

**Board of Directors Meeting
Thursday, May 4, 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

Roger welcomed everyone to the meeting. Allyson called Roll.

Consent Agenda

Roger motioned to approve the consent agenda. Kim Seconded.

MOTION APPROVED

Announcements (If any)

New Business

a. Nominating Committee Update

Ryan shared with the Board the timeline the committee is currently working with along with recommendations for the NACRO slate. Forty nominations were produced by sixteen nominations. Twenty-five of those were unique candidates. The committee developed a key set of parameters for these nominations. Ryan walked through each of the nominations and a Board vote will be held at the next Board meeting on June 1, 2017.

A Board vote determined NACRO would have contested elections for the 2017/2018 Board of Directors slate. Ryan and Stacey will present a recommendation of how the ballot will look for this year.

b. Updates on Committee Goals & Objectives

- Committee: Benchmarking; Co-Chairs: Paul Sturm & Kim Jacobs**

Objective	Milestones	Key Dates
<p>1. Conduct annual member survey and produce summary analysis / report</p>	<p>1. Convene & brief new co-leads; DONE 10/3/16 2. develop production timeline; DONE Nov. 2016 3. review & finalize questions; DONE – general questions finalized Feb. 2017; add'l flex questions finalized 3/3/17; survey loaded Mar. 2017; add'l NACRO Exec Comm changes finalized 3/20/17 4. implement survey; DONE – survey launched 4/25/17 5. analyze results to be done in late-May/June/July 2017 prior to 2017 Annual Conference in Aug.</p>	<p>1. Oct.3; other key dates TBD by co-leads</p>
<p>2. Collect 'good practices' from NACRO membership and maintain Benchmarking portion of website</p>	<p>1. Generate various 'calls-to-action' to NACRO members to collect good practice submissions; not yet done; main call at 2017 conference 2. maintain Benchmarking info (GP & more) on NACRO website not yet done; see changes below 3. subgroup name change to "Best Practices" DONE Nov. 2016 4. decision to initially focus on revising NACRO Best Practices website pages and process of submitting DONE Dec. 2016 5. work with NACRO Marketing Committee to change and update website begun, not yet done; ETA prior to 2017 conference 6. subgroup training on how to create & post videos in support of new submitting process DONE Mar. 2017; more training at 2017</p>	<p>Key dates TDB by co-leads & subgroup team</p>

<p>3. Advance ‘gold standards’ subgroup work on common metrics, leading to a white paper</p>	<p style="text-align: center;">conference 7. present at 2017 Annual Conference</p> <ol style="list-style-type: none"> 1. Convene subgroup & clarify FY17 goals; DONE Nov. 2016 2. create & execute member survey to collect metrics data; DONE – survey distributed 1/27/17 thru Mar. 2017 3. develop white paper or other deliverable to be done in April/May/June/July 2017 prior to Annual Conference in Aug. 4. compile survey results and reassign subgroup team members on various analysis tasks DONE Apr. 2017 5. present at 2017 Annual Conference 	<p>Key dates TDB by co-leads & subgroup team</p>
<p>4. Support ‘gold standards’ subgroup work with a special member survey on metrics</p>	<p>Milestones will be similar to Annual Member Survey but with ‘gold standard’ performance metrics focus DONE – survey distributed 1/27/17 thru Mar. 2017</p>	<p>Key dates TDB by co-leads & subgroup team</p>

- **Conference Planning, Co-Chairs: Tami LaFrance & Alex Pietsch**

Objective	Milestones	Key Dates
1. Positive Conference Experience	<p>Location with ample space for modest increase in attendees Bell Harbor International Conference Center secured Prepared meals with options for those with dietary restrictions Being managed with each secured caterer and with Bell Harbor Engaged host committee We have an active Guest Experience committee that is working closely with Allyson to ensure best possible experience for conference attendees</p>	<p>October 2016 November 2016; December 2016</p>
2. Identify Overall Conference Theme	<p>Send RFPs; Review RFPs; Finalize theme and agenda RFPs were sent on schedule; review was completed at Mid-Winter. Decision made to not determine a theme. Simple draft Agenda was developed at Mid-Winter.</p>	<p>November 2016 December 2016 February 2017</p>
3. Increase Industry Representation	<p>Select West Coast Team; Identify top corporate partners to engage Selected West Coast team to lead Industry sub-committee with the charge to engage regional industry representatives for the conference. There are just a few key West Corporations that we are still trying to secure.</p>	<p>October 2016 December 2016</p>
4. Enhance Affinity Group Experience	<p>Launch Affinity Group Committee Selected a team to review reported challenges/successes of past affinity groups. They have done a thoughtful assessment and have worked to address the challenges for this group.</p>	<p>October 2016</p>

5. Develop Guidebook/Reference resource for Conference Planning Committee	Outline duties; provide notes and suggestions; Develop Timeline; Put online for ease of access for future board members In process.	October 2016 February 2017 August 2017
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• **Strategic Alliances, Co-Chairs: Jennifer Leed Schwartz and Brad Fravel**

Objective	Milestones	Key Dates
1. Develop and implement partnership with AUTM	<ul style="list-style-type: none"> Formed “quick action team” to create partnership charter for BOD review and vote Presented NACRO content at AUTM annual meeting Evaluating Co-Promotion Agreement and joint session at AUTM East Regional meeting 	<ul style="list-style-type: none"> Feb 2nd BOD; Launched QAT on March 13th March 13th On-going
2. Develop and implement partnership with NORDP	<ul style="list-style-type: none"> Created partnering agreement for BOD review and vote Held executive leadership conference call To present NACRO content at NORDP conference 	<ul style="list-style-type: none"> Feb 2nd BOD April 11th May 8-10
3. Develop and implement partnership with CASE	<ul style="list-style-type: none"> Continued partnership activities and provided recommendations for BOD review and vote To present NACRO content at CASE CFR meeting (two sessions) 	<ul style="list-style-type: none"> Feb 2nd BOD May 9-11
4. Develop and implement liaison relationships with other organizations of interest to NACRO	<ul style="list-style-type: none"> Identified more potential partner organizations (NACE and UEDA) Further steps on hold until Strategic Plan is ready 	<ul style="list-style-type: none"> Mid-Winter

c. AUTM & NACRO Media Partnership Agreement

Brad motioned to accept the Association of University Technology Managers (AUTM) and Network of Academic Corporate Relations Officers (NACRO) Media Partnership Agreement. Kim Seconded.
MOTION APPROVED

- **Marketing, Adam J. and Adam C. shared their committee updates.**

Marketing Committee Goals Update

1. Have discussed and recommended expanding membership guidelines to be more inclusive. Have relayed to executive leadership. BOD will have to vote.
2. Member management tools have been reviewed and deemed adequate for our needs. Potential to learn more about the inner-workings but for now it covers all we need.
3. Will be utilizing more towards conference and have discussed directing them towards webinars.
4. Committees have been utilizing the blog option which, in turn, has fed the newsletter. Newsletter team is predominately Curt, Katheryne, and Joe Matope and they deserve much praise for the work they continue to do each month.
5. Utilizing Box.com. Great success so far. Will be an invaluable tool moving forward.
6. Seeing more usage on LinkedIn, more conversations internally to continue.
7. Always a work in progress – Jamie Shattuck and co. do an amazing job with the website.

d. VP of Finance and ASG Contract

Jessica shared with the Board her recommendation to extend the ASG contract for one year and possibly two years.

Jessica motioned to authorize the extension of the ASG contract for at least one year and possibly two years. Adam Seconded.

MOTION APPROVED

Future Business

- a. Summary of PD goals/progress
- b. Vote on officers slate
- c. Present strategic plan

The next BOD meeting will be held June 1, 2017.

Board of Directors Committee Reports
Thursday, May 4, 2017

Committee Update Reports

a. ASG

- 2016/2017 NACRO Board of Directors
 - Compiled the April 6, 2017 Board minutes
 - March 2017 Financials
 - Copies for Strategic Alliances
 - Set up Zoom meetings for Strategic Planning
 - Gathering room requests, AV and supply need for committee's
- 2017 NACRO Newsletter
 - Prepared April Newsletter
- 2017 Annual Conference
 - Completed both registration forms
 - Trying to get catering quotes for Wednesday night reception
 - Responded to approximately 25 emails
 - Answered approximately 11 phone calls
 - Working on all aspects of the annual conference
- Professional Development
 - Webinar
 - Managing webinar registrations
 - Email Lorena registration lists each week
 - Creating invoices for a few members
 - Responded to approximately 35 emails
 - Answered approximately 5 phone calls
 - Master's Class
 - Completed the three applications and registration form
 - Working with co-chairs on catering to get quotes
 - Responded to approximately 2 emails
 - Answered approximately 2 phone calls
 - Blueprint
 - Conference call with Robin – April 4, 2017
 - Working with Robin on catering to get quotes
 - Responded to approximately 2 emails
 - Answered approximately 3 phone calls
- 2018 Annual Conference
 - Sent out the 2018 RFP to the following hotels/conference centers
 - Downtown Marriott Marquis, Omni Hotel, Downtown Hilton and Downtown Hyatt
- 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
- Updated the welcome emails for new members
- Responded to approximately 35 emails
- Answered approximately 9 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 Benchmarking Committee subgroups are all moving their projects forward, working through their respective reports and Annual Conference presentation preparations. This work-phase will continue to July, when drafts of reports will be shared within the committee for peer feedback. The next Benchmarking Committee all-committee conference call is May 12.

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

The 2017 Annual Member Survey will launch on April 25. Please remember to complete the survey, and encourage other NACRO members to do the same.

Annual Member Survey Timeline (revised)

April 25 – survey launches

June 6 – survey deadline; survey open 6 weeks

June 9-July 21 – work on survey analysis and content for the informational handout for Annual Conference

July 24 – get content to Marketing Committee to have 2-sided informational 1-sheet designed; allows time for edits before conference

August 7 – have survey handouts printed in Seattle for Annual Conference starting 8/9

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

The Best Practices subgroup is working on preparations for its presentation at the Annual Conference. Prep tasks include: redesign Best Practices landing page and best practice submission page; develop tools to train NACRO members on how to record best practices in video format with screen capture in order to personalize and shorten best practices, and to make best practice ideas more memorable, retainable.

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

The Gold Standards subgroup is working on a summary report of results from the initial survey, as well as materials in support of its presentation at the Annual Conference. For both financial and non-financial metrics,

the subgroup is working through a summary of suggestions for future improvements/changes as well as summary analyses of the results.

During initial review of the survey results, the subgroup has identified a variety of interesting financial and non-financial performance indicators that will fuel the summary report and provide topics for follow-on conversation with Benchmarking Committee peers as well as NACRO members at the Annual Conference.

g. Marketing

- Communications in high-gear:
 - Newsletter (tons of great work by the team)
 - Registration materials being finalized, hopeful to go out Thursday 4/27
 - Benchmarking survey email going out 5/2
- Finishing up rebranding efforts of Whitepapers with Monte/Strategic Alliances.
- Updating websites as materials come in for conf. planning and webinars (mostly J Schattuck)
- Approving members both formally and for LinkedIn.
- Created Google Calendar with communication dates. Accessible by Slack on the calendar channel. Can add anyone to it. Will be how we accept committee request – calendar is viewable by anyone (editable only by Marketing).

h. Site Selection

i. Nominating

j. Finance

- **Management Services**

The three year ASG contract expires later this year. The Finance Committee recommends a two year extension of the ASG contract. This recommendation ensures continuity with ASG and consistent administrative support for NACRO as we consider implementation of the strategic plan. The strategic plan recommends hiring NACRO's first executive director. This transition may be directly to a full time executive director, or perhaps the first step is a part time role. We value continued ASG support and a level of flexibility (to be determined with ASG) during this time of transition.
- **Sponsorships**

This year, NACRO is considering conference sponsorships for the first time. During this pilot year, the Finance Committee and Executive Committee has assumed duties of a pseudo sponsorship task force. Finance Committee discussed potential sponsorship amounts based on sponsorship levels of other organizations including AUTM. We are open to \$15,000 for receptions or breakfasts, this level would include two conference registrations. We (Finance Committee with consult from Conference Chairs) are also open to a sponsor for Blueprint Day, lanyards and other items.
- Confirmed Travel Partner - Alaska Airlines is providing a 5% discount to NACRO members booking flights through their site.
- Potential Sponsors
 - Booking.com

- Telanto
- Plan to make asks to Elsevier, Salesforce, a couple other companies – we are open to suggestions!
- **Conference Host/Co- Chair Complimentary Registrations**
Finance Committee to discuss the continuation of complimentary conference registration for conference co-chairs as ASG is assuming more conference planning responsibilities. Two Co-Chairs currently receive a total of 6 complimentary registrations.
- Action Items for 2017-2018 Finance Committee
 - Travel Policy - Need to formalize the travel reimbursement policy – per diem/hotel rates/state dept rates etc.
 - Independent Audit

k. Professional Development

I. Strategic Alliances

Multiple Strategic Alliances subcommittee conference calls held throughout April 2017 with a full committee call held on April 18th. Discussions primarily focused on numerous subcommittee deliverables each of the four subcommittees (AUTM, CASE, NORDP, and Communications/Liaisons). Brief updates of current progress with highlights are:

AUTM – (Fravel, Zanewicz), with Haroldsen

- March AUTM Conference session with Brad, Victor, Mike Rondelli and Melissa Erickson was extremely well-received.
- Desire by AUTM for us to repeat session at fall regional meeting.
- Quick Action Team Meetings (monthly starting in March): to generate whitepaper about future collaborations to go to AUTM & NACRO boards for approval (i.e. cross-promotion, webinars, leadership forum, etc.)
- Media alliance/co-sponsorship of conferences is circulating.
- Trip report by Brad and Victor nearly complete.
- AUTM 2018 conference session proposals due tomorrow; discussion and decision to resubmit

NORDP – (Burns, Morris), with Schwartz

- NACRO session with Brent, Kerry, Peggy Sundermeyer and Eileen Murphy coming together for May 8-10 NORDP conference. Same session will be flipped for NACROcon.
- Slides – using template and previous presentations provided
- Print materials: one-pager & whitepaper exec summary flyers will be mailed to Brent by Brad.
- When whitepapers are finished, Brent can print out 15 copies of each to bring.
- Discounted conference registration offer has not received any NACRO takers yet.
- NORDP-NACRO Leadership meeting was extremely helpful for info exchange (re: strategic planning). Lots more potential joint activities being considered (webinars, whitepapers, advocacy, etc.)

CASE – (Lynch, Schwartz), with Seevers

- Two NACRO sessions at upcoming CASE CFR Conference May 9-11; one moderated by Kathy and one by Melinda.
- Distinguished from other sessions by being NACRO-branded, based on NACRO collective wisdom, and not just the individual experience of the presenters.
- Finalizing slides. Will use print collateral (one pagers), and electronic collateral (full white papers).

Communications/Liaisons – (Ard, Haroldsen), with Schwartz

- Subcommittee finalized slide template, one-pager and Five Essential Elements whitepaper exec summary flyers.
- Working with NACRO Marketing Committee and Monte now to finalize three more full white papers with new NACRO branding.
- NACRO blog posts about NORDP and CASE alliances have also gone into NACRO E-newsletters and LinkedIn group posts.