

**Board of Directors Meeting
Thursday, July 7, 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

Cody Noghera, Allyson Williams

Call to Order

Stacey called the meeting to order. Allyson called Roll.

Consent Agenda

Mona motioned to approve the consent agenda. Roger seconded. MOTION APPROVED.

Old Business

- a. Update from the Strategic Planning Committee
Mark and Cody discussed with the Board their presentation. They are working on implementing previous work that has been completed before the committee was formed. Hope to have a draft plan by the mid-winter meeting. The committee will hold their first meeting at the annual conference and plan to present monthly reports to the Board.
- b. Update from the Strategic Alliances Committee – CASE Partnership
Jennifer reviewed with the Board the following documents;
 - 1) CASE-NACRO Strategic Alliance 2016-2017 Action Plan
 - 2) NACRO Strategic Alliance Planning Documents
 - 3) NACRO Board of Directors Meeting; Context: NACRO-CASE Strategic AlliancesThere will be a broader Board discussion to dive deeper with CASE.

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**
No additions to submitted report.
- d. **Executive Committee**
Stacey asked the co-chairs of each committee to create year-end review (one page summary), sharing their goals and accomplishments and send to Stacey by July 31st.
- e. **Conference Planning**
Continuing to work on the numerous items to the conference. Amy and Megan asked the Board to please let them know asap if any committee needed space for a meeting.
- f. **Benchmarking**
Mona reviewed the Overview: Elevating Corporate Relations through Institutional Commitment with the Board. She asked the Board for approval to allow a handout (asking for feedback) from a CASE member regarding a chapter of his book available at the conference registration table.
- g. **Marketing**
The first paid advertisement through LinkedIn was posted.
- h. **Site Selection**
No additions to submitted report.
- i. **Nominating**
Stacey thanked Jon and Mary Beth for their work. Approximately, 100 members have voted as of today. They will develop a one pager with detailed conversations for the next co-chairs.
- 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

Recruitment of universities interested in research study on corporate engagement.

Announcements

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

Committee Update Reports

a. ASG

- Special Board Meeting June 21, 2016
- Prepare June Board packet
- Prepare June Newsletter
- 2016 Annual Conference
 - Responded to approximately 246 emails
 - Answered approximately 52 phone calls
 - Managing registrations and hotel room blocks
 - Creating invoices for attendees that make a request
 - Beginning to print name badges
 - Conference call June 1, 2016 with Amy & Megan
 - Conference planning committee call June 14, 2016
 - Conference call June 16, 2016 with Amy & Megan
 - Conference call June 22, 2016 with Amy & Megan
 - Purchased St. Louis Cardinals tickets for Friday night baseball game
 - Working on updating the timeline/checklist and run of show
 - Pull weekly registration reports for Amy/Megan
 - Catering for all events and receptions
 - Gathering supply list for committees and sessions
 - Updating the 2015 annual conference survey for 2016
- 2016 Mastery Series
 - Managing registrations
 - Responded to approximately 108 emails
 - Continue to gather bio, headshot, 4 questions and case study from each attendee
 - Working closely with Kathy on the participant list
 - Catering for Mastery Series
 - Supplies for Mastery Series
- Membership
 - Responded to approximately 101 emails

- Answered approximately 26 phone calls
- Pulling two or three times a week the reports for new applicants, distributing names for review/approval and update status in MemberClicks
- Send out approval membership emails (2 to 3 times a week)
- Resetting passwords for members who don't know
- Looking up username for those who don't know
- 2016-2017 NACRO Board of Directors
 - Constructing the new orientation manual for new Board members
 - Gathering Board documents to be signed at conference by the new Board
- Job Postings
 - Responded to approximately 1 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

The Conference Planning Committee is working on finalizing details to host you at Washington University in St. Louis next month!

- The Friday, August 5th keynote will be Scott G. Drach, Vice President, Human Resources, Boeing Defense, Space, and Security. Scott is responsible for successful execution of human resources initiatives to drive business performance and create and sustain a premier work environment for employees. He also provides direction on employee and organizational policies, strategies, and processes throughout the company. As previously announced, our Thursday industry keynote speaker will be John Palmer, Senior Vice President & Chief Learning Officer, AT&T Services, Inc.
- The committee meetings are scheduled for Wednesday, August 3rd, from 3-4 p.m. The Board of Directors meeting will follow from 4-5 p.m. and the evening reception begins at 5:30 p.m. on campus. We have not yet heard from all the committee regarding meeting needs – please let us know ASAP if you have specific requests.
- The new 2016-2017 NACRO Board Meeting is scheduled from 3:30-4:30 p.m. on Friday, August 5th. Roger has been in touch with the new board with additional details.
- NACRO room blocks are filling up quickly. We have met our quotas at the Knight Center and the Moonrise. We are still working toward filling up the Clayton Plaza, but we think we are on track. Please direct folks to the Clayton Plaza if they are unsure about where to stay.
 - In order to help these attendees get to campus more efficiently, all folks staying at the Clayton Plaza will be provided with three day Metrolink cards. There will be no shuttles to campus from the Clayton Plaza or the Moonrise.

- The Clayton Plaza is only two stops from the Knight Center, and the Metrolink trip is 10-15 minutes door-to-door.
- Campus is best accessed from the Moonrise by foot, and is about a 20 minute walk.
- We have secured one-day Metrolink cards for all attendees to transport them down to Busch Stadium for the reception. After programming ends on Thursday, we will provide clear directions, signage, and strategically placed volunteers to help attendees make their way down to the stadium. The trip is only 17 minutes from campus, even in rush hour traffic.
 - There is time for all attendees to go back to their hotel rooms if they wish to drop off conference materials, change shoes, etc.
 - Both the Clayton Plaza and the Moonrise are on the Metrolink (albeit on separate lines). Attendees can return to their rooms and then get on the Metrolink down to the Stadium.
 - The Metrolink pass will also allow attendees to continue networking and then return to their accommodations or travel elsewhere in the city and then return to their hotel.
- We are finalizing session content and re-evaluating the agenda. One industry session may be eliminated due to lack of participants; will update agenda again very soon.
- Our Guest Experience team is putting together recommendations for local restaurants, pertinent maps, Metrolink instructions, and other details to help welcome NACRO attendees to St. Louis.
- Updated the Marketing Committee with photos and bios of our speakers; more information coming as soon as it is secured by our committee members.
- Working with ASG as they begin printing badges for our attendees and industry speakers.
- Disseminating information to the Blueprint Committee for their conference registrants as they finalize their own plans for programming.
- Disseminating attendees' noted affinity group affiliations to our Affinity Group Leads as they begin finalizing programming.

We are working on finalizing a number of details, including logistics, catering, securing and training volunteers, signage, 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)

During the 2015-16 fiscal year, the Benchmarking Committee's Intersections team worked to define a framework to elevate corporate relations as an essential component on our campuses. The group's aim was to promote the discussions about corporate relations as an institutional commitment deserving of resources and a place at the table for the campus' strategic planning discussions for the growth and evolution of research universities. The goal of elevating cross-campus discussions on corporate relations activities is imperative to help industry-facing units collectively understand the university's strengths, and help determine the capabilities to best work with potential industry partners. The Intersections team has delineated the following areas that are necessary for effective institutional integration of corporate relations (see ATTACHMENT)

1. Culture and readiness to succeed in corporate relations
2. Vision of success for a comprehensive approach to corporate relations on a campus

- a. Assessment of authentic strengths of interest to industry
- b. Decision making model for campus-wide corporate relations decisions, recognized by the university
- c. Develop a plan for long-term successful outcomes

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

The Good Practices subcommittee received several submissions, and selected June's winner in a random drawing for a \$50 Visa gift card. The subcommittee continues to encourage membership to submit Good Practices by having monthly drawings and communicating via various social media mechanisms, including NACROcon App, LinkedIn, and Twitter. The subcommittee is also adding additional materials and a new interface to access Good Practices on the website, which will be ready by the annual meeting.

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

The Membership Survey subcommittee shares that, as of June 22, there are 88 respondents, representing approximately 69 institutions. The Survey deadline is Friday, June 24. An email reminder to all NACRO members was sent in early June and another will be sent on June 22. An email appeal was also sent to committee chairs to encourage 100 percent participation from committee members. After the survey closes, the Membership Survey Committee will analyze results and offer preliminary results in the July edition of NACRO News. Complete results will be sent to conference attendees in advance of the annual conference, and survey results will be available made at the conference.

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

Work is continuing on the summary document for the Gold Standard effort. More will be shared as information becomes available.

g. Marketing

Real Marketing

- Paid for LinkedIn advertisements to push the conference to a targeted group of 261,000 individuals, set parameters on industry and titles

Conference

- Conference Registration going well, Allyson at ASG has been VERY helpful with member questions on conference registration and payment
- All conference information up on the website including 75 of the 100 speakers, will updated web when we received additional batches of speaker bios
- Active on Twitter and LinkedIn with conference posts

- NACRO App updated with current conference information and speakers
- NACRO App can be used to make conference sessions interactive. Hoped to have questions and polls for each session this year, have only heard from two speakers

Member Communications

- July
 - Weekly registration reminders to non-registrants, see an increase each week after reminders
 - July 12 Newsletter
 - All about conference, keynote and app, include survey results sneak peek
 - July 26
 - Conference email with all details to registrants
- August 9
 - Conference Survey
- Newsletter:
 - Curt Hadley will continue to lead Newsletter next year. We will request a point person for the newsletter from each committee. Curt will meet with that group and help plan content.
 - Request for trending topics and success stories to add to the newsletter.

Website/Member Database:

- Currently have 730 active members, 364 inactive members. Of the active members, 508 are Full Members and 128 are New Member Applicants (but have not paid dues)
- Web training – recorded, plan to share in August 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

New Member Outreach Plan:

- Plan to work with Jennifer Schwartz, Strategic Alliances committee, to partner on new member outreach. We need more man power to execute this outreach.
- Increase in new member applicants
 - Member Approval team questioning the need for Academic Affiliate Member category, Marketing Committee to discuss
- New Member Outreach
 - Blueprint Team reaching 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 August

Ally Program – Next Generation

- Call with Ally chairs, need to connect them to Affinity Group leaders
- Need to communicate Ally Program changes to NACRO membership outside of NACRO Newsletter

h. Site Selection

i. Nominating

Nominating Committee – recommended a slate of 2016-17 officers to the Board on 6/21/16. That slate was approved and moved forward for a membership vote, opening on 6/24/16. Marketing Committee was provided with biographies, statements of interest, and photographs. Nominating Committee will finalize all the notes/information generated throughout the process for next year’s Nominating Committee. Jon/MB also sent an e-mail to all nominees giving them a heads-up regarding their nomination and upcoming elections. After the vote is official, incoming Presidents should notify officers and welcome to the Board.

j. Finance

k. Professional Development

We are pleased to announce that we have 20 confirmed registrants for Mastery 1 and 10 for Mastery 2. We’ve received almost all cases and participant materials – and are thrilled by the quality of the registrants and the very interesting cases that they are coming prepared to discuss. We have been working closely with ASG over the past month – and Allyson and her team have been incredibly helpful! We’re looking forward to some rich discussions.

l. Strategic Alliances

- AUTM: Our session proposal entitled “Corporate Relations in Technology Transfer: Creating Value through a Comprehensive Approach” for AUTM’s Feb. 2017 conference was accepted. Brad Fravel will be the main presenter for this workshop style session. We are firming up NACRO Conference comp registrations with Executive Director Stephen Susalka and new President David Winwood.
- NORDP: Peggy Sundermeyer, incoming External Engagement Committee Co-Chair, has accepted complimentary registration for NACRO’s conference. Jennifer Schwartz recently met Keith Osterhage, NORDP’s new Executive Director, and can continue conversations.
- CASE: Special Projects Director Emily DeYoung has accepted complimentary registration for NACRO’s conference; 2017 CASE CFR Conference Chair Roxanne Ford also intends to attend.
- Team EDF: Michael Ransom brought NACRO 1-pagers to the June 2017 Conference at IIT in Chicago. EDF 2017 will be hosted by UMD (Jennifer Schwartz’s office).
- The SAC is organizing business meetings with AUTM, NORDP and CASE during the NACRO Conference, as well as social interactions with our guests.