

**Board of Directors Meeting  
Monday, January 22nd, 2018**

**Board Members Present**

**(those present denoted with underline)**

Mona Ellerbrock, Jessica Watts, Todd Cleland, Roger VanHoy, Adam Johnson,  
Megan Greenawalt, Paul Sturm, Kim Jacobs, Adam Causgrove, Curt Hadley, Robin Seth  
Shah, Brad Fravel, Victor Haroldsen, Megan Puzey,  
Tarsha Whitaker Calloway, Susan Fonseca, Julie Brandis

**Others Present**

Steen Hymes

**Welcome & Call to Order**

Mona welcomed everyone to the meeting. Steena called roll.

**Consent Agenda**

Kim motioned to approve the consent agenda and minutes. Megan G. seconded. The financial report is postponed the Jan. 24<sup>th</sup> meeting.

MOTION APPROVED

**Announcements**

- a. The Bootcamp meeting was held earlier in the day with 83 registrants.
- b. Roger suggested using the NACRO logo without the byline in an effort to rebrand to all audiences – not just academic audiences. A discussion was had about branding verbiage used to explain the organization. Roger suggested, “A Professional Organization for Corporate-University Relations Professionals.”

**New Business**

- c. **Nominating Committee Update:** Roger and Todd are working on filling open positions for the 2018-2019 year. To date, there are 14 nominations for 8 positions. 11 of those are unique individuals. There are at least 2 nominations for each position except for marketing which has 1 and professional develop which has none. Julie Brandis self-nominated herself for the PD position on the call.
  - a. Roger and Todd asked that all board members nominate at least 1 person.
  - b. Steena will email the nominating form out to the Board.

- d. **Site Selection Recommendation:** Megan G. formally submitted the Site Selection Committee's recommendations for the following meeting sites: 2019 MW – New Orleans, 2019 AC – Pittsburgh, 2020 MW – Phoenix, 2020 AC – Minneapolis.
  - a. Site Selection is working on a formal RFP to send out to those cities to start the venue selection process.
  - b. Discussion was had about if moving away from meeting date ranges used in the past. For the next two years, the traditional date ranges will be kept, but it can be up for consideration for future years.
  - c. Roger moved that the Board accept the recommendation of the Site Selection Committee on meeting locations for 2019 and 2020 Mid-Winter and Annual Conference. Board agreed unanimously. MOTION APPROVED.
- e. **Role of Board Members:** Discussion was had about how to avoid "burn-out" or "flat-lining" within NACRO's leadership. How do we keep members engaged and motivated?
  - a. ASG/Steena will help coordinate meeting dates/invites for committee meetings to take that off of committee chairs.
  - b. Board members were tasked with identifying members and grooming those individuals for future leadership positions.
  - c. Time at Mid-Winter should be spent reenergizing committees and interest. Megan G. and Adam J. will address this in the Leadership Pipeline talk.
- f. **Mid-Winter Success:**
  - a. Conference Programming will have a draft agenda for Annual Conference.
  - b. Marking will draft a 2018 communications calendar with target dates and action items.
  - c. Marketing will also brainstorm strategies on how to reach a broader audience.
  - d. Professional Development will set dates for PD activities through August, including webinars.
  - e. Benchmarking will work on the annual survey timeline as well as White Paper and Gold Standards strategies.
  - f. All committees should tie goals into the Strategic Plan.

### Old Business

- g. The Executive Committee has approved Roger to use funds to hire an attorney to help develop an I.P. Policy.

### Closing Remarks