

**Board of Directors Meeting
Thursday, April 6, 2017**

Board Members Present

(those present denoted with underline)

Todd Cleland, Roger VanHoy, Ryan Elias, Stacey Willenborg,
Mona Ellerbrock, Jessica Watts, Paul Sturm, Kim Jacobs, Adam Johnson,
Adam Causgrove, Jill Bond, Julie Smith, Jennifer Leed Schwartz, Brad Fravel,
Tamara LaFrance, Alex Pietsch, Robin Seth Shah

Others Present

Allyson Williams

Welcome & Call to Order

Todd welcomed everyone to the meeting. Allyson called Roll.

Consent Agenda

Jennifer motioned to approve the consent agenda. Mona Seconded.
MOTION APPROVED

Announcements (If any)

- a. Strategic Planning Survey: request for co-chairs to encourage their members to complete the survey – Co-Presidents
 - Todd and Roger thanked the Board and committee members for completing the survey.

New Business

- a. Marketing & Membership Recommendations by Co-Chairs
 - Adam J. and Adam C. shared with the Board their thoughts on possibly separating Marketing and Membership.
 - NACRO currently does not have the opportunity to act proactively and pushing out to prospective memberships
 - Marketing is positioned as a service group and the requests are significantly increasing.
 - Roger suggested having a group primarily focused on membership
- b. NACRO Communications: guiding philosophies and scheduling
 - Adam J and Adam C. discussed communications

- Working not to overlap emails, saturating the message and want to be sure not to water down the message.
 - The goal is to gather the deadlines in advance, set specific dates and allow for the correct packaging of the information.
 - Beginning to use a ticketing system and task timeline.
 - Tracking the open rate of emails sent by NACRO.
- c. Honorariums for webinars – who deserves them: the speaker, the authors, both, no one? – PD Co-Chairs
- Jill shared her concern regarding sustaining the webinar program itself.
 - Requires a lot of time and preparation to pull off these webinars.
 - Moderators are doing a lot of the heavy lifting.
 - Multiple people creating the webinar content and diving in deeper into the content and elaborating.
 - Lots of work behind the scene to make these webinars professional and successful.
 - Possibly outsource webinars.
- ACTION ITEM** → Professional Development with discuss with the two webinar groups, focus on what worked and what did not work, then report back to the Board the results.
- ACTION ITEM** → Professional Development will provide a recommendation to the Board regarding honorariums.
- ACTION ITEM** → Board members will reach out to others at their institution for suggestions on the various platforms they use for webinars.
- ACTION ITEM** → Julie will look into webinar hosting companies with the capability to manage the entire process.
- d. Sponsorship Trial Run – suggestions from the BOD regarding leads and willingness to make calls
- The Board discussed options to offer sponsorship opportunities for the annual conference and also an additional revenue stream. Examples: Salesforce, LinkedIn, Booking.com and Microsoft
 - Possibly putting together a small swat team to put together a proposal, getting numbers down on paper that support different universities. What's the cost? Numbers and widgets, possibly a rate card and who should receive these, as NACRO does not want it to be a Board member.

The next BOD meeting will be held May 4, 2017.

Board of Directors Committee Reports
Thursday, April 6, 2017

Committee Update Reports

a. ASG

- 2016/2017 NACRO Board of Directors
 - Compiled the February 28, 2017 Board minutes
 - Compiled the March 1st Board minutes
 - February 2017 Financials
 - Processing reimbursements for Strategic Alliances
- 2017 NACRO Newsletter
 - Prepared March Newsletter
- 2017 Mid-Winter Meeting
 - Post conference materials
 - Final AT&T BEO's and processed payment
- 2017 Annual Conference
 - Continue to work on registration forms
 - Conference call with Tami, March 7th
 - Rooms for both Board meetings
 - Confirmed all hotels are prepared for reservations and links actively working properly
 - Trying to get catering quotes for Wednesday night reception
 - Ordered MARCO supply order for all badge materials, lanyards and ribbons
 - Set up Zoom meeting for App training
 - Responded to approximately 17 emails
 - Answered approximately 11 phone calls
- Professional Development
 - Webinar
 - Worked with Lorena and Megan on registration form
 - Managing registrations
 - Responded to approximately 18 emails
 - Answered approximately 13 phone calls
 - Master's Class
 - Conference call with Julie & Kathy – March 27th
 - Working on registration form
 - Working on the three applications
 - Trying to finalize three rooms for Mastery
 - Working with co-chairs on catering to get quotes
 - Room set up
 - Blueprint
 - Working with Robin on catering to get quotes
- 2018 Annual Conference
 - Conference call with Mona, Jessica, Tarsha and Megan
 - Start compiling information for the RFP's for hotels

- Start compiling information for the RFP's for the conference centers
- Membership
 - Pulled three weekly reports for new applicants, distributed names for review/approval and updated status in MemberClicks
 - Send out approval membership emails
 - Resetting passwords for members
 - Assisting members having login issues
 - Responded to approximately 31 emails
 - Answered approximately 7 phone calls
- Job Postings
 - Responded to approximately 6 emails/calls

b. Strategic Planning

c. Mid-Winter Meeting

d. Executive Committee

e. Conference Planning

f. Benchmarking

The next Benchmarking Committee all-committee conference call is April 7.

March work updates for our three subgroups (post-Mid-Winter):

- **Annual Member Survey subgroup** – Co-Leads = Melanie Bunch & Melissa Ong

During Mid-Winter the Annual Survey subgroup was able to seek and refine several flex questions for the individual member survey slated for spring distribution. The survey has been uploaded into Survey Monkey and will be tested first by members of the subgroup, then the Benchmarking Committee as a whole before it is officially distributed to the NACRO membership. In response to additional feedback from the Board, edits and revisions have been made to emphasize the individual focus of this survey. The survey will be ready for early April distribution, and the deadline for responses is May 12 to allow the subgroup time to seek robust member participation.

- Annual Member Survey Timeline (revised)

Early April 2017 – distribute survey to NACRO membership (in conjunction with Marketing Committee); promote using email, LinkedIn and the NACRO app

Late May/June 2017 – analysis of results, and provide a teaser for NACRO News/NACROCON App/other social media outlets

July 2017 – finish analysis, draft executive summary report, distribute to internal NACRO Committees, and provide another teaser for NACRO News/NACROCON App/other social media outlets

August 2017 – deliver report to NACRO Membership at Annual Conference

- **Best Practices subgroup** – Co-Leads = Brendan McGinty & Eric Swenson

At the Mid-Winter meeting this subgroup was able to:

- Re-establish a calendar of events leading up to the NACRO annual meeting
- Share design concepts for redesign of Best Practices landing page, list of all best practices, and best practice submission page.
- Connect with the Marketing Committee to discuss how to ensure NACRO brand consistency and website integration as we aim to enhance all things Best Practices. Additional meetings with Marketing are planned for April.

Currently the subgroup is reviewing and requesting changes to the Best Practices pages of the NACRO website (changes will be made by the Marketing Committee). The subgroup has also learned how to record best practices for video format with screen capture to personalize, shorten, and make more retainable best practices. The subgroup co-leads also submitted a session proposal for the Annual Conference that was recently approved. Work in building out that session is now underway.

Through these efforts the Best Practices subgroup anticipates the following outcomes:

- Solicit more effective, “stickier” member best practices through use of media.
- Present outcomes to full Benchmarking Committee, and seek members who can provide new best practices in advance of the annual meeting where a broader appeal for best practices will be made.
- The presentation at the Annual Conference will feature the new website interface and a “how-to” on recording and uploading ‘video best practices,’ and perhaps include time to record some new best practices while at the annual meeting with the captive audience.

- **Gold Standards subgroup** – Co-Leads = Charley Hasemann, Dorota Amin, Kim Jacobs

The Gold Standards subgroup has received financial metrics workbooks from several institutions, and is in the process of analyzing the limited data provided. In addition to the metric workbook submissions, there have been a number of institutions that completed the online non-financial metrics survey via SurveyMonkey. The non-financial metrics work team held a series of informal discussions about this topic during the Mid-Winter meeting. Next steps include the following (with tentative deadlines noted):

- Analyze financial metrics and make recommendations for increasing submission of financial metrics moving forward (completed by 4/1/17)
- Conduct analysis of reported non-financial metrics and incorporate suggestions from Mid-Winter to develop a working session for the Annual Conference in August (session planning to be completed by June) and make recommendations for subsequent assessments (by 4/30)
- Draft a full report on the pilot study to include the following components (due dates for sections are noted below):
 - Summary of the pilot survey approach and method (4/15)
 - Executive summary of the limited findings (5/31)
 - Detailed analysis of financial metrics and recommendations for future financial metrics to be sought (4/30)

- Detailed analysis of non-financial metrics and recommendations for future surveys (4/30)
- Recommendations for the refinement of a survey instrument that will capture both financial and non-financial metrics (5/31)
- Circulate final report to NACRO Board and participant institutions (6/30)
- Prepare for Annual Meeting presentations of this information (6/30)

Early analysis of submitted information has yielded several notable observations. With respect to the survey instrument itself, it has been noted that the granularity of the financial data sought is hard to capture given the variety of ways in which institutions capture and record this information. One clear recommendation will be to ask initially for less granular data regarding financial metrics. Secondly, it has been suggested that we consider using one tool to gather the information rather than two and that we limit the number of data points sought to a few so that completion of the instrument is easier.

In addition to these observations several additional suggestions around non-financial metrics have been discussed, such as the number of faculty consultations, and internal meetings with University stakeholders. Concerns around how these types of activities are captured (or not) have also been raised and the analysis of the non-financial metrics will include some suggestions around which ones matter and how we go about soliciting those data points to endeavor change and metrics clarity across the industry. Lastly, the suggestion emerged to consider soliciting feedback from industry representatives regarding effective engagement from their perspective. These initial findings will be more thoroughly discussed and presented in the full report and analysis.

g. Marketing

- Multiple communication requests/blasts sent to membership. More in queue.
- Working towards creation of “ticketing system” to (hopefully) get these requests on the calendar much more in advance – will provide detail on bod call.
- Website development for different committees (Conference Planning, Professional Development, Marketing).
- Planning some targeted ads
- Newsletter for March sent out, April work has begun.
- Membership requests review/approvals.
- Will have Attendify overview led by Kerry Morris. Recording to save for posterity. Easier to teach new members to the conf. app team.

h. Site Selection

i. Nominating

j. Finance

k. Professional Development

Webinars:

- The next Webinar is April 26th on Understanding Your Product: What You Need to Know in Order to Sell Your Institution. All of the speakers are confirmed and Lindsey Coolidge from University of Ontario will be serving at the moderator.
- The next webinar after the one on April 26 will take place in June and the topic will be company campus visits. The goal is to have all of the speakers confirmed for this session no later than April 17.
- We are now in need of a new subcommittee chair for next year for CR 101 as Lorena plans to step down from this role. Ideally, we would like it to be someone who is already serving on the committee.

Mastery:

- Mastery 2017
Aligning Corporate Relations Strategy with the Strengths of your Institution
Senior Level Cohort
Managing Up, Down, and Sideways: Navigating Politics
Advancing Relationships with Significant Corporate Partners: Advancing Strategic Partnerships
Both Experienced Cohorts
- Job descriptions and applications for facilitators are close to completion

BluePrint:

- In the process of confirming agenda and speakers
- Will highlight 10 years of NACRO

l. Strategic Alliances