

**Board of Directors Meeting
Wednesday, February 10, 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, Paul Sturm

Others Present

Allyson Williams

Call to Order

Ryan called the meeting to order. Allyson called Roll.

Consent Agenda

Roger 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**

Mark Nolan and Cody Noghera have been tasked with reviewing and revitalizing the NACRO strategic plan.

c. **Mid-Winter Meeting**

Stacey shared with the Board any updates regarding the Mid-Winter meeting and thanked Allyson for her work on the meeting.

d. **Executive Committee**

No additions to submitted report

e. **Conference Planning**

The plan is to finalize the keynote speaker by the end of mid-winter. The Wednesday reception will be held at Hillman Clark Fox Forum. Busch Stadium will be the location for the Thursday night reception. The committee will focus on the agenda and schedule for the annual conference. The NACRO annual conference give away will be a variation of a water bottle.

Ryan informed the Board the executive committee will determine the length of time for the NACRO business meeting.

f. **Benchmarking**

Mona Ellerbrock and Mitzi Richards have been invited to visit and speak at Universidad Andrés Bello in Chile to discuss NACRO developed models.

g. **Marketing**

No additions to submitted report

h. **Site Selection**

No additions to submitted report

i. **Nominating**

No additions to submitted report

j. **Finance**

No additions to submitted report

k. **Professional Development**

No additions to submitted report

l. **Strategic Alliances**

No additions to submitted report

New Business

a. **NACRO 990 Form**

Roger reviewed the NACRO 990 form with the Board and answered any questions.

Jon motioned to approve the NACRO 990 form and authorize the VP-Finance to instruct the tax form to file the return. Mona seconded. MOTION APPROVED.

b. NACRO Intellectual Capital

Victor spoke to the Board regarding what is NACRO's intellectual capital and how the organization can be taking steps to protecting the organizations intellectual capital.

Announcements

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

Committee Update Reports

a. ASG

- Prepare February Board packet
- Provided Paul Sturm (updated Board Orientation manual, emailed calendar appointments, mid-winter registration information, etc.)
- February Newsletter
- Worked with Marketing to get new NACRO Logo for Badge Stock order
- Working with Finance to complete the NACRO 990 Form
- 2016 Mid-Winter Meeting
 - Managing and tracking registration
 - Working with caterers/vendors
 - Tracking AV needs for committees
 - Responded to approximately 18 emails/calls regarding registration
- 2016 Annual Conference
 - Attended a conference call with Amy Pridmore/Megan Greenawalt and conference planning committee on January 13 and compiled committee minutes
 - Continue to work with possible reception venues on contracts
 - Responded to approximately 8 emails/calls regarding the annual conference
- Membership
 - Pulling bi-monthly reports for new applicants, distributing names for review/approval and update status in MemberClicks
 - Send out approval membership emails
 - Responded to approximately 24 emails
 - Answered approximately 6 phone calls
- Job Postings
 - Responded to approximately 7 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

- RFP Total: 27 (19 university, 7 industry, 1 declined)
 - University sub-committee utilized a new survey for RFP review process.
 - Industry sub-committee reviewing smaller set of RFPs and coming up with new ideas to supplement submissions
 - Blueprint sub-committee reviewing all RFPs holistically, through the eyes of a newcomer, looking for gaps in programming suggestions
- Held full committee call January 13th to describe the review process and provide next steps
- Discussed integrated use of Conference App with Marketing Committee
- Calls with each subcommittee this week to review survey results detailing initial thoughts/feedback – will continue discussion at MidWinter with the goal of beginning to frame conference agenda
- Working towards finalizing on and off campus reception space
 - On-campus Wednesday evening
 - Off-campus Thursday evening
- Working with WUSTL/Knight Center on logistics in Knight Center and Knight/Bauer Halls, finalizing all necessary room reservations
- Invitation to Industry Keynote Speaker will have been extended by mid-winter, multiple contingency plans in place.
- MidWinter Goals:
 - Map Agenda Shell
 - Assign Session Managers
 - Invite and/or secure Keynote Speaker
 - Committee members feel clear & confident on next steps
- Working on current, updated budget projections

f. Benchmarking

It is our pleasure to welcome, Paul Sturm, Director of Strategic Development, Purdue University, to the NACRO Board of Directors, in the position of Vice Chair of Benchmarking Committee. Paul has been involved with NACRO for the past two years, serving on the survey subcommittee during that time. His willingness to help and thoughtful insights has had significant impact on the Benchmarking Committee and its leadership in the past. Mona Ellerbrock, Benchmarking Committee Chair, looks forward to introducing Paul in person at this year's Mid-Winter meeting in Gainesville. Other sub-group updates, include:

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

Intersections subgroup continues to explore how different units across a campus can effectively collaborate to advance industry- university partnerships. The last conversation concentrated on two main focuses: 1) Models of frameworks and structures at other universities which engage leadership, and that have helped to change the culture of a campus to be poised and ready for increased industry collaborations; and 2) Activities and

processes, such as monthly meetings on corporate engagement and the sharing of data, which a CRO could partner with others to implement.

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

Good Practices had a call to present findings on major themes found in previous NACRO surveys that could potentially be used for mid-winter discussions. Discussion also included, how to structure the 10 minute opportunity during mid-winter to engage all the attendees through a presentation, Q/A, and a follow up online mini-survey. Good Practices will continue to communicate and work online in advance of the mid-winter meeting.

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

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 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. The group continues to review and revise the survey, and has requested input on the flex questions from other committees. A draft has been developed and will be reviewed during the next conference call(s) meetings prior to midyear. The subcommittee will be finalizing the questionnaire at the mid-winter meeting.

Timeline:

- 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 has no new updates to report at this time.

g. Marketing

Website:

- Website shell to be presented at Midwinter Meeting
 - Marketing Committee will work on content plans at Midwinter
- Call on 1/28 to discuss: media roll-out (logos, templates, etc.), how to display, interact, and demo the site, integration of MemberClicks backend, social integration and empowering users as authors
 - Website design shell includes topical tags for dynamic pages and interactive component/News/Blog - added for news and update posts
- Membership backend - benchmark study on which system to use, leaning towards MemberClicks to get through this first year
- Logos / re-branding effort – new logo debut at Midwinter also

Newsletter:

- WE NEED HELP FROM COMMITTEES TO GENERATE CONTENT, Request for trending topics and success stories to add to the newsletter.
- February focusing on New NACRO branding and Industry Affiliates
- Continues to be well received, adding topics of trending, and a personal touch to profiles

Social:

- NACRO 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
 - We created a Midwinter group on the NACRO App and plan to test group messaging the week before Midwinter and during the meetings
 - Staying with Attendify
- 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

Ally Program

- Call with Blueprint Committee to discuss Ally Program get together during Blueprint Day – leaning towards a pre-reception before the opening reception, lunch is other option
- Ally Cohorts start with new groups at 2016 Conference

NACRO One-pager:

- New NACRO one-pager will make its debut at Midwinter

Industry Affiliates Member Outreach Plan:

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

h. Site Selection

i. Nominating

j. Finance

k. Professional Development

l. Strategic Alliances

Strategic Alliances is looking forward to an engaging session with all Midwinter attendees, asking their input on additional potential strategic alliance partners. We will spend our Midwinter committee working time building out a timeline and allocating our 2016 budget, so that we can make the most of opportunities to engage with AUTM, CASE, NORDP, UIDP (see strategy documents enclosed) and other partner organizations identified by our committee and the NACRO membership.

We had January meetings of the full committee and the external subcommittee, where we completed the strategy documents and discussed plans to develop a standard NACRO presentation to offer to partner organizations at their conferences.