Board of Directors Meeting
Thursday, May 7, 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,
Jessica Watts, 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

Mitzi motioned to approve the consent agenda. Brian seconded.   MOTION APPROVED.

New Business

UIDP Bootcamp

Kathy and Don updated the Board on their conversations with UIDP regarding NACRO being involved in the UIDP Bootcamp in September 2015. Unlike prior conversations UIDP is not seeking NACRO's involvement in the creation of content but rather is willing to offer NACRO members a discount to the Bootcamp. The discount offered to NACRO would not be greater than the discount offered to UIDP members. The Board had an open discussion of the UIDP Bootcamp and the current partnership opportunities that are available.

Jon motioned for a vote that NACRO would pursue a relationship with UIDP whereby NACRO promotes their bootcamp/workshop and in turn receives a reduced registration fee for NACRO members. There were two votes yes, two votes abstained and 10 votes no. MOTION DENIED.

Strategic Alliances, will continue the conversation with UIDP regarding the long term relationship with NACRO, co-branding and curriculum development.

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. **Nominating**

Sacha informed the Board that NACRO has received at least one nomination for each of the positions available for the Board of Directors. By the next Board meeting, a slate of nominations will be sent to the Board for approval. She would also like to present a candidate for approval to be the conference co-chair for 2016.

b. **Conference Planning**

Jennifer shared with the Board that we will have five committee tables at the July 14 6pm opening reception for committees to network with potential volunteers: benchmarking, conference planning, marketing, professional development and strategic alliances.

c. **Strategic Alliances**

Michael informed the Board that Strategic Alliances is focusing on connections to Industry, Health Care Industries and targeting certain organizations. NACRO will be represented by a NACRO member at the Life Sciences conference. NACRO has chosen not to go with NDIA because this defense focused group is more about lobbying. The committee is working with Marketing to create a one page informational piece to take to these organizations. Michael asked if anyone would be willing to be a part of a group panel at AUTM and to let him know.

d. **Marketing**

Jamie thanked Adam Johnson for all his work on the website.

e. **Professional Development**

Don shared with the Board that the ALLY brochure has been completed.

f. **Finance**

Ryan informed the Board that he will be sending out an email regarding planning for next year's budget.

g. **Benchmarking**

No additions to submitted report

h. **Site Selection**

No additions to submitted report

i. **Mid-Winter Meeting**
No additions to submitted report

j. **Executive Committee**
No additions to submitted report

k. **Strategic Planning**
No additions to submitted report

Announcements

The next BOD meeting will be held June 4, 2015.

Committee Update Reports

a. **Strategic Planning**

b. **Mid-Winter Meeting**

c. **Executive Committee**

d. **Conference Planning**
Registration has opened at nacrocon.org for the 2015 NACRO Conference (July 14-16 at Georgetown University, co-hosted with University of Maryland). NACRO members can go online to register for conference and pay annual membership dues, review the anticipated agenda, see speaker biographies and photos, book conference hotels, and get travel information plus our recommendations for additional things to do while in Washington, DC.

The conference theme of "Fostering University, Government and Corporate Partnerships" highlights unique Washington, DC, speakers and content, as well as best practices and innovative developments across the field of academic corporate relations. Your Conference Planning Committee is working diligently to prepare excellent hospitality and highly-relevant sessions on a wide variety of topics including the NACRO Blueprint for academic corporate relations (a pre-conference option on July 14), as well as metrics, international relations, CRM systems, affinity groups, economic development, cybersecurity, workforce development, and business analytics, as well as keynote speakers Dr. Willie May, Acting Director, NIST and James E. Dillard, III, Senior VP, Regulatory Affairs & Chief Innovation Officer, Altria.

A joint press release dropped on May 4, announcing the conference to business and education media outlets.

Committee Meetings currently planned at conference include:

Committee Name	Date	Time	Location	Requestor
Marketing	Tuesday, July 14	2:00-3:30pm	TBC for 10, no A/V	J. Shattuck
Site Selection	Tuesday, July 14	2:00-3:30pm	TBC for 5, no A/V	S. Willenborg
Strategic Alliances	Tuesday, July 14	2:00-4:00pm	TBC for 20, telecon	B. Burns
2014-2015 Board Meeting	Tuesday, July 14	4:00-5:00pm	War Room	MB. Maddox, J. See
2015-2016 Board Meeting	Thursday, July 16	1:00-2:00pm	War Room	R. Elias, S. Willenborg

If your committee would like to meet but is not listed here, please send Jennifer Schwartz an email indicating the date, time, number of people, and any A/V needs.

On the May 7 call, we want to discuss **Committee Speed Networking** planned for the July 14, 6-8pm, Conference Opening Reception."

e. **Benchmarking**
Annual Membership Survey:
The annual survey has been finalized and is set to be released on May 6. The survey subgroup submitted an article to run in the May 5 NACRO News. A reminder for members to take the survey will be sent on May 15. Deadline is May 22 but are keeping the window open until May 29. Around the third week in May, the survey subgroup members will look at responses and then make touches with members to help ensure a broad cross-section of participants. (FYI, last year there were 240 responses from 54 of the 60 AAU schools).

Best Practices Website:
The subgroup is continuing to make revisions to the web-page as well as reviewing all existing best practices. The BP group will continue to look for ways to refine and improve this site, and will provide regular updates as new information is available.

Centers Whitepaper:
The first round of edits on the white paper is underway. The subgroup hopes to have a draft document ready for full Benchmarking committee review in the next couple of weeks. The subcommittee will plan to reconvene for further discussion and revisions based on the larger committee feedback. The work on this revision represents the integrated ideas of two years of the Benchmarking committee – both last year and this year. The CW subgroup is trying to be very mindful of the vision for this document which has developed and matured over the last 20 months, thanks to the efforts of so many dedicated NACRO members.

As the Benchmarking committee continues to make progress on their initiatives from the mid-winter meeting, they are also actively engaged in planning discussions for their upcoming session at the NACRO Annual Conference scheduled in July.

f. **Marketing**
- NACROcon website is now up and the majority of the content for the conference is already finalized!
- New pages have been created on the website related to the Master's class, and were added temporarily for hosting conference information.
- With conference webpages mostly completed, the website/social media subcommittee will be moving forward with developing direction for the new website.
- Upcoming emails to membership:
  - May 5 – NACRO news
  - May 6 – Survey email
  - Week of May 11 – recommend and email to go out to all Inactive profiles from Conference Planning
  - May 19 – reminders email re: survey, highlight/speaker from conference planning, other?
  - June 2 – NACRO News
  - Voting – date not yet determined

- NACRO Ally Program: Please sign up! We hope many members of the NACRO board will consider acting as facilitators for these groups. Currently have 8 members signed up. A pair of facilitators will lead a cohort and coordinate quarterly conference calls with support from the Marketing Committee. The Ally program will be part of conference registration.
- Industry Affiliates Membership Category: Announced in email to membership on April 29 and posted on LinkedIn page. Will be mentioned in May NACRO Newsletter as well. We have turned down 2 individuals in a consulting/sales role so far.
- Member Applicant Approval: New team in place. Goal of 48 hour turnaround time for approvals, especially as applicant numbers increase closer to conference.

g. **Site Selection**

h. **Nominating**

i. **Finance**
The Finance Committee discussed and provided appropriate direction/approvals on the following items.

1) Budget Request from Marketing Committee ($2,500) for web migration and design of NACROCON.ORG as we prepare for the 2015 Annual Conference.
   a. Finance Committee APPROVES budget request for work to begin immediately on populating NACROCON.ORG. Many Finance Committee members noted that this switch to professional web services is overdue and this is a much needed step.

2) Request from Professional Development Committee to charge a $50 fee for Masters Class participants.
   a. Finance Committee APPROVES the request to charge up to $50 per participant for the Masters Class pilot program. This fee is being implemented to cover the food and beverages costs associated with the programming.
   b. The committee also recommends continuing the discussion regarding charging a break even fee for professional development opportunities (CR 101, Blueprint, Masters Class) outside of the Annual Conference.

3) ASG Billings Status Update
   a. The Finance Committee reviewed the ASG invoices to date and feel comfortable with the plan the Executive Committee and ASG have come up with to ensure the total FY hours do not exceed the budget.

4) Financial Audit of NACRO Finances
   a. The Finance Committee will selected an independent auditor to review FY 2014 financials. This activity will occur on an annual basis and is intended to provide peace of mind to the NACRO Board and its members that the finances are being handled appropriately and that no misappropriation of funds are occurring.

j. Professional Development

k. Strategic Alliances

New Business

a. UIDP Bootcamp
This coming September, UIDP (University Industry Demonstration Partnership) will pilot it's second "Member Workshop" focused on introducing university professionals (could include: Corporate Relations, Research VP's, Sponsored Programs, Grants Management, and Technology Transfer) to Industrial Research and the offices that manage academic relationships in industry.

The workshop will be held on the campus of Georgia Tech. The content is being developed by a working group of UIDP and will feature speakers and facilitators from industry. Again, the audience is university staff.

NACRO Strategic Alliances and Professional Development have approached UIDP to explore potential collaboration. Following a series of conversations with UIDP Executive Director, we have identified the value opportunities/value points for both organizations:

Opportunity	Value to UIDP	Value to NACRO
NACRO Promotes workshop to its members	Increased attendance – visibility for workshop	Solid content available to NACRO – compliments current PD offerings
NACRO recommends workshop to its members and their universities	Increased attendance – visibility for workshop – value of NACRO brand to UIDP	Solid content available to NACRO – compliments current PD offerings Added value of NACRO membership – members offer content

		to colleagues across the university
		Future possibility of UIDP promoting NACRO PD to its members
UIDP offers discount to NACRO members	Increased attendance - Future possibility of NACRO offering PD content to UIDP Members at a discount	Discounted PD Content
NACRO provides 2 liaisons – PD and SA to "review/evaluate" segments of the workshop as it is developed	Value of audience perspective as program is being developed	Opportunity for NACRO to "guide" content – keep conversations open so that NACRO PD and UIDP workshops do not overlap

Please note, it is our understanding that at this time UIDP is not looking for sponsorship or funding from NACRO. The NACRO PD committee recommends that we pursue this early stage partnership.

Professional Development Committee Feedback (Don McGowan and Kathy Lynch): The Professional Development Committee endorses such a partnership with UIDP for the fall of 2015. We see UIDP as a nice complement to NACRO. We have an opportunity to increase our impact by not creating duplicate or competitive programs. We will have completed and evaluated both a CR101 framework for new CR professionals as well as a Pilot Master Class by late summer. Learnings from those exercises will be of value to the partnership and will (could?) be shared with the boot-camp participants. With UIDP entering into the CR professional development space, it is a validation of the need for targeted content; NACRO is in a strong position to deliver that by various means. Partnering with UIDP on their fall event is one of those which we will evaluate for delivering value to our membership, not the only one. Of course, we can't get any more specific until we have a discussion with Tony on what they have developed for content so far.

Strategic Alliances Committee Feedback (Brent Burns and Michael Ransom): The Strategic Alliances Committee has not had time to meet and discuss on the phone, however it is fair to say that there would be agreement that it is worth further discussion with UIDP and the Professional Development Committee. I would further suggest holding on making any formal agreements/branded commitments without board consent, a process that may take longer than immediate deadlines for formal collaboration, but a process that is needed from Strategic Alliance's recommendation.