's meeting will be held at the end of the conference.

## Committee Update Reports

### a. Strategic Planning

### b. Mid-Winter Meeting

### c. Executive Committee

### d. Conference Planning

2015 began with a burst of activity for the Conference Planning Committee. The Call for Session Proposals was completed mid-January and the response from the NACRO community was tremendous. The committee received 36 proposals from NACRO members around the world. The committee's task at the upcoming midwinter leadership meeting will be to review and select proposals that are the strongest fit for this summer's conference. Thank you to everyone for their submissions and we look forward to working closely with you as the agenda for the conference begins to take shape.

### e. Benchmarking

Annual Membership Survey: The AMS group has been working 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. In anticipation of this year's Mid-winter Meeting, the AMS group would like to take the chance to query/survey this year's attendees on the most important things to be measured for corporate relations success, including the impacts and value of industry-university relationships. The information received by this group will help shape the new annual membership survey(s) being drafted. The ultimate goal of this exercise will help in formalizing/standardizing the annual survey process so the data collected can be compared and further integrated into the NACRO framework as well as start to begin to address "metrics for success". The AMS working group will meet once again to finalize a recommendation of the new 2 surveys as well as a work-plan for the upcoming Mid-winter Meeting.

Best Practices Website: Efforts are underway to review NACRO "best practices" submissions to determine if they are still valid or need any updates. Moving forward this working group will be seeking

only good ideas/examples (no longer will use the label of “best practice”), with one new/good practice being highlighted every newsletter. 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: 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. Great progress is being made on the white paper. The Centers sub-group has also submitted a proposal for a session at this year’s NACRO Annual Conference in July. Given the amount of interest in this topic, this is a good time to present the white paper. The sub-group will plan to meet once more before the mid-winter meeting, and looks forward to bringing a framework of the new paper for group discussions.

**f. Marketing**

The marketing committee has spent significant time this month preparing for midwinter, with the goal to utilize the time we have in person with committee members as productively as possible. Social media/website will be focusing on preparing the websites for annual conference materials and reviewing social media channels and focusing on those with greatest impact. The membership subcommittee is putting in place plans for industry affiliate members, welcoming new members and diving into data. In addition, a new page has been created on the website to house copies of NACRO News.

**g. Site Selection**

**h. Nominating**

The nomination committee plans to email all active members to inform them of the nomination process and ask them for board and chair-elect nominations based on NACRO By-laws specific eligibility criteria and procedures.

**i. Finance**

During the mid-winter meeting the finance committee will perform a “financial audit” of last year’s expenses and review the YTD and expected expenditures for this year. As part of this process we will consider any mid-year budget requests. If any new initiatives require funds, not included in the 2015 approved budget, you can make a request for consideration by the committee at mid-winter. Please submit any requests via email to Ryan Elias by Monday, February 16<sup>th</sup>. Each request should be accompanied by a sufficient justification. If the committee has any questions we will discuss with the requestor during the mid-winter meeting.

**j. Professional Development**

**k. Strategic Alliances**