

**Board of Directors Meeting
Thursday, May 5, 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

Mona motioned to approve the consent agenda. Jessica 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**

Conference call scheduled with Tamara LaFrance (University of Washington) to discuss the 2017 NACRO Annual Conference.

b. **Strategic Planning**

Ryan and Stacey followed up with Mark on a timeline and next steps. Next steps are to formulate a committee, go forth and begin this work. They will present their information at the Mid-Winter meeting.

c. **Mid-Winter Meeting**

No additions to submitted report.

d. **Executive Committee**

No additions to submitted report.

e. **Conference Planning**

Amy and Megan shared the draft conference agenda and asked that any comments or questions get emailed directly to one of them. They mentioned the baseball game option on Friday, August 5 to get an idea of who may be interested in attending.

f. **Benchmarking**

Paul inquired about promotional support of the survey once it's launched.

g. **Marketing**

Going to a higher level of service with MemberClicks provides increased financial benefits - NACRO saves a compounded transaction fee and go to a single, fixed, low fee for all transactions. Also discussed 'actual' advertising on LinkedIn for the annual conference. The website is live and they just completed all the transfers done from the old site. They'll be recording a web training session tomorrow which will be distributed to volunteers from each committee (asked for a rep from each committee.)

h. **Site Selection**

The Committee completed its work with board approval of the 2017 conference sites at the March meeting. UW and WSU which each nominate a staff member to co-chair the FY17 conference committee. The UW co-chair will be Tami LaFrance; the WSU co-chair selection is pending.

i. **Nominating**

No additions to submitted report.

j. **Finance**

No additions to submitted report and the comments in the submitted report were retracted since the approved 2015-2016 budget was correct.

k. **Professional Development**

No additions to submitted report.

l. **Strategic Alliances**

No additions to submitted report.

New Business

Announcements

The next BOD meeting will be held June 2, 2016.

Board of Directors Agenda Thursday, May 5, 2016

Committee Update Reports

a. ASG

- Prepare May Board packet
- Prepare May Newsletter
- 2016 Annual Conference
 - Conference call April 5, 2016 with Amy and Megan
 - Conference call April 8, 2016 with Kathy and Julie regarding Mastery Series task list
 - A revised version of the ASG staff/hours was presented to Kathy and Julie for approval
 - Conference call April 18, 2016 with Jessica and Jamie regarding registration forms
 - Working with Busch Stadium on group pricing for Friday night baseball game
 - Working on the actual registration forms along with additional forms for Friday night baseball game and a “Plus 1” for the Thursday night reception
 - Conference call April 19, 2016 with Amy and Megan
 - Conference call April 28, 2016 with Amy and Megan
 - Brown School contract – in process
 - Working on updating the timeline/checklist and run of show
 - Responded to approximately 19 emails/calls regarding the annual conference
- 2017 Mid-Winter Meeting
 - AT&T contract for mid-winter is complete
- 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 11 emails
 - Answered approximately 4 phone calls
- Job Postings
 - Responded to approximately 3 emails/calls
- NACRO General

- Worked with Jessica and MemberClicks to upgrade our level and process payment
- Jennifer provided a list and approximately 40 lapel pins were shipped

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

The Conference Planning Committee has been hard at work finalizing details for the draft conference agenda, as well as gathering photos and bios for the NACRO website launch. Please see the attached draft conference agenda.

f. Benchmarking

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 is working to refine their draft framework - converting the questions presented into the issues- to elevate corporate relations as an essential intuitional element on our campuses. The group is hoping share an updated version with the larger Benchmarking Committee in the month for comments.

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

Good practices is continuing to work on drafting communication pieces to use with various marketing mediums (Twitter, NACRO App, NACRO Newsletter, and LinkedIn). Additionally, GP is “strongly” encouraging all committee members to submit a good practice to the website by the end of April for a chance at winning a gift card.

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

This group is reviewing the survey and is still on track to have it to the NACRO Marketing/Conference Committee by May 17. The Membership Survey committee has also added an introduction to explain the purpose and make sure people understand that this year’s survey is based on gathering institutional data, which should be reflected in their responses.

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

Gold Standards continues to refine the metrics. Expect that final product will be a focused proposal (white paper) that proposes NACRO as a metrics-gathering leader in the corporate engagement space. More will be shared as information becomes available.

g. Marketing

Website:

- Website is live!!!
- Last month, 11 beta testers were selected to give feedback on the website. Majority of feedback has been incorporated.
- *REQUEST – we need one person per committee to be trained as a website administrator. Please send the name of your representative by the end of May.
- LEVEL UP! We upgraded to Level 3 on MemberClicks Member Management System. We now have up to 2,500 member profiles, we used to have 1,000 (active and inactive members). We also have a flat rate and do not have to pay transaction fees, which results in us saving money on an annual basis.
- Announce new site in May 10 email that will include other reminders
- Website design includes topical tags for dynamic pages and interactive component/News/Blog - added for news and update posts
- *NEED BOARD MEMBER HELP TO KEEP THESE PAGES FRESH AND INTERESTING

Member Communications

- April – NACRO newsletter, Mastery Series Announcement
- May
 - May 3 NACRO newsletter
 - May 10 email that will include conference registration teaser and Mastery Series application reminder
 - May 17 Conference registration opens
 - May 24 or May 31 – NACRO annual survey email
- **Newsletter:**
 - *NEED HELP FROM COMMITTEES TO GENERATE CONTENT
 - Request for trending topics and success stories to add to the newsletter.
- **Social:**
 - Newsletter topics fed to social channels
 - Need for policies due to recent requests for job postings and LinkedIn posts
 - NACRO App:
 - Updated in April
 - Will promote app download in May newsletter
 - May 10 meeting – Marketing Committee member meeting with Conference Committee to plan for proactive use of app interactive features

Industry Affiliates Member Outreach Plan:

- **Industry Affiliates**
- Announcing in May newsletter
- Will share email with NACRO Board and Committee Volunteers to promote IA membership
- **New Member Outreach**
- Marketing committee will work on a list of universities not active in NACRO
- *REQUEST ASSISTANCE FROM THE BOARD TO REACH OUT TO THESE UNIVERSITIES IN THE MONTH OF MAY/JUNE*

Ally Program – Next Generation

- Need communicate Ally Program changes to NACRO membership
- Plan is to transition from Ally cohorts to a few large subject based webinars that will share best practices
- The Ally Team wants to have 2-4 subject based webinars versus each cohort managing their own conversations. For example, a webinar on Stewardship with three members speaking on their processes and sharing best practices. Or, we could have a webinar for affinity groups to continue the conversation between conferences. In conversations with the Professional Development committee, we agree the time after the 2016 conference can serve as a transition time from Ally program to subject based webinars (pilot/test case/text format) to full professional development offerings.

h. Site Selection

i. Nominating

j. Finance

k. Professional Development

Mastery:

The Mastery Series is moving forward with plans for two sessions at this year's conference. Both sessions have been announced in the NACRO Newsletter and we are starting to see applications come in. As of yesterday, we are up to 18 applicants. Each applicant will be reviewed to ensure that they meet the designated criteria for the course.

101:

Robin Seth Shah has returned from maternity leave and is resuming her co-chair role of the 101 subcommittee meeting with Lorena McLaren. The 101 subcommittee has categorized the content into topics and is in the process of drafting content for each, building upon current Blueprint content. Currently, Blueprint is

approximately 30 minute sessions and we are developing 90 minute sessions. We will have recommendations for the order to offer the sessions and timing recommendations. We plan to talk with Strategic Alliances about potential partners for delivery mechanisms once we have the content mapped out more completely.

I. Strategic Alliances

Strategic Alliances teams are building relationships with our first wave partners -- AUTM, NORDP and CASE:

- In April, Team AUTM submitted a session proposal in NACRO's name entitled "Corporate Relations in Technology Transfer: Creating Value through a Comprehensive Approach" for AUTM's Feb. 2017 conference. Brad Fravel will be the main presenter for this workshop style session. AUTM's new President has been invited to the NACRO 2016 conference.
- Team NORDP will be represented by Kerry Morris at the May 2016 NORDP conference. He is already a NORDP individual member. Before the conference, the team will make contact through colleagues with NORDP's external engagements committee, and try to schedule a meeting for Kerry with them at the conference where he can extend a comp invite for a representative of that group to attend the NACRO 2016 conference.
- Team CASE will be represented by Melinda Seevers, Julie Brandis, and Jennifer Schwartz at the May CASE CFR conference. Along with other NACRO members presenting at CASE including Kathy Lynch, Anne O'Donnell and Melissa Erekson, Jennifer Schwartz will present on the NACRO metrics whitepaper during a session called "Corporate Outreach Strategic Plans". Emily DeYoung, CASE Special Projects Director, will attend the 2016 NACRO Conference on a comp registration

The NACRO Ambassador pins and one-pager will debut at the CASE and NORDP conferences; the NACRO introductory slides will also be shown at CASE. As a reminder: NACRO logo lapel pins for "NACRO Ambassadors" were mailed out to all members of the BOD, Strategic Alliances Committee, and a few select others whom we are aware are making upcoming CR presentations for Academic Impressions, Innovosource, and CASE.

On our April 11 all-committee call, we discussed the merits of our first wave partner organizations across metrics including membership development (academic and industry); professional development content exchange (conferences and other), professional development marketing, raising the profile of the CR field, fee revenue, and reciprocal member benefits. We determined that AUTM, NORDP and CASE rank highly in several of these areas. We briefly discussed potential second wave organizations, and have not decided to proceed with any of them yet.