

**Board of Directors Meeting
Thursday, 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. Allyson called Roll.

Consent Agenda

Brad motioned to approve the previous minutes with the amendment noted. Jessica Seconded.
MOTION APPROVED

Amended minutes from October Board meeting.

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.

Mona motioned to approve the previous month's financials. Ryan Seconded.
MOTION APPROVED

Announcements (If any)

- a. Webinar – Professional Dev.

No additions to submitted report.

b. Box File Storage – Marketing

Adam described the Box, Inc. account and shared its up and running. Twenty five accounts were set up for use and only Board members will have direct access. Stacey has volunteered to be the administration contact.

c. New Board Chairs – Nominating Committee

Ryan reminded that Board of the need to identify and nominate any potential individuals for our leadership roles. The committee will develop a pipeline, look at volunteers, and determine who has the ability for potential leadership roles in the future. Providing transparency and regularly updating the Board throughout this process is a priority. Look to create a document explaining the expectations of the NACRO leadership roles for potential Board members.

Old Business

No additions to submitted report.

New Business

a. Committee Objectives

- Julie presented the committee objects for Professional Development.
 - Plan and execute 4 Mastery Series this year
 - Launch Webinar Series and generate income
 - Absorb Blue Print day as part of PD committee and execute at conference
 - Develop criteria for paid facilitators and webinar leaders and document processes
- Strategic Plan Committee
 - Todd mentioned possibly asking the Strategic Planning Committee to attend the December Board meeting to share the Strategic Plan objectives and discuss these with the Board.

b. Discussion of Intellectual Property Rights in materials created for NACRO and vote on proposed policy

- The 2015-2016 NACRO Board spent considerable effort discussing different options for establishing a NACRO IP and copyright policy ranging from NACRO owning any IP generated on its behalf via a formal assignment of rights to an informal policy that did not provide for any formal transfer of rights. Based on these discussions and surveying how other organizations handle their IP, Roger recommends that we adopt the policy AUTM has developed. AUTM is the professional society for university tech transfer professionals and they have developed a policy that enables the organization to non-exclusively use content developed on their behalf or presented at their meetings for any purpose including for commercial gain. They do not attempt to own the content created on its behalf by members. This simplifies life and causes fewer people to hesitate to provide content they may want to use in other manners. They do not allow unauthorized use of their name or trademark. This prevents the direct use of slides or presentations by others even though the

original creator could use the content after putting it into a vehicle that does not reference the organization's name or trademark. Due to constrained resources, NACRO does not have the ability to negotiate the license/agreement. Individuals wanting to present at NACRO events, webinars, etc. or create content on NACRO's behalf will need to sign the agreement as written or they will not be able to participate.

- The Board also discussed how this new policy would be drafted and implemented. One idea discussed was to engage the marketing committee to disseminate information about this IP policy and its implementation, with the executive committee having oversight and final determination. Mona and others recommended that Roger and his NACRO group who has been reviewing this draft a NACRO IP policy or policies based upon that of AUTM. This will be sent to the Board for review and vote. The policy would include two specific issues: 1) all people presenting at the NACRO meetings and other events, webinars, etc., or those who generate content on NACRO's behalf such as white papers, websites, newsletters, etc. would formally sign agreements providing NACRO with a non-exclusive, royalty free worldwide license to use these copyrighted materials for any purpose, and 2) a use of name policy prohibiting NACRO members and the public from using the organizations name and trademark in any manner not authorized by the appropriate NACRO identify (specific delegation defined in the policy).

c. Honorarium discussion

Professional Development will provide a recommendation at the December of January Board meeting.

2017 Mid-Winter Meeting

a. Committee chairs to provide current attendee list

The Mid-Winter meeting is by invitation only and should be Board members and active committee members.

b. Submit final attendee list by mid-November

Please send your attendee list to Allyson via email.

c. Roger and Todd will provide a draft agenda for mid-winter by the next Board meeting.

2. Future Business

a. NACRO Membership

- Discussion of expanding membership parameters

b. Strategic Planning Committee update

c. Intellectual Property Rights

- **Announcements**
 - Next meeting

The next BOD meeting will be held December 1, 2016.

Board of Directors Committee Reports
Thursday, November 3, 2016

Committee Update Reports

a. ASG

- 2016/2017 NACRO Board of Directors
 - Prepared October Board packet
 - September Financials
 - Meeting with Zoom - Co-Presidents profiles
 - 2 conference calls with Todd
- Prepared October Newsletter
- 2016 Annual Conference
 - Working with WashU to get final invoices for the following: Hillman Hall, Bon Appetite Catering, The Knight Center
- 2016 Mastery Series
 - Working with WashU to get final invoice for Mastery
 - Compiled the 2nd round of results from the Mastery Series Survey
- 2017 Annual Conference
 - Continued to send out additional RFP's and follow up
 - Researched additional hotels - Contacting ASG's regional hotel sales manager contact for additional assistance, reviewed RFP's and added results
 - Working with Tami & Alex on Bell Harbor Convention Center and hotel options
 - Conference call with Michelle Barnett – Guest Experience
- Professional Development
 - Worked with UW HUB to obtain an additional room for the third Mastery Class
 - Multiple meetings with Zoom - Upgraded Zoom account for webinars and set up Zoom
 - Began working on registration Form
 - Worked with MemberClicks to allow members and non-members to register
- Membership
 - Pulled weekly the report for new applicants, distributed names for review/approval and updated status in MemberClicks

- Send out approval membership emails
- Responded to approximately 33 emails
- Resetting passwords for members
- Answered approximately 6 phone calls
- Job Postings
 - Responded to approximately 3 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

- **Mid-Winter will take place February 27-March 1**
 - Planning: AT&T Executive and Education Conference Center will serve as the location for the business meeting. Hotel rooms have been reserved at the discounted rate of \$189. Other less expensive hotels will require a rental car. A reception at the Capital Factory is planned for 6-8 on February 28 which is Tuesday night. In the next few weeks I would like to get some guidance on the schedule, speakers and a possible tour of the new Dell Medical Center.
 - Some, but not all of the rooms will be equipped for A/V and conference call lines, but not all, so we will need to do an inventory in advance.
 - Mastery will take place on Monday February 27 starting in the morning through mid-afternoon and will not be located in the AT&T Center but somewhere else nearby on campus.

d. Executive Committee

e. Conference Planning

- Conference Location for Day 1 is Determined:
 - Day 1: UW HUB for Blueprint and Mastery Classes
 - Opening Night Reception : PACCAR Hall
- Conference Location for Days 2 and 3 is Tentative:
 - Day 2: Bell Harbor Conference Center
 - Evening Reception: Bell Harbor Conference Center
- Day 3: Bell Harbor Conference Center
 - Evening Activity: Baseball game at Safeco Field (Mariners v. Angels)
- Subcommittees:
 - Chairs and Co-Chairs selected for four subcommittees: University, Industry, Affinity, Guest Experience
 - Subcommittees provided with NACRO 2016 Survey results, prior conference agendas, prior conference run-of-show shared with appropriate committees

- Additional small group identified to secure keynote speakers and help populate industry panels if needed
- Robin Shah is serving as our liaison with Professional Development
- Pete Trakas is serving as our liaison with Marketing
- **Timeline:**
 - Determine conference location for days 2-3 by October 31
 - RFP announcement November 7
 - RFP deadline January 7 with likely extension
 - RFP review begins January 23
 - RFP review ends February 17
 - Conference Agenda will be set at Mid-winter meeting

f. Benchmarking

- **Annual Member Survey subgroup** – Co-Leads = Melanie Bunch & Melissa Ong
The Survey subgroup will have their first subgroup working conference call in early November. The co-leads have had informational conference calls and emails from Lenna & Paul, and they've received past survey data and questions in preparation for working on the FY2017 survey.
This subgroup also generated a custom report on NACRO member salaries, comparing data collected in the 2014 and 2015 surveys.
- **Good/Best Practices subgroup** – Co-Leads = Brendan McGinty & Lynn Baronas
This subgroup will have their first subgroup working conference call on November 2. The co-leads have begun talking about shifting the focus to 'best' practices (rather than 'good' practices) in an effort to bring more vitality to the ideas collected, and to attract more NACRO member enthusiasm and participation in submitting or utilizing the work of this subgroup.
- **Gold Standards subgroup** – Co-Leads = Charley Hasemann, Dorota Amin, & Kim Jacobs
This subgroup had its first working conference call. Immediate next-steps are to break the subgroup into four teams, each working on one of the tasks below. This subgroup has already committed to producing and running a NACRO member survey focused specifically and entirely on collecting performance metrics data from our membership. (The survey will drop sometime in December at the latest, in order to put ample space between it and the Annual Membership Survey.) This subgroup has also committed to generating a whitepaper, presentation or other informational deliverable for the annual conference in August.
- To accomplish its goals, this subgroup has scheduled its own monthly conference calls in support of team communications needed to move progress forward. Their next working conference call is November 4, when co-leads will finalize work teams and discuss specific activities & timelines in support of deadlines.

- The four workgroup teams are:
 1. **Financial metrics definitions** – This workgroup will examine financial metrics and determine if there are existing surveys that capture that data (i.e. AUTMN, VSE, CASE) and if so, work to maximize common definitions.
 2. **Non-financial metrics definitions** – This workgroup will examine non-financial metrics and provide detailed guidance on how to capture these metrics in a consistent way from institutions that may track them in varied ways.
 3. **Survey execution** – This workgroup will determine tools & logistics of the survey platform, develop the survey instrument, and determine the most appropriate resources for data collection & analysis.
 4. **Communications** – This workgroup will work with NACRO’s Marketing Committee to determine a communications plan to roll out the metrics survey and promote survey participation. They will also assist the survey execution team in preparing the survey for deployment (extra set of eyes to proofread and assist as needed) and subsequent analysis.
- The next Benchmarking Committee all-committee conference call is November 11.

g. Marketing

- Nov 15 newsletter pushing out with a deadline of the 8th.
- RFP announcement
- January webinar planning / support (marketing recommends as a member benefit)
- Kurt to take reigns of App responsibilities
- Stacy co-managing / administrating Box (central file access)
- Marketing still needing photos from conf. and needing previous years
- Danielle leading social media (we’re up to a post a day!)
- Pete T is liaison to conf. planning
- Victor is liaison to strategic alliances
- We need others to step up (benchmarking, prof. development)

h. Site Selection

- The Site Selection Committee is revising the request for proposals packet for the Mid-Winter and Annual Conferences for 2018. The RFP will be sent to NACRO members via email on Nov. 8 and will also be mentioned in the November newsletter. If you and your university are interested in hosting, please free to email Mona directly.

i. Nominating

j. Finance

k. Professional Development

• **Blueprint Subcommittee**

Robin Shah will be taking the lead with assistance from Jessica Watts in leading the subcommittee. Robin will be coordinating with the Conference Committee on the planning and logistics. The first call of the subcommittee takes place on Thursday, October 27.

Synopsis: The PD Blueprint Committee is looking to “refresh” the current program. With the intent of keeping the same format and outline, the team will look at the individual sessions and determine the best way to create more engaging content. The speakers chosen for this year will be asked develop presentations that incorporate the different offices represented at NACRO: Philanthropic, Research, Economic Development, etc. The Blueprint committee will be available to assist in this area.

Changes for the 2017 session based on feedback include:

- Finding new speakers for various sessions
- Updating and defining Affinity Groups – clarify further, potentially incorporate color coding system that can be used throughout conference
- Stewardship Session – update with innovative techniques

Areas to keep and improve:

- From Blueprint to Reality – concept of using previous Blueprint attendees is a plus, make sure to focus on how to incorporate what they learned
- Art of the Deal – Always a hit, incorporate again
- Changing tables to network with others in the room

New Ideas for 2017:

- Potential Mixer between Mastery Session and Blueprint Participants
- Developing a natural alliance for mentoring/buddy/ally system
- Hosting a speed networking session to introduce Blueprint participants to other groups and experience members

• **Development 101 Subcommittee**

The committee is recommending that we move the first webinar to the week of January 23. To get the first webinar off the groups there is a lot of frontloaded work that needs to happen. These tasks include setting up the registration process, conducting training on the Zoom App, and drafting promotional materials. The committee also would like to make sure the content is rock solid since they only get to make one first impression. Finally, we need more lead time for marketing. The Debi I've got a great committee that is working very hard to make sure we deliver great content.

By pushing to January we can hold a dry run of the presentation for a group (5 people who attended BluePrint last year, BOD members, full PD committee) to get feedback to make sure we are presenting the right level of material. If members of the board are interested in being part of the dry run, please email me. We are planning to host the practice run in December. All participants will have an opportunity to provide live feedback as well as completing a survey.

Each webinar has a small team (3-4) of authors. They are also identifying other NACRO speakers beyond our subcommittee members. The first session will focus on **Corporate Stewardship** and take place in January as stated above. The second Webinar will be in March 2017 and will be **Understanding Your Product** (what you need to know before you go meet with donors) and May 2017 will focus on **How to do a Corporate Visit**.

- **Mastery Subcommittee**

Regular sub-committee calls on Nov 14th but discussions regarding topics for midwinter have already started. Mid-Winter Mastery will take place on Monday, February 27. We are still discussing who will be eligible to apply and whether to limit the folks who can apply to attend. There are eight people signed up to participate in the mastery class subcommittee.

The plan for Mastery this year is to put on one class at midwinter and three classes at conference. In response to a request from the board, Kathy Lynch re-sent the survey to Mastery 1 and 2 attendees from this past conference. The Mastery committee will also call individual attendees for feedback if needed.

I. **Strategic Alliances**

- Conference call on October 17, 2016 with six Strategic Alliances committee members. Brad outlined the 2016-2017 committee goals for Strategic Alliances presented to the Board of Directors. Discussion next focused on each of the five subcommittees (AUTM, CASE, NORDP, Communications, and Liaisons) with updates provided by the subcommittee chairs. Jennifer repeated the request for committee members to volunteer for one or preferably two subcommittees. Brad reviewed the timeline for numerous subcommittee deliverables, upcoming Alliance partner conferences where NACRO RFPs have been accepted, and mid-winter leadership meeting. Jennifer reviewed the budget and how the committee anticipates expending the budget to accomplish our goals.