

**Board of Directors Meeting
Thursday, March 3, 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

Stacey called the meeting to order. Allyson called Roll.

Consent Agenda

Amy 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 additions to submitted report.

c. **Mid-Winter Meeting**

Stacey thanked the Board for attending the 2016 Midwinter Meeting. NACRO is working on closing out the books for this event.

d. **Executive Committee**

No additions to submitted report.

e. **Conference Planning**

The committee is working on obtaining a keynote speaker either from Boeing or AT&T. The goal is to have the draft agenda completed by the next Board call. The committee is notifying the RFP authors tomorrow.

f. **Benchmarking**

No additions to submitted report.

g. **Marketing**

Jessica shared with the Board how NACRO wants the monthly newsletter to contain news worthy material that is beneficial to the members. A new section for the newsletter called "Corporate Buzz" has been added and will appear monthly.

h. **Site Selection**

Todd brought to the Board the recommendations of the Site Selection Committee for the hosts of the 2017 NACRO Midwinter Meeting and 2017 NACRO Annual Conference.

The 2017 NACRO Midwinter Meeting initially had two submissions in the beginning, Auburn University and University of Texas, Austin. Auburn University determined this would not be the best option for them and therefore dropped out. It is the committee's recommendation for the University of Texas, Austin to host the 2017 NACRO Midwinter Meeting.

Mary Beth motioned to approve the University of Texas, Austin as host for the 2017 NACRO Midwinter Meeting. Mona seconded. MOTION APPROVED.

NACRO received two submissions to host the 2017 NACRO Annual Conference. First, Emory University co-hosting with Georgia State University and second, University of Washington co-hosting with Washington State University. Todd excused himself from the voting process due to his involvement with the University of Washington. It is the committee's recommendation for the University of Washington co-hosted with Washington State University to host the 2017 NACRO Annual Conference.

Brent motioned to approve the University of Washington co-hosting with the Washington State University as host for the 2017 NACRO Annual Conference. Jessica seconded. MOTION APPROVED.

A recommendation was made to announce the 2017 Mid-winter Meeting and 2017 NACRO Annual Conference locations in the NACRO Newsletter.

i. **Nominating**

Mary Beth and Jon are in the process of interviewing conference chairs and ask if the Board has any questions to please contact them.

j. **Finance**

No additions to submitted report.

k. **Professional Development**

No additions to submitted report.

l. **Strategic Alliances**

Brent summarized the budget request for the Strategic Alliances Committee containing one NACRO “comp” registration and travel (flight, lodging, per-diem, registration fees if needed) for one member of NACRO.

Roger motioned to approve the Strategic Alliances Committee budget request for one NACRO “comp” registration and travel expenses for one member of NACRO. Mark seconded. MOTION APPROVED.

New Business

a. Budget Approval Request for the Strategic Alliances Committee – discussed during the committee report update.

b. Executive Committee Motions/Discussions

The Board meeting was opened up for discussion.

- The Executive Committee circulated a vision statement for board review and discussion. The vision statement is an attempt to define a future state for NACRO that can be used to guide development of a refreshed strategic plan. A strategic plan describes a path to get from a current state to a desired future state, so both of these states must be defined.
- Regarding the direction and strategy – what comes out of the future vision will be driven by the future committees and sub-committees.
- This is a general vision not specifics. Will involve committees at a later date.
- Professional Development Committee mentioned that their committee examined the certification topic and decided to table that topic because they believed NACRO was not in a state of readiness.
- The new plan can also serve as a roadmap for new Board members, chairs and co-chairs of the committee’s.
- Approximately 5 to 6 members for the Strategic Planning Committee was suggested.

- Operational goals for Professional Development will be critical to obtain from the committee. Final pricing for Professional Development will be by the Finance Committee, however, the committee will play a strong role in the decisions. It is recommended to put forth a projected budget and revenue sources (Where we think these revenues streams are coming from.)
- NACRO has a growing range of opportunities with training and electronic training.
- It was suggested that the Executive Committee reevaluate the wording choices in the document.
- Continue to grow membership and have more participation in NACRO offerings.
- An executive director would aid in preventing volunteer burnout.

The Executive Committee will send out a revised copy of the motions prior to the next Board meeting.

Announcements

The next BOD meeting will be held April 7, 2016.

Committee Update Reports

a. ASG

- Prepare March Board packet
- Updated Mark's information on documents, website, emailed calendar appointments
- March Newsletter
- Finished processing the 990 form with finance
- 2016 Mid-Winter Meeting
 - Managing and tracking registration
 - Finalizing information for hotel/caterers/vendors/transportation
 - Preparing badges, catering spreadsheets, run of show, timeline/checklist, master binder, etc.
 - Responded to approximately 2 emails/calls regarding registration/refund.
 - Finalizing payments for Emerson Alumni Hall and Ben Hill Griffin Stadium
- 2016 Annual Conference
 - Working with Busch Stadium to prepare the final contract for the reception.
 - Continue to work with Amy and Megan on reception venue and contracts
 - Responded to approximately 12 emails/calls regarding the annual conference
 - Compiled and estimated hours and pricing for additional ASG staff and staff hours to assist Professional Development with the Masters Class.
- 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 2 phone calls
- Job Postings
 - Responded to approximately 5 emails/calls
- General Questions
 - Responded to approximately 14 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

f. Benchmarking

The below submission comes from the Benchmarking sub-group reports presented at Mid-Winter Leadership Meeting:

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

- Goal: Reveal why an integrated university corporate relations approach is the future, seeding university investment \$\$\$. This may include the following:
 - What is the risk/reward?
 - What data supports the goal?
 - Who is excelling and why?
 - Case studies of Best in Class
- Product: Develop worksheet to help guide the conversation with leadership

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

- [Good Practices will be } Working with Marketing Committee (starting in March)
 - App
 - LinkedIn
 - Tweet
 - E-mail
 - Newsletter

- Member Incentives
 - Monthly prize for randomly-selected submission
 - Poster at annual conference for most viewed GPs
 - Prizes at annual conference for submissions during conference

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

The committee used the Mid-Winter session to continue the review/revision of the standard institution-focused survey, and construct five flex questions. The Survey Committee will soon review the final draft, which will then be circulated to the Benchmark Committee for final review. The Survey Committee is also investigating the option of engaging an external expert to review the survey for reassurance that the survey is worded appropriately to elicit the desired information. Our goal is to have the survey ready for distribution mid-May (17th) coinciding with the opening of conference registration. A reminder email will be sent two weeks later (May 31), with survey deadline falling on June 14.

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

Objective (draft): Develop a set of clearly defined metrics of Corporate Engagement, 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, including:

- University senior leadership who desire to benchmark their own corporate engagement
- Managers of corporate engagement offices seeking standard measures of office productivity
- University colleges and departments seeking to understand their peer landscape for corporate engagement in research and philanthropy.
- Corporate partners interested in understanding the extent to which Universities are engaged with the private sector.
- Other national stakeholders in University-Industry relations (i.e., federal agencies, media outlets, etc.) that desire comparative and well vetted information.
- Output: A set of metrics that meet the goals of the above objective

g. Marketing

h. Site Selection

i. Nominating

j. Finance

k. Professional Development

I. Strategic Alliances

Strategic Alliances is re-energized following the Mid-winter meeting. We're focused in the near term on first wave engagements with AUTM, NORDP and CASE, and have formed teams for each of these. James Zanewicz (new NACRO member and current AUTM board member) represented us at the Feb. 14-17 AUTM Annual Conference in San Diego, and we are planning to submit a proposal in April to AUTM for its Feb. 2017 conference, modeled on the Five Essential Elements whitepaper. Team CASE is reaching out to the leadership to initiate discussions and some will attend the CASE CFR Conference in San Francisco, May 11-13. The NORDP Team will be initiating contact soon and plans to represent NACRO at NORDP's May 23-25 Annual Conference in Orlando. Pending board approval, we plan to offer one comp registration each to these organizations for the 2016 NACRO conference. We are also forming teams for second wave organizations including GUIRR, EDF and CECP. We're working in partnership with other NACRO committees to develop targeted presentations and general tools that NACRO members can use to represent NACRO while "on the road" (such as slides about NACRO, one-pager, and lapel pins).