

**Board of Directors Meeting  
Thursday, September 3, 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**

Allyson Williams

**Call to Order**

Ryan called the meeting to order. Allyson called Roll.

**Consent Agenda**

Jessica motioned to approve the consent agenda. Mona 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. **ASG**

No additions to submitted report

b. **Strategic Planning**

No update to report

c. **Mid-Winter Meeting**

Stacey informed the Board of the location and date for the 2016 NACRO Mid-Winter Conference, February 11 – 12, 2016, in Gainesville, Florida. Recommendations to have specific protocols regarding the NACRO members to invite to attend. Also, the invitations for mid-winter should come directly from a Board member.

d. **Executive Committee**

The committee is discussing the relationship with ASG and the topic of copyright material.

e. **Conference Planning**

No additions to submitted report

f. **Benchmarking**

Mona shared with the Board her findings regarding copyright materials. There are two possible options, ask the authors to sign over their rights to NACRO or obtain a copyright license for each author.

Mona will reach out to previous authors of the white papers to notify them of the request and inform the author's only one signature needed to reference the material. She will also follow up with Anne and ask her to create a new original document.

g. **Marketing**

Adam informed the Board of their strategy to engage potential members by providing a form for each person to rank their area of focus. The first committee meeting will be held next week. The budget will aid in the overhaul of the NACRO website, create a one-pager document to distribute, standard marketing, etc. An off cycle budget request will be submitted for payment of the website invoice.

h. **Site Selection**

Stacey has spoken with Todd to discuss the transition of the site selection committee.

i. **Nominating**

No additions to submitted report

j. **Finance**

Roger reminded the Board of the September 20 deadline for the final budget. He asked the Board to determine if their committee will require any ASG time/hours and if so, please specify. The Master Class is classified as a line item under the Professional Development Committee in the budget. He thanked those committees who have already submitted their budgets.

k. **Professional Development**

Kathy discussed the questions NACRO will need to determine in regards to the Master Class. Should NACRO charge a fee and if so, how much? What is the best way to determine the acceptable benchmark to charge? There is continued discussion on the status of CR101 and the goal of Blueprint and what items will be covered. Their goal is to have a "live" professional development WebEx which will allow NACRO the ability to deliver to different levels of the organization.

l. **Strategic Alliances**

Brent informed the Board of his meeting with Tony Boccanfuso of UIDP. This is the first step to help NACRO access the potential partnership opportunities with UIDP.

### **New Business**

No additions to submitted report

### **Announcements**

The next Board meeting will be held October 1, 2015.

## **Board of Directors Agenda Thursday, September 3, 2015**

### **Committee Update Reports**

#### **a. ASG**

- 2015 Annual Conference
  - Reconciling payments
  - Conference Budget (in process and awaiting final invoice from Georgetown)
- 2016 Mid-Winter Conference
  - Hampton Inn & Suites - Complete
- 2016 Annual Conference
  - Crown Plaza contract – Complete
  - Moonrise contract – Complete
  - Knight Center – Working with Amy and Megan.
- Membership
  - Responded to approximately 85 emails (includes initial email and correspondence)
  - Answered approximately 8 phone calls
- Email distribution list
  - Please double check you use are using the correct email address for each board member.

#### **b. Strategic Planning**

#### **c. Mid-Winter Meeting**

#### **d. Executive Committee**

#### **e. Conference Planning**

- Finalizing hotel contracts in conjunction with ASG and the Finance Committee for Crowne Plaza (signed), Knight Center, and Moonrise
- Set first all-committee call for September 15<sup>th</sup>
- Reaching out individually to each committee member to get their feedback on this year's conference, suggestions for next year, and learn of their interests
- Identifying leadership candidates for subcommittee roles
- Through engagement with WUSTL leadership and committee member calls, identifying short list of potential corporate keynotes with local affiliation
- Discussions underway with Knight Center & Campus Event Services on space needs & costs
- Beginning to identify potential reception venues

- Reviewed last year's conference survey

Conference Planning Committee – Goals for 2016 Conference:

1. Strategic collaboration with session organizers to ensure consistency, clear goals, and useful deliverables.
2. Secure engaging, strong, and dynamic keynote speaker to kick off the conference and set the tone for the entire agenda.

**f. Benchmarking**

- Benchmarking Committee will convene their first meeting on Friday, September 11.
- Copyright Issues update - Dr. Morgan Clevenger made contact with Mona Ellerbrock, requesting copyright clearance for diagrams included in the Centers for Excellence whitepaper. Mona shared this request at the last board meeting. After consulting with the UC Davis' copyright expert, the following recommendations/actions have been made:
- Short term recommended action includes:
  - Contacting Dr. Clevenger and convey our support in principle of their use of diagrams; we will work on details of acknowledgement
  - Contacting NACRO individuals involved in the "pen-to-paper" generation of the diagrams of interest, which include The Corporate Engagement Process, The Metrics Pyramid, The Corporate Relationship Continuum, and Center Development Cycle to inform them and come to consensus on formatting of acknowledgement
  - Inform Dr. Clevenger of various copyright authors and have authors convey permission via e-mail (easiest); convey copyright author's agreed upon formatting of acknowledgement
  - Send diagrams in \*.TIF format to Dr. Clevenger
- Longer term recommended action includes:
  - Decide on either copyright assignment or license for NACRO to simplify things moving forward regarding white paper publications
  - Keep track of not only authors, but "pen-to-paper" copyright authors for various sections of future whitepapers
- Status update on the book chapter:
  - "Chapter text has gone through the managing editors to the book editors; we are awaiting layout" ~ Dr. Morgan Clevenger
- Mona will send an email to Dr. Clevenger outlining this information. Per the September board call, David and Mona will remain the points of contact during the year and will plan to discuss with the Board about how to manage this issue in the future.

**g. Marketing**

**h. Site Selection**

**i. Nominating**

No update to report

**j. Finance**

**k. Professional Development**

## **I. Strategic Alliances**

“We will have our first all-committee call on September 9 to review our current goals, form sub-committees and discuss logistics. Our current committee goals are:

1. Activate and manage multi-faceted strategic alliances with a small number of target organizations (initially AUTM, UIPD, and CASE).
2. Inventory the assets of potential academic, industry and government strategic partners for NACRO, and utilize it to develop strategy.
3. Develop our committee’s:
  - a. mandate & responsibilities on behalf of NACRO;
  - b. methods of communication and coordination between our committee and other NACRO committees (i.e. professional development, conference planning, benchmarking and marketing); and
  - c. communications tools, including a NACRO asset inventory to share with prospective partners.

In addition, Michael Ransom will be representing NACRO and the Strategic Alliances Committee at the UIDP Fall Meeting, October 13-15, 2015 in Knoxville, TN, on University-Industry-National Laboratory Partnerships. This is the reciprocal invitation extended to a member of our committee by Tony Boccanfuso, President of UIDP, who attended the NACRO 2015 Conference as our guest.”