

**Board of Directors Meeting
Thursday, January 7, 2016**

Board Members Present

(those present denoted with underline)

Ryan Elias, Stacey Willenborg, Jon See, Mary Beth Maddox,
Todd Cleland, Roger VanHoy, Mona Ellerbrock, 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

Stacey called the meeting to order. Ryan called Roll.

Consent Agenda

Mona motioned to approve the consent agenda. Mark seconded. MOTION APPROVED.

Old Business

NACRO sited – Book Chapter

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**

Mark Nolan and Cody Noghera have agreed to lead on the NACRO strategic plan.

c. **Mid-Winter Meeting**

- The Mid-Winter agenda was presented and reviewed with the Board. The Board meeting will be held on Wednesday, February 10 at 4:30 pm.
- **ACTION ITEM** → Transportation instructions to the Board meeting will be provided to Board members.

- **ACTION ITEM** → Please let Stacey know if you will need a parking pass.
- **ACTION ITEM** → An email will be sent to the co-chairs to gather specific AV needs for their committee meetings.
- **ACTION ITEM** → Adjust the schedule of presentations on Friday to allow Benchmarking to present their report first.

d. **Executive Committee**

No additions to submitted report

e. **Conference Planning**

- Continuing to narrow down the on and off site reception venues.
- Committee members were surveyed and the companies for the short list are – Boeing, AT&T, IBM, Procter & Gamble, Merck/Sigma-Aldrich and Google.
- RFP deadline extended to Monday, January 13, 2016.
- An overview of the 4 broad goals:
 - 1) Map agenda shell
 - 2) Assign Session Managers
 - 3) Invite/Secure Keynote Speaker
 - 4) Provide clear direction on next steps

f. **Benchmarking**

No additions to submitted report

g. **Marketing**

- Adam reviewed the updates of the NACRO logo, one pager and website.
- A thank you to Jennifer Schwartz for her guidance and assistance on the NACRO one pager.
- NACRO will continue to use the Attendify App for the 2016 annual conference.
- **ACTION ITEM** → As a best practice, NACRO will begin including a permission/release form in the RFP for all speakers.

h. **Site Selection**

No additions to submitted report

i. **Nominating**

Jon shared with the Board the Nominating Committee met on December 22, 2015 to discuss a replacement for the position Vice-Chair role of the Benchmarking Committee.

Mona motioned to approve Paul Sturm to be placed in the vice-chair role for the Benchmarking Committee. Amy seconded. MOTION APPROVED.

ACTION ITEM → Jon will distribute to the Board Paul Sturm's bio and photo.

j. Finance

Roger informed the Board NACRO received the tax return and will ask the Board to approve/vote on this item at the February Board meeting.

ACTION ITEM → Allyson will attach the tax document to the February Board packet for review.

k. Professional Development

No additions to submitted report

l. Strategic Alliances

Strategic alliance team working on completing one-page strategy documents for AUTM, CASE, NORDP, and UIDP and will distribute to Board prior to mid-winter. At mid-winter the strategic alliance group will lead the overall group in a short session brainstorming other organizations of interest and complete ask members to complete a strategy document for those organizations.

Goal of Strategic alliance committee at mid-winter is to develop stock presentations which can be modified for partner conference RFPs. Topics based on white papers.

New Business

Announcements

The next BOD meeting will be held February 10, 2016.

Board of Directors Agenda
Thursday, January 7, 2016

Committee Update Reports

a. ASG

- Prepare January Board packet
- 2016 Mid-Winter Meeting
 - Mid-Winter registration went live
 - Continue to work on catering
 - Managing and tracking registration
- 2016 Annual Conference
 - St. Louis site visit December 9th and 10th
 - Conference call with Amy Pridmore/Megan Greenawalt and conference planning committee to discuss next steps on December 15th and compiled committee minutes
 - Continue to work with possible reception venues on proposals

- Membership
 - Approving new applicants and distributing names for approval
 - Responded to approximately 8 emails
 - Answered approximately 3 phone calls
- Job Postings
 - Responded to approximately 7 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

f. Benchmarking

Members continued discussions on goals and priorities for this year with special focus on the organization of sub-groups committees. Each sub-group have already had or planning to meet with their team before January 2016 to explore potential goals/accomplishments to bring to Mid-Winter. Updates from these sub-group discussions include:

INTERSECTIONS - Links between sponsored research/tech transfer, gifting and career services (Co-leads: Mona Ellerbrock, UC Davis & Mitzi Richards, and Kansas State University Foundation)

Intersections sub-group is continuing to explore models and good practices for how to work across the "silos" that exist in our campuses. We are exploring: use of databases to share information (CRM), monthly/quarterly meetings between offices, and accessing alumni to elevate corporate partnerships. The group will use their next conference call (January 15) to focus on some key areas of interest and develop a framework for our discussions at the Mid-winter conference.

GOOD PRACTICES – Highlighting good practices, making accessible for all NACRO members (Co-leads: Victor Haroldsen, UC Davis & Olof Westerstahl, UIUC)

The Good Practices group has continued refining the goal statement by adding more details and assigning group members responsible for the tasks identified so far. The team will look over survey results from the previous year, as well as inquire with the BMC group, to identify possible gaps in the current Good Practices website and determine the topic areas of most interest to our members. We then aim to collect more Good Practices in these areas from existing members, including by surveying mid-winter attendees. As part of a new plan for a "Sharing Good Practices Incentive Program" we propose to offer small (~\$25) gift cards for the first ~20 members that submit Good Practices. We will also begin to highlight existing Good Practices in the monthly newsletter.

MEMBERSHIP SURVEY - Interpretation & Analysis (Co-leads: Lenna Cominos, Carnegie Mellon University & Mary Jean Henry, Wright State University)

The co-leads have communicated by phone and email regularly since mid- November. A full team conference call was held on December 17, with limited participation. A detailed update was distributed to the team following that call. A full team conference call is planned for early January. The goal of this committee continues to be preparing, conducting, and analyzing an annual membership survey that collects data on the higher education corporate relations officer profession. The survey produces a valuable resource of information for advancement officers and leaders on the current state of institutional and individual practices. The survey alternates yearly between individual-focused and institution-focused. The 2016 survey will be institution focused. The survey retains standard questions to form a basis for collecting longitudinal data, but also incorporates “flex” questions each year to address trends, current events, etc.

Timeline:

- January: request input for “flex” questions from Benchmark Committees
- February: complete survey construction at the Mid-Year Conference
- Late February: committee conducts final content review and approval
- March: administer the survey to the Benchmarking committee for feedback (due May)
- May: administer the survey with deadline of May 31
- June: analyze results and provide a teaser to NACRO NEWS
- July: finish analysis and complete an executive summary
- August: provide and present data at annual conference

GOLD STANDARDS - For CR Metrics (Co-leads: Charley Hasemann, Michigan State University & Mark Boek, Iowa State University)

The Gold Standards sub-group had a conference call 12/16 to further refine the purpose of our group, as well as the intended audience for our efforts. Discussion items included, developing a set of clearly defined metrics of Corporate Engagement productivity, collected and presented in a way that makes this NACRO data a reliable and authoritative source of information on Corporate Engagement. This data will serve a variety of stakeholder needs, such as: 1) University senior leadership who desire to benchmark their own corporate engagement productivity in the context of peer institutions; 2) Managers of corporate engagement offices seeking standard measures of office productivity; 3) University colleges and departments seeking to understand their peer landscape for corporate engagement in research and philanthropy; 4) Corporate partners interested in understanding the extent to which Universities are engaged with the private sector; and 5) Other national stakeholders in University-Industry relations (i.e., federal agencies, media outlets, etc.) that desire comparative and well vetted information. Audience(s): Internal: University Leadership (President, Chancellor, Provost, VP Advancement, and VP Research); Management responsible for Corporate Relations and other University leadership that are stakeholders in corporate engagement. External: Current & potential corporate partners and University leadership at peer institutions

Gold Standards is creating a spreadsheet to collect an inclusive set of ideas on what might be the important metrics for quantifying corporate engagement productivity and economic impact of corporate relations officers' efforts, not our actual activities. The spreadsheet will include units to quantify the metric, and space for a clear definition for the metric. Members of the sub-group have been asked to further review the spreadsheet and provide additional feedback by 1/15/16.

g. Marketing

Website:

- Website shell will be presented at Midwinter Meeting

- Initial website design shell presented to website committee, committee approved design to move forward
 - Topical tags for dynamic pages
 - Interactive component/News/Blog - added for news and update posts
- Membership backend - benchmark study on which system to use
- Logos / re-branding effort – new logo approved

Newsletter:

- WE NEED HELP FROM COMMITTEES TO GENERATE CONTENT
- January will be a Happy New Year email versus a newsletter
- Continues to be well received, adding topics of trending, and a personal touch to profiles
- Request for trending topics and success stories to add to the newsletter.
- First Annual International Issue in December 2015

Social:

- Conference App: Social Media Committee participated in an Eventmobi demo and Attendify demo, due to several factors including cost, we chose to stay with Attendify
- Conference App: January call with conference chairs to discuss proactive use of app interactive features, sent out two holiday message through the app, discussed year round use
- Ramped up - LinkedIn & twitter activity with discussions, and conversations with industry
- Actual use of Twitter and LinkedIn by NACRO members is still low, growing slowly
- Newsletter topics fed to social channels
- Need for policies due to recent requests for job postings and LinkedIn posts

Member Communications:

- Conference RFP sent on November 17th, reminder sent on December 15th and in December Newsletter
- Site selection request sent to membership
- Blueprint Committee wants to send a survey to 2015 Blueprint attendees

Midwinter Meeting:

- Midwinter invitation sent on 12/1, registration form active and website updated with Midwinter conference information
- Reminder can be sent in January

One-pager:

- One-pager draft received, edited and returned to Monte Consulting for updates
- Copy will feed website
- Look and feel from website applied to one-pager

Industry Affiliates Member Outreach Plan:

- List of companies we want represented as Industry Affiliates (IA) has been identified
- In January - Send an email to the NACRO Board and select Committee Volunteers requesting appropriate contact information.
- List will be approved at Midwinter

h. Site Selection

The Site Selection Committee is currently expecting to get two proposals each for the 2017 mid-winter and annual conference meetings. The proposal deadline is Jan. 29th and we plan to discuss and rank the proposals at the mid-winter meeting.

i. Nominating

The nominating committee met on December 22 to consider refilling the vacant vice chair of benchmarking position. The committee discussed several options to approach the vacancy, deciding to reach out to candidates who were recommended to the committee by current/past benchmarking chairs. We are currently waiting for firm commitments and nominating materials before proceeding. If that information is in-hand by the time of the Board meeting, we will provide an update and/or recommendation.

j. Finance

k. Professional Development

Overall:

One of our primary goals this year is to be more coordinated with our colleagues on other committees. As such we are, or plan to be, in touch with marketing, conference, finance, strategic alliances, and more to ensure that we are aligning our work with the goals of other committees. Some specific updates from each of our sub-committees:

101:

The goal of this year's 101 subcommittee is to provide year-round content for 101-level CR staff that expands on the content and topics presented at Blueprint Day. The subcommittee members will create brief, written case studies that highlight a fellow NACRO member's success on a particular topic related to the skills, terms, and tactics that are crucial to a successful corporate relations effort. Each case study will align with a Blueprint Day presentation, and will showcase an alternative approach and/or additional details on that same topic. 101-level CROs will be able to explore different approaches to the same topic, and learn from the real-world examples of their peers. The goal is that the 101-level CRO will be able to learn from other professionals and then determine their own best course of action. The subcommittee is currently discussing methods of delivery and discussion, as well as partnership with other related NACRO committees.

Strategy:

The strategy subcommittee has been delving into a number of issues and on our most recent call discussed the creation of content, dissemination and ownership. There were no recommendations but a number of important issues for consideration by the board were identified.

1. Does NACRO want to make money through delivery of professional development/content or to focus primarily on building the talent pool?
2. Would NACRO be better served to look for a partner (Academic Impressions for example) with experience in content delivery and marketing rather than trying to take this on as a volunteer organization?
3. If NACRO content is part of a presentation delivered by a CR professional at a non-NACRO conference, do they need to clear this with NACRO, or simply site the source?
4. Is there value in creating a NACRO certification for CR professionals? None currently exists for the field.

Masters:

The masters subcommittee is currently determining the audience for the second course. We plan to develop criteria similar to the first course to help both ensure that the audience is homogeneous, and that applicants are able to easily assess whether this course is a match for them. Several options are being discussed including:

- Course for NACRO members that lead CR efforts for a specific school – we anticipate that this could interest from a number of NACRO members in Engineering for example
- Course for NACRO members who do not lead the efforts for their university but have significant leadership and expertise

I. Strategic Alliances

Strategic Alliances had an internal subcommittee call on December 17. Updates included the NACRO one-pager (final draft for presentation at Mid-winter) and the external subcommittee's strategy documents for AUTM, CASE and UIDP (still in draft). We had a lively discussion about next steps for a NACRO "Road Show" presentation. The reality is that NACRO members are presenting variations of the Benchmarking Committee's content to internal and external constituencies. These are customized for different audiences and are inconsistent in how they credit and reference NACRO. Per conversations with Benchmarking and Marketing chairs, Strategic Alliances could play a helpful role by putting a process around member-developed presentations:

- We could track presentations (featuring NACRO content) that NACRO members do for internal and external audiences (when, where and for whom).
- We could collect presentations where possible to make available as a resource.
- We could clarify for members how best to credit NACRO and committee member authors when presenting NACRO material.
- We could co-develop with Marketing a slide template and short NACRO slide sequence for members (a NACRO "commercial" with consistent messaging). If we outline this at Mid-winter, then Marketing can help us to build it.

We may have around 8-12 members attending the Mid-winter Meeting in person, many of whom overlap with other committees. We would like to have call-in option available, so more members can engage. White board and/or screen and projector too. Our tentative agenda for our committee working time on Thurs., February 11 is:

- 1:15-2:45pm EST – split into subcommittees: external- finalize strategy docs (AUTM, CASE, UIDP); internal - outline Marketing slides and process for "road show" presentations.
- 2:45-3:15pm EST – Subcommittee report out (15 mins each)
- 3:15-4:45pm EST – Full committee develops 2016 timeline & budget plan