

**Board of Directors Meeting
Thursday, August 6, 2015**

Board Members Present

(those present denoted with underline)

Ryan Elias, Stacey Willenborg, Jon See, Mary Beth Maddox,
Todd Cleland, Roger VanHoy, Mona Ellerbrock, David Lipari,
Jessica Watts, Adam Johnson, Kathy Lynch, Jill Bond, Brent Burns,
Jennifer Leed Schwartz, Megan Greenawalt, Amy Pridmore, Mark Nolan

Others Present

Emily Pualwan, Allyson Williams

Call to Order

Stacey called the meeting to order. Allyson called Roll.

Consent Agenda

Jon motioned to approve the consent agenda. Adam seconded. MOTION APPROVED.

Old Business

a. **Strategic Plan**

Mary Beth shared with the board that the strategic plan is a 3 to 5 year roadmap and continue to drive forward the strategic plan. She recommends a review of the members to reestablish the committee and ask for leadership guidance also. A suggestion was made that one of the co-chairs should sit on the NACRO Board and continue to keep the strategic plan in front of the Board.

ACTION ITEM → Mary Beth will compile the recommendations and next steps for the strategic Plan.

ACTION ITEM → ASG will check if there is a NACRO strategic plan on file and let Mary Beth know.

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**

No additions to submitted report

c. **Executive Committee**

No additions to submitted report

d. **Conference Planning**

Amy and Megan informed the board of their review regarding the length of the annual conference. They reviewed the survey responses and made sure to understand the expectations of the host institutions. Their recommendation is to have a 1 ¼ day conference ending at 3:00 pm on Friday. The conference would run Wednesday through Friday and next year plan for a full 2 day conference. The hotel room blocks would be for Tuesday, Wednesday and Thursday. It was noted there should not be any industry speakers on Friday afternoon due to members leaving early that day.

ACTION ITEM → Ask ASG to contact hotels asking if hotel will continue conference rate for Friday if needed.

e. **Benchmarking**

Mona shared the request to use NACRO poster information for a whitepaper by a NACRO member. NACRO may begin removing specific contact names on the white papers shown on the website after a designated time frame and add a general contact.

ACTION ITEM → Mona will take the copyright issue to the Benchmarking committee, get guidance and recommendations then bring the information to the Board.

ACTION ITEM → Ryan will ask ASG if there is a best practice regarding copyright material.

f. **Marketing**

Adam discussed the website bids that were received. His suggestion is to hire Monte Consultants with a one-time fee of \$11.2K and \$2,000 annually for the maintenance and hosting of the NACRO website. There will be training on the back-end processes and member management component to allow for a smooth transition. A small group of no more than ten individuals will be compiled to provide feedback on the new website. Final changes should be complete in February and possibly ready for the Mid-Winter Conference registration.

ACTION ITEM → Adam will present to the finance committee a recommendation to hire Monte Consultants for the NACRO website.

ACTION ITEM → Finance committee will make a recommendation to the Board.

g. **Site Selection**

No additions to submitted report

h. **Nominating**

No additions to submitted report

i. **Finance**

No additions to submitted report

j. Professional Development

ACTION ITEM → Amy and Megan will provide Kathy and Jill the names of those managing Blueprint for the 2016 annual conference once a decision is made.

k. Strategic Alliances

Jennifer informed the Board that the committee was focusing on quality or quantity for 2016. Considering the assets of NACRO, what NACRO can offer and how to operate going forward.

New Business

No additions to submitted report

Announcements

ACTION ITEM → Ryan asked the Board to formalize each of their committee goals for 2016.

The next BOD meeting will be held September 3, 2015.

**Board of Directors Agenda
Thursday, August 6, 2015**

Committee Update Reports

- a. Strategic Planning**
- b. Mid-Winter Meeting**
- c. Executive Committee**
- d. Conference Planning**
- e. Benchmarking**

Members of the 2014-15 Benchmarking Committee met for their final gathering at this year's annual conference. The group participated in a general discussion with a focus on goals and priorities for next term. Other discussion items included:

- Introduction of new co-chair David Lipari, Director of Corporate Relations, College of Engineering, University of Illinois at Urbana-Champaign.
- Recap and wrap up of BMC initiatives/project for the past year
- Evaluation of 2014-15 Benchmarking Committee management and organization, including all aspects related to information sharing, committee subgroups, Mid-winter meeting, etc.
- Discussion on future goals/priorities for 2015-16 committee
- Celebration of 2014-15 BMC accomplishments, including well wishes and thanks to Olof Westerstahl for his leadership in co-chairing this year's group and contributions in helping make the 2014-15 term such a success!

f. Marketing

- Website bid process complete
 - [summary sheet](#):
 - [full folder of bids and packets](#):
- Get feedback from committees, survey of what they would like to see on the new website
- Focus group with stakeholders will be part of marketing committee
- Maintain activity on Twitter and LinkedIn
- August newsletter is drafted and scheduled
- Emails to current and prospective committee members
- Working on newsletter plan for the next year, requesting input on content and ideas and to the Marketing Chairs for throughout the year
- Membership renewal notices will be sent at the end of this month
- Targeted emails will be sent to inactive NACRO members
- The Ally Program is launched with 220 participants from 125 universities, Marketing will support the cohort facilitators with content and prompts to schedule conference calls

g. Site Selection

h. Nominating

Committee goals this year will be to:

- Formalize and articulate nomination processes and timeline
- Get time on mid-year agenda (~15 min?) to briefly explain the process for elections and nominations, including what information will be asked for and when; discuss the importance of leadership; and ask all in attendance consider a potential role
- Prepare a slate of candidates for Board review *early* (date TBD)
- Provide feedback to all candidates regarding results

i. Finance

- Each committee needs to submit a preliminary 2015-2016 budget by August 20th with a final budget due September 20th
 - Need a reasonably detailed breakdown of how the funds will be utilized
 - Each committee goal that requires resources should have a specific dollar funding level
 - Need an estimate of the hours of ASG time they will require
 - Monthly meeting participant?
 - Specific activities such as research, email responses from members/non-members, etc.?
 - The Finance Committee is happy to accept additional requests if they arise throughout the year
 - An example is the Marketing Committee requesting additional funds for updating the nacron.org website
- NACRO needs to be fiscally responsible, but at the same time we have funds to advance projects and we should not be afraid to spend wisely.
 - Many committees did not spend significant portions of their budgeted funds last year

j. Professional Development

The Professional Development Committee is up and running for the 2015/2016 Year. Our first task is to confirm our members. The good news, we received a great list of new folks that would like to get involved, and we are still confirming those from last year that want to stick with us.

In terms of the Masters Class, we plan to continue the Masters Class and are digging into the feedback from this year's pilot group. A couple of the options that we are considering: Should this remain attached to the conference? Should we run additional session(s) around the country outside of the conference? Should we charge for the class?

In terms of the 101, we plan to continue a focus on our newest members and are exploring several options including: How to continue with the Guide Book? How does 101 interface with Blue Print Day? Are there other options to deliver 101 content?

We also plan to stand up the Strategy Committee which will tackle important questions like: Should we charge? How much? Should we work with a partner?

And finally, we got immediate feedback at the conference that folks really liked the Masters Format, and members asked if we would consider hosting another level session in the same format. That's a good question for us to consider this year as well.

k. Strategic Alliances

The chairs met to discuss goals, objectives and tactics for the year ahead. We are getting organized to begin monthly committee calls in September. The first committee call will include discussion of our goals, so that we can formalize these and report back to the board. We see ourselves being organized this year with two subcommittees: 1. External (led by Brent), which is a continuation of last year's subcommittees on academic, industry and government partnerships, and 2. Internal (led by Jennifer), focusing on defining our mandate and coordinating with other committees (especially marketing, professional development, conference, and benchmarking). There will be working teams under each of these subcommittees. This structure represents a maturation of the committee's operations, as we enter our second year.