

**Board of Directors Meeting**  
**Thursday, March 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,  
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. Allyson called Roll.

**Consent Agenda**

Sacha motioned to approve the consent agenda. Brian 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**

No additions to submitted report

b. **Mid-Winter Meeting**

Jamie will provide a document informing the Board of matters learned from the mid-winter conference that may help with preparation for the conference next year.

c. **Executive Committee**

Jennifer spoke to policy & procedures, informed the Board that she is updating the language and will ask the executive committee to approve. All committees will soon have the capability to post minutes from the committee meetings on the NACRO website.

d. **Conference Planning**

Brian informed the Board of potential keynote speakers. Ellen Williams, Director of the Advancement Research Projects Agency – Energy (ARPA-E) and Jamie Dimon of JPMorgan Chase. Responses are due by April 6, 2015. Maryam stated registration for the 2015 NACRO annual conference will be open between the last week of April or May 1<sup>st</sup> at the latest.

e. **Benchmarking**

No additions to submitted report

f. **Marketing**

No additions to submitted report

g. **Site Selection**

No additions to submitted report

h. **Nominating**

Sacha is drafting language to disseminate regarding the nomination process. An article will be written and published in the April NACRO newsletter on the nomination process.

i. **Finance**

No additions to submitted report

j. **Professional Development**

Don shared with the Board their next call is March 18, 2015 to discuss the CR101 Class and Masters Class. The Masters Class will be held at the annual conference.

k. **Strategic Alliances**

Michael informed the Board that AUTUM wants to explore a partnership and NACRO is in the process of completing a white paper. At least two NACRO members will attend UIDP at Purdue University. The National Institute of Health, Department of Energy and Department of Defense are potential partners for NACRO to connect. Branding documents are being created by the Marketing committee. The next committee call is scheduled for March 18, 2015.

**New Business**

a. Marketing Chair Elect Recommendation

Sacha communicated a proposal of nominating Jessica Watts to serve out the remainder of Marc Gibson's term on the NACRO Board.

Michael motioned to approve Jessica Watts' appointment to serve the remainder of Marc Gibson's term as the Marketing Chair elect then serve as the Marketing Chair. Sacha seconded.  
MOTION APPROVED.

## **Announcements**

The next BOD meeting will be held April 2, 2015.

## **Committee Update Reports**

### **a. Strategic Planning**

### **b. Mid-Winter Meeting**

### **c. Executive Committee**

### **d. Conference Planning**

The 2015 NACRO Conference (July 14-16 at Georgetown University, co-hosted by University of Maryland) is shaping up in fantastic ways! With our theme of “Fostering University, Government and Corporate Partnerships”, this conference will highlight unique Washington, DC speakers and content, as well as best practices and innovative developments in the field of academic corporate relations. At the February NACRO Midwinter Meeting, the Conference Planning Committee reviewed 37 session proposals and selected a variety of topics including metrics, international relations, CRM, affinity groups, economic development, cybersecurity, workforce development, and business analytics, as well as high-level government and industry keynote speakers. Stay tuned for more details as we prepare to open conference registration before May. You won’t want to miss it!

### **e. Benchmarking**

#### Annual Membership Survey:

Resulting from discussions at this year’s Mid-Winter meeting, the proposed structure for the new annual survey has been approved by the Benchmarking Committee; surveys will now consist of a list of core questions – focus area (individual/organization) and flex (value-added and meaningful to the general membership). The AMS subcommittee will finalize their recommendations for specific question wording and will submit to the Benchmarking Committee for additional input. All other committees have been asked to submit their suggestions for flex questions to the AMS sub-group within the next two weeks.

Sacha and Olof are leading a small Benchmarking sub group research project entitled: “Measures of Success”. The first steps will be to query the active NACRO members, that came to midwinter or who wanted to come to midwinter. They will be asking for the group’s top ten “most aspirational” measures that make a university/ industry partnership program effective, and analyze those results to see where the data takes us. The hypothesis is that there will be a handful of themes that emerge, where there is consensus. These results will with analyzed and summarized into a white paper.

#### Best Practices Website:

The BP subcommittee is continuing to discuss ways to improve the current webpage – making it more user-friendly and accessible. The first action will be to rename the current Best Practices webpage to “Good Practices” and make sure existing practices still are current. A call for new “good practices” has

been drafted to solicit submissions for the website and will be posted for the general membership via the NACRO monthly newsletter as well as added to the re-vamped webpage.

#### Centers Whitepaper:

The Centers subcommittee has completed a first draft of the white paper, including sections and sub-sections, highlighting industry, university and CRO roles in Center development, Members are currently working on incorporating university-industry center case studies as an appendix and will plan to share a revised draft with Jon and Sacha for their first-round edits and comments. In addition to the progress being made on the white paper, the subcommittee will be discussing ideas with the larger Benchmarking group for their session/presentation at this year's Annual Conference in July.

#### f. Marketing

- Much progress was made at the midwinter leadership meeting. Thanks to everyone for traveling to UC Davis!
- NACRO Ally Group: New member benefit (similar to previous mentor program); 2 facilitators to 5-10 participants, attempt to group by region. Groups last for one year and have quarterly conference calls (membership will assist mentors w timelines and discussion topics)
- Industry affiliates: Will be invited to attend the 2015 Conference, 25 maximum spots, first come first serve
  - To be communicated through: Announcement in NACRO News in April newsletter and "about" email that will be available to all members to proactively reach out to potential industry affiliates
  - Apply through normal member process and request applicants NACRO Contact/Sponsor to help with any questions
- NACRO websites: Currently working to transfer servers for NACROcon; Timeline for communications regarding conference is already drafted and targeting launch of site with logistical material and registration by late April
  - Goal for remaining of the 6 months is to develop a plan to be implemented after the annual conference to consolidate the two website into one
- Social media channels: Took a broad approach a few years ago – several of these channels have not been well utilized. At this time, group will focus on the following active channels: LinkedIn, Twitter, Attendify.
  - Subcommittee has assigned a lead for each channel and they will help look out for and push content
  - With these channels, we want our membership to take the lead in sharing content, including activities of the committees.
- Job Board: There has been much interest in reaching a larger audience for these posts. Moving forward, we will be moving job posting to NACRO's LinkedIn site. Text is being developed and this change will be updated on the website soon
- NACRO News: In order to continue providing the newsletter on a monthly basis, we need content and will be reaching out to active members to help generate this. Specifically, we will be sharing the 2015 editorial calendar with committee co-chairs and asking for input to highlight short articles or committee efforts, to promote your work in advance of the conference.

**g. Site Selection**

The Site Selection Committee met on February 18, 2015. The committee discussed the RFP process and goals surrounding this process. There will be no major revisions to the Midwinter RFP. There will be a few revisions to incorporate into the Annual Conference RFP. The committee will work with the Marketing Committee to plan the email blast to announce the RFPs. We are seeking a site for Midwinter 2016 and 2017 and Annual Conference sites for 2017 and 2018. The goal is to release the RFPs via an active member email blast on March 9, 2015. Deadline for submissions is April 20, 2015. At Midwinter, we announced Washington University in St. Louis as the 2016 Annual Conference site. The dates being held are August 2- 5, 2016.

**h. Nominating**

**i. Finance**

**j. Professional Development**

**k. Strategic Alliances**