

**Board of Directors Meeting
Thursday, October 6, 2016**

Amended minutes on November 3, 2016

**Board Members Present
(those present denoted with underline)**

Todd Cleland, Roger VanHoy, Ryan Elias, Stacey Willenborg,
Mona Ellerbrock, Jessica Watts, Paul Sturm, Lenna Cominos, Adam Johnson,
Adam Causgrove, Jill Bond, Julie Smith, Jennifer Leed Schwartz, Brad Fravel,
Tamara LaFrance, Alex Pietsch, Robin Seth Shah

Others Present

Allyson Williams

Welcome & Call to Order

Todd welcomed everyone to the meeting. Jessica called Roll.

Consent Agenda

The Board decided the monthly financials could be voted on at the following monthly Board meeting each month if/when the need arises. During these times, Jessica will provide a brief review of forward looking spending.

Paul motioned to approve the consent agenda. Adam C. Seconded.
MOTION APPROVED

Announcements

Moving forward to be more efficient the Board will support offline Board discussions through a closed LinkedIn group for Board members only. This will allow us the ability to collect and review topics prior to our monthly Board Zoom meetings.

New Business

Discussion and vote on the 2016/2017 NACRO Budget

The Executive Committee met and discussed the Mastery Series honorarium and asked the Strategic Planning committee to look into and develop a policy on the best way to move forward. Once this information is shared with the Board, there will be a vote.

Brad motioned to approve the 2016/2017 NACRO budget. Ryan Seconded. MOTION APPROVED

Jessica thanked Roger for his help with the transition of finance role.

Committee Objectives

Marketing Committee Objectives:

1. Expand membership base/requirements
2. Member management tools (access, upgrade, back-end)
3. Paid marketing / outreach, sponsored job postings
4. News & blog updates from committees
5. Cloud storage
6. Improve non-conf. communication between members
7. Continue to enhance website

Benchmarking Committee Objectives:

1. Conduct annual member survey and produce summary analysis / report
2. Collect 'good practices' from NACRO membership and maintain Benchmarking portion of website
3. Advance 'gold standards' subgroup work on common metrics, leading to a white paper
4. Support 'gold standards' subgroup work with a special member survey on metrics

Conference Committee Objectives:

1. Positive Conference Experience
2. Identify Overall Conference Theme
3. Increase Industry Representation
4. Enhance Affinity Group Experience
5. Develop Guidebook/Reference resource for Conference Planning Committee

Strategic Alliances Committee Objectives:

1. Develop and implement partnership with AUTM
2. Develop and implement partnership with NORDP
3. Develop and implement partnership with CASE
4. Develop and implement liaison relationships with other organizations of interest to NACRO

NACRO Membership

Discussion of expanding membership parameters will be discussed at the November 3, 2016 Board meeting.

Mastery Series

Julie shared the results of the Mastery Series survey. Paul shared his concern that low response rates could indicate attendees NOT having a good experience. A suggestion for Professional Development to follow up with

those who did not respond to the survey was discussed. Julie will discuss with Jill and follow up with non-respondents.

Members asked that the PD committee be open to altering/adjusting the Mastery format, as it is not scalable and only a break even offering. Board members would like to PD to continue to develop ideas to ensure the best Mastery offerings.

2017 NACRO Mid-Winter Meeting

The Mid-Winter meeting is by invitation only and those attending should be board members and actively participating committee members. The target attendance is approximately 50 – 60 attendees. Committee chairs are asked to come with their attendee list to the November Board meeting and final acceptance of the attendee list by mid-November. The mid-winter attendee list will be added to the agenda for the November Board meeting.

Announcements

Roger thanked Jessica and each of the committee chairs for all their hard work.

The next BOD meeting will be held November 3, 2016.

Board of Directors Agenda Thursday, October 6, 2016

Committee Update Reports

a. ASG

- 2016/2017 NACRO Board of Directors
 - Prepared September Board packet
 - Special Board Meeting September 28, 2016
 - Working to gather final signed Board memos and distribute to each Board member
 - Distributed Mastery Series survey results to Board
 - Distributed Annual Conference survey results to Board
 - Working with Zoom to add Roger/Todd and upgrading Zoom account
- Prepared September Newsletter
- 2016 Annual Conference
 - Working with WashU to get final invoices for the following: (all were billed directly to WashU to receive discount)
 - Hillman Hall, Bon Appetite Catering and The Knight Center

- 2016 Mastery Series
 - Working with WashU to get final invoice for Mastery
- 2017 Annual Conference
 - Created and sent out initial RFP's for the two hotels suggested (these exceeded our cost range)
 - Researching additional hotels
 - Contacting ASG's regional hotel sales manager contact for additional assistance
 - Sending out additional RFP's to hotels
 - UW HUB to obtain an additional room for the third Mastery Class
 - Location for the opening night reception
 - Location for the second night reception
- 2017 Mid-Winter Meeting
 - Working on timeline and checklist for meeting
- Membership
 - Pulling weekly the report for new applicants, distributing names for review/approval and update status in MemberClicks
 - Send out approval membership emails
 - Resetting passwords for members who don't know
 - Responded to approximately 30 emails
 - Answered approximately 7 phone calls
- Job Postings
 - Responded to approximately 2 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

f. Benchmarking

- As of 10/3, Paul received feedback from most committee members on their choice of subgroup (Annual Survey, Good Practices, or Gold Standards). Subgroup co-leads will receive their team roster info this week; next step is for them to schedule subgroup conference calls and begin setting production calendars/timelines for subgroup activity.
- Also on 10/3 Lenna & Paul held an informational conference call for new co-leads of the Annual Survey subgroup: Melanie Bunch & Melissa Ong. We mentioned that their first task is to work out a production calendar/timeline.
- Next Benchmarking all-committee conference call is Oct.14, so subgroup co-leads have time to determine their communication schedules and start mapping out respective key dates.

g. Marketing

- Subcommittee signups - fully complete - 20 members.
 - Social Media, Website, Marketing Ads, Ally program, Industry affiliates, New member outreach, Welcoming new members.
- Professional Development - Proposing increase of membership dues by \$50/member.
 - In return, prof dev webinars and content will be free to members and archived for future reference. 400 members = \$20,000 rev increase. Will also provide more member benefits to market to potential new members.
 - Reviewing Zoom, GoToMeeting, and WebX for webinar hosting. Comparing costs and features.
- Membership - expanding requirements (LinkedIn as a guide for expansion to include career services, arts, etc.)
- Media posts - blog, news
- Make a firm requirement
- 10 year anniv. - a theme?

h. Site Selection

i. Nominating

j. Finance

k. Professional Development

l. Strategic Alliances

Conference call on September 21, 2016 with fourteen Strategic Alliances committee members. All present introduced themselves and stated what other committee(s) they serve on, including non-NACRO organizations, which was populated in our roster. Jennifer and Brad outlined the 2016-2017 tentative goals for the Strategic Alliances committee and called for discussion. Discussion focused on each of the five sub-committees (AUTM, CASE, NORDP, Communications, and Liaisons) and how each sub-committee's work progresses the overall committee goals. Jennifer and Brad also asked for committee members to volunteer for sub-committees.