

**Board of Directors Meeting
Thursday, June 1, 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

Steena Hymes, Charles Hall

Welcome & Call to Order

Roger welcomed everyone to the meeting. Steena called Roll.

Consent Agenda

Roger motioned to approve the consent agenda. Brad Seconded.

MOTION APPROVED

Announcements

a. Conference Planning Update on Keynote

Tamara and Alex provided an update on conference planning.

Tamara updated the board on keynote speakers: David Ku with Microsoft and John Blazey with Boeing will be speaking on Friday. Bill Ayer with Alaska Air Group and Scott Carson with Boeing will be speaking on Saturday.

Alex updated registration numbers: 130 registrations, room blocks are nearly sold out.

Jessica reported that registration opened longer this year than previous years, but 2017 is ahead of 2016 and right behind 2015.

There are currently 30 registrations for Blueprint. Last year had a total of 113 registrations.

Jill updated the board on mastery registration numbers: Session 1: no registrations, Session 2: 2 registrations and Session 3: 7 registrations. Need to have 15 per session.

Old Business

a. Nominating

Ryan updated the board on nominating. The only change to the slate is the addition of Susan Fonseca under Member at Large, for a total of 3 spots. Ryan opened the addition for conversation. The nominating committee made a motion to accept the slate for the 2017-2018 election. Mona seconded the motion. MOTION APPROVED. The slate will be distributed to membership June 15 or June 30 for voting.

New Business

b. Present Strategic Plan

Roger and Todd presented the strategic plan. The key proposals were:

1. NACRO memberships will expand to include all stakeholders in academic-university relations without screening and will have one membership class – “Member.”
2. Marketing Committee will no longer manage membership and will focus on marketing communication.
3. Strategic Alliances will be renamed Membership and Outreach and will be responsible for growing membership beyond Research 1 institutions and ensuring that alliances with partner organizations enhance the value of membership.
4. Conference planning co-chairs will no longer be appointed and will serve overlapping terms like all other co-chairs.
5. NACRO will offer professional development in multiple formats (in person, virtual and asynchronously) with content curated to support all members – early, mid and advanced career).
6. NACRO will hire an Executive Director to lead the organization’s strategic development and direct the association management group’s efforts.
7. Membership and conference fees will be adjusted to market values; non-members will be charged a premium for conference and professional development offerings.
8. Benchmarking Committee will develop a robust salary survey and standard corporate support metrics and ensure NACRO is the go-to source for standards of effective corporate engagement.

Roger and Todd opened the floor for a brief Q&A.

Roger said they will bring draft revisions of the bylaws at the next board meeting.

Closing Remarks

Roger updated the board on ASG staff changes. Steena Hymes will transition into Allyson Williams’ role.