Board of Directors Meeting
Thursday, June 4, 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
Mary Beth called the meeting to order. Allyson 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. **Benchmarking**

   The Board was asked to review the Centers Whitepaper and inform Mona of any concerns.

b. **Marketing**

   A suggestion to acknowledge the industry affiliates in attendance at the annual conference. Plans are to present each Ally participant with the CR101 document.

c. **Conference Planning**

   No additions to submitted report

d. **Nominating**

   The NACRO 2015-16 Slate was shared with the Board.

- **Co-Vice Presidents**
  - Todd Cleland
  - Roger Van Hoy

- **Benchmarking**
  - David Lipari
  - Empty

- **Marketing**
  - Robin Self
  - Adam Johnson

- **Professional Development**
  - Jill Bond

- **Strategic Alliances**
  - Jennifer Schwartz
  - Brad Fravel

- **Members at Large**
  - Cody Nogera
  - Mark Nolan

- **Conference Co-Chairs**
  - Amy Pridmore

Mona motioned to approve the NACRO 2015-16 slate of candidates. Michael seconded.
MOTION APPROVED.

e. **Executive Committee**
The Executive Committee approved the NACRO Policies & Procedures in May. Please click on the link to review.

f. **Site Selection**
No additions to submitted report

g. **Finance**
No additions to submitted report

h. **Masters Class**
Our speaker is Rasheedah Thomas, Vice President, Programs & Outreach at CD Global Strategies. There is a maximum of 25 attendees and each will receive a confirmation email and also their pre-work to complete prior to the class.

i. **Strategic Alliances**
NACRO is applying to present the CR101 class at AUTM conference in February 2016. CASE (Council for Advancement and Support of Education) is looking to partner with NACRO, however, NACRO has not formulated a strategy as of now.

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

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

l. **Professional Development**
No additions to submitted report

New Business
The Board will be asked for feedback on ASG using an evaluation form at the July meeting in Washington, DC.

Announcements
The next BOD meeting will be held July 2, 2015.

Committee Update Reports

a. **Strategic Planning**

b. **Mid-Winter Meeting**

c. **Executive Committee**

d. **Conference Planning**
Registration has been strong for the July 14-16, 2015 NACRO Conference, with more than 100 registrants before Memorial Day. One of the hotel room blocks has sold out (Key Bridge Marriott), and there is still space at the Holiday Inn Georgetown. If the Holiday Inn room block reaches capacity, information about alternatives in close proximity to the two main conference hotels will be posted on the nacrocon.org website.

So far, just under half of registrants on average have elected to do the Blueprint preconference option, and many more are expressing interest in the Ally Program. Membership is following up separately to invite Ally facilitators to attend the Blueprint lunch on July 14. Of the Affinity Groups, Large Central Office and Small Central Office are again proving to be the most popular; for the breakfast roundtable discussion groups, public and land grant universities is by far the largest group. The campus walking tours are more than half full, and nearly all registrants are electing to attend the Opening Reception.

The committee is working closely with ASG and the Georgetown McDonough School of Business events team to pin down the final details to make the conference a logistical success. To maximize available space, we have moved one topic during each concurrent session on July 15 and 16 to Fisher Colloquium, a large open format room where Blueprint will be held on July 14. Those sessions include: Corporate Foundations, Development/Career Services Case Study, Workforce Development, Large Central Office Affinity Group, Business Analytics, and Metrics. Two other concurrent sessions are being repeated (Cybersecurity and CRM Overview). The sessions for all conference attendees will be held in Lohrfink Auditorium (two keynotes and an economic development plenary), Leo J. O'Donovan Dining Hall (opening reception, two breakfasts and the business lunch), and Healey Family Student Center (second reception).

Committee Speed Networking: We are reserving five 6' draped tables with two chairs each at the July 14, 6-8pm, Opening Reception. Benchmarking, Conference Planning, Marketing, Professional Development, and Strategic Alliances should plan to staff these and be available to answer questions and sign up volunteers. In addition, the Marketing Committee is preparing a slide show with highlights for each of these committees to be shown on July 15 at the NACRO Business Meeting and before our two keynote addresses. On July 15 & 16, committee signup sheets will again be located at the registration desk.

Committee Meetings planned at conference are:

Committee Name	Date	Time	Location	Requestor
Finance	Tuesday, July 14	2:00-3:30pm	TBC for 7, no A/V	R. Elias
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
Benchmarking	Tuesday, July 14	2:30-3:30pm	TBC for 10, no A/V	M. Ellerbrock, O. Westerstahl
2014-2015 Board Meeting	Tuesday, July 14	4:00-5:00pm	Conf Rm 415, Hariri	MB. Maddox, J. See
2015-2016 Board Meeting	Thursday, July 16	1:00-2:00pm	Conf Rm 415, Hariri	R. Elias, S. Willenborg

e. **Benchmarking**
Annual Membership Survey:
The "official" survey deadline passed on May 22, 2015. The AMS subgroup reconciled survey responses against the general membership directory, following up with personal phone calls to those institutions yet to respond asking for their participation by May 29th (final deadline). At which point, the subgroup will then beginning

reviewing and analyzing the data to determine how best to report back on their findings to the NACRO community. A sneak peak on things to come from the Annual Membership Survey subgroup, include: Data to committees from the "flex" questions; "Sneak Peek" at data in the July NACRO News; Survey data to all conference registrants NLT July 7; Executive Summary and Posters at Conference. Other "Fun Facts" to share from this exercise: Survey responses as of May 22 – 112 (~24%); According to FluidSurveys University, the average e-mail response rate is 24.8%; Survey responses as of today (5/27/15) – 131 (~28%); the AMS subgroup will provided updated stats as they become available.

Good Practices Website:
The Good Practices (GP) team is updating the GP webpages to make them more appealing and easier to navigate. This work is proving to be a little more complicated than anticipated on the current website but a working solution should be complete by June 2 / estimated time for the next newsletter. The team is also contacting all NACRO members who previously submitted Best Practices to verify whether the practices are still current, whether they need updating or should be removed. A blurb in the June newsletter will encourage members to visit the website and to submit new good practices via a modified "survey" on SurveyMonkey.

Centers Whitepaper:
The white paper has gone through final rounds of editing with input from Benchmarking colleagues. As a final step, one member of the Benchmarking committee will be meticulously reviewing the current revision for subject continuity, typos, and grammatical errors. The aim is to have the finalized version completed by the 1st week of June. The CW subgroup is thinking of sharing this white paper via a one-page executive summary with weblink in order to reduce paper usage for the annual conference in July.

The Benchmarking committee continues to be actively engaged in planning discussions for their upcoming session at the NACRO Annual Conference. Additional updates on their progress will be shared with the group as we get closer to July.

f.   **Marketing**
Membership:
- Thank you to ASG (Allyson) for promptly handling the inquires to the NACRO Membership email!
- About 10-12 new member applicants a week that are being reviewed currently. 87 new members accepted since October, with 38 in the last month. Targeting quick review of new applicants, with goal of 48 hour turnaround time once list is received.
- 25 members signed up for the Ally Program, will be promoted in June NACRO News, email also sent to registrants that indicated they were interested in the program
- Calls for the New Member welcome are going well, and the group is promoting the Ally Program to new members
- Member benefit- plan for one affinity group conference call or webinar between conferences. Idea to host from midwinter when NACRO volunteers are together

Website:
- As you are aware currently, the organization has two websites:

- o http://www.nacroonline.org is NACRO's primary site, and is hosted and built on a MemberClicks back-end, with member management functionality.
  - o http://nacrocon.org is NACRO's conference site, is independently hosted, and runs off of WordPress.
- The NACRO website plays a prominent role in marketing and communications for our membership and is currently quite limited in terms of features and value to our members. This has resulted in the need to showcase conference materials through a separate portal.
- Since the mid-winter leadership meeting, the website/social media subcommittee has been working to move forward with a plan to advance NACRO to a single, visually appealing website, fully designed and functional by March 2016 (components and features detailed in the request for quote document attached). Given the timing, our goal for development of this process and new site is to start immediately following this year's conference.
- Following discussion with the executive committee, the subcommittee is moving forward to solicit bids from web design companies to partner with NACRO on generation of this advanced tool. We are requesting bids to be submitted by June 30. Please contact Adam Johnson if you have a company that may be interested in this project.
- After bids are received, a formal budget request will be made for the next fiscal year.

g. **Site Selection**
The RFP for annual conference 2017 and 2018 was released on April 22, with a deadline of June 1. Currently we have no proposals for consideration. We also have no proposals for consideration for mid-winter 2016. The committee seeks input, recommendations or volunteers from the board to help recruit for site hosts.

h. **Nominating**

i. **Finance**

j. **Professional Development**

k. **Strategic Alliances**