

**Board of Directors Meeting  
Thursday, June 2, 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**

Jon motioned to approve the consent agenda. Roger 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**

Ryan shared that Mark Nolan and Cody Noghera are focusing on determining what this committee will look like going forward. A suggestion was made to ask Mark to discuss and share updates on the next Board call.

c. **Mid-Winter Meeting**

Jill spoke to the vision of the 2017 mid-winter meeting asking what NACRO would like to get out of this meeting specifically. She asked the Board to think about the following; do we have any additional items outside of the normal agenda to discuss? Possibly use this meeting as a more strategic utilization of our

time. It was mentioned that Roger and Todd would work with Jill to determine the agenda for the meeting.

d. **Executive Committee**

Ryan informed the Board of that the committee is focusing on NACRO's intellectual property and plan to have a recommendation at the annual conference.

e. **Conference Planning**

Amy and Megan shared with the Board their committee updates. Jessica shared the registration numbers are running a little behind compared to where we were last year. Also, NACRO has money in the budget regarding advertising, but has yet to be allocated.

f. **Benchmarking**

Paul informed everyone that the survey has been launched and is up and running. The committee is also pinging members to remind them to respond. As of today, NACRO has received 63 responses. Of those received, over 60 are from institutions. The deadline for the survey is June 24, 2016.

g. **Marketing**

Jessica mentioned the committee could use more help with the monthly NACRO newsletter. ASG is doing a good job of processing the questions received via phone calls and emails regarding the conference and membership. Kerry is doing a good job with the NACRO app.

h. **Site Selection**

Todd will work with Tamara LaFrance to help define a co-chair for the 2017 annual conference.

i. **Nominating**

Mary Beth reminded the Board this process started prior to mid-winter with a goal of having more strategic leadership. Very close to having the finalized slate and then will call for a short Board meeting to discuss. Allyson will send out a Doodle Poll to the Board to schedule a Board meeting for the week of June 20, 2016. The voting process will be open for 14 days.

j. **Finance**

No additions to submitted report

k. **Professional Development**

Kathy shared 29 members have applied and a majority of those are for the Mastery Class 1. The 101 committee is working strong and moving forward. Jill had a conversation with Ryan regarding the strategy side of Professional Development. The plan is to dissolve the third committee and add those

members into the existing 101 and Mastery sub committees. A more in-depth discussion of the Mastery Series will be held at the next Board meeting on July 7, 2016.

**I. Strategic Alliances**

Jennifer shared that she has received 3 responses from business partners regarding attending the annual conference. Those are 2 from AUTM and 1 from CASE and also reaching out to NORDP.

**New Business**

**Announcements**

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

**Committee Update Reports**

**a. ASG**

- Prepare June Board packet
- Prepare June Newsletter
- 2016 Annual Conference
  - All registrations forms complete (Special thank you to Jamie!)
  - Conference planning committee call May 10, 2016
  - Conference call May 19, 2016 with Amy & Megan
  - Working with Busch Stadium on group tickets for Friday night baseball game
  - Working with MetroLink Transportation
  - Pull weekly registration reports for Amy/Megan
  - Pull weekly hotel room block reports for Amy/Megan
  - Creating invoices and emailing those to attendees requesting one
  - Processing invoices and updating in MemberClicks when paid
  - Responded to approximately 98 emails
  - Answered approximately 31 phone calls
  - Working on updating the timeline/checklist and run of show
- 2016 Mastery Series
  - Conference call May 23, 2016 with Kathy/Julie to discuss additional tasks for ASG and next steps
- 2017 Mid-Winter Meeting
  - Processed the credit card authorization form for AT&T conference center
- 2017 Annual Conference

- Conference call May 19, 2016 with Tamara LaFrance to discuss next steps
- Membership
  - Now pulling bi-weekly reports for new applicants, distributing names for review/approval and update status in MemberClicks
  - Send out approval membership emails (bi-weekly)
  - Responded to approximately 32 emails
  - Answered approximately 16 phone calls
- Job Postings
  - Responded to approximately 2 emails/calls

**b. Strategic Planning**

**c. Mid-Winter Meeting**

**d. Executive Committee**

**e. Conference Planning**

Registration is now live and was launched on the target date of May 17<sup>th</sup>. Many thanks to the Marketing Committee for all of their help!

- We are in the process of updating the agenda on a regular basis and gathering outstanding session details (bios, photos, etc.).
- We are still identifying affinity group leads.
- We are working on gathering session supply and A/V needs so that we can inform ASG.
- We are promoting registration and conference details in our copy for the next edition of NACRO News.

We are thrilled to confirm that our Thursday morning keynote speaker will be John Palmer, Senior Vice President & Chief Learning Officer, AT&T Services, Inc. Boeing has committed to a speaker for Friday morning's plenary session, and is in the process of identifying the appropriate individual to address our group.

We are determining volunteer needs and creating a plan for volunteer recruitment at WashU. We held an all-committee call on May 10<sup>th</sup>:

- Kerry Morris attended as guest speaker to teach us all about the NACRO app capabilities; we encouraged the committee to work with Kerry to determine how the app may enhance their session offerings.
- We determined that we would offer four sessions during each concurrent time block on both Thursday and Friday, except for the final time block of the day, where there would be three sessions. We will revisit the agenda again on our next call in June.
- We are determining the feasibility of further identifying each session as targeted for specific populations (i.e. career or interest level); we will revisit this topic on our next all-committee call.

- We invited Tami LaFrance, 2017 conference co-chair, to attend the call so that she could get acquainted with conference planning.

We are scheduled to speak to Tami LaFrance (UW) and Alex Pietsch (WSU) on June 7<sup>th</sup> about conference planning for next year.

We reached out to the Marketing Committee to get some guidance on photography needs for the website so that we can move forward with securing a photographer.

We are working on a number of details for the conference, including: logistics, signage, catering options, speaker gifts, NACRO swag, etc.

#### 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 continuing work on developing the framework for their draft paper. The group is hoping share an updated version with the larger Benchmarking Committee during the next few weeks 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 working with BMC committee members for their submissions of good practices. Several communication pieces have been sent through the NACRO newsletter and social media outlets encouraging members to submit to the website.*

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

*The survey sub-group is working to send out the annual survey to all NACRO membership by this week. The survey will be distributed to all members with the goal of collecting data on institutional-level corporate relations activities on behalf of their institution. The data gathered will be a valuable source of information about our field for higher education and advancement leaders. A summary of results will be sent to conference attendees in advance of the annual conference in July, and results will be made available to all members after the conference.*

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

*Gold Standards continues to refine the metrics we hope to collect – now focusing on “Metrics of Corporate Engagement” after spending some time on the easier to quantify financial 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 & Online Fun:**

- Conference Registration is live – 4 registration forms created – existing member, new member, Mastery and additional activities
- All conference information up on the website including 57 of the 100 speakers, will updated web when we received additional batches of speaker bios
- Web training – recorded, plan to share in June with selected members of each committee
- Website design includes topical tags for dynamic pages and interactive component/News/Blog - added for news and update posts

### **Member Communications**

- May
  - May 3 NACRO newsletter
  - May 17 Conference registration opens
  - May 26 – NACRO annual survey email sent
- June
  - June 7 Newsletter
  - Reminder to complete survey
- Newsletter:
  - Request for trending topics and success stories to add to the newsletter.
- Social:
  - NACRO App updated with current conference information
  - Newsletter topics fed to social channels
  - Need for policies due to recent requests for job postings and LinkedIn posts

### **New Member Outreach Plan:**

- Increase in new member applicants
  - Member Approval team questioning the need for Academic Affiliate Member category, Marketing Committee to discuss
- Industry Affiliates - Announced in every newsletter
- New Member Outreach
  - Blueprint Team to reach out to new members leading up to conference

- Marketing committee will work on a list of universities not active in NACRO – this still has not been completed, hopefully in June

#### **Ally Program – Next Generation**

- Need communicate Ally Program changes to NACRO membership outside of NACRO Newsletter

#### **h. Site Selection**

#### **i. Nominating**

#### **j. Finance**

#### **k. Professional Development**

#### **l. Strategic Alliances**

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

- Team AUTM was represented by James Zanewicz (an AUTM board member) at the AUTM Annual Meeting in February. 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. If selected, Brad Fravel will be the main presenter for this workshop style session. AUTM's new President David Winwood and Executive Director Stephen Susalka have been invited to the NACRO 2016 conference on a complimentary basis. We are working towards reciprocal conference sessions in 2017.
- Team NORDP was represented by Kerry Morris at the May 2016 NORDP conference. He is already a NORDP individual member. Kerry made contact at the conference with NORDP's external engagements committee, in order to determine who is the best NORDP representative to receive a comp registration for the NACRO 2016 conference. We want to have reciprocal conference sessions in 2017.
- Team CASE was represented by Melinda Seevers, Julie Brandis, and Jennifer Schwartz at the May CASE CFR conference. NACRO members presenting at CASE included Kathy Lynch, Melissa Erekson, and Jennifer Schwartz. Jennifer presented on NACRO and the 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. CASE has asked NACRO to have a representative on its 2017 Conference Planning Committee; Julie Brandis will likely do this. In addition, we want to explore mutual promotion of corporate relations offerings and sharing of best business practices around professional development, sponsorships, etc.

In addition:

- The NACRO Ambassador pins and one-pager debuted at the CASE and NORDP conferences, and will appear at the EDF conference in June.

- We are on target with our expenses for conference comps, reciprocal travel/registrations, and supplies & operations, and are projecting to come in under budget.
- On upcoming team and all-committee calls, we will firm up our partner organization representation at the NACRO conference, work towards formalizing written strategies with first wave partners, and discuss next steps with second wave partner organizations.