

**Board of Directors Meeting
Thursday, November 1, 2018**

**Board Members Present
(those present denoted with underline)**

Megan Greenawalt, Adam Johnson, Adam Causgrove, Jamie Shattuck, Mona Ellerbrock,
Jessica Watts, Megan Puzey, Dana Ulrich, Victor Haroldsen, James Zanewicz, Katheryne
Rehberg, Joe Matope, Kim Jacobs, Charley Hasemann, Robin Seth Shah, Susan Fonseca,
Melissa Erekson

Others Present
Steena Hymes

Welcome & Call to Order

Megan G. welcomed everyone to the meeting. Steena called roll.

Consent Agenda

Kim motioned to approve Consent Agenda. Mona seconded.
MOTION APPROVED

Announcements

- a. **New Fiscal Year:** The 2018-2019 FY starts today; Nov. 1, 2018 – Oct. 31, 2019.
- b. **Upcoming SUNY Programming:** Four NACRO members will be participating in the panels and about 150 attendees are expected. This includes Jessica Watts and Mike Harding, who will repackage previous NACRO presentations at SUNY.

New Business

- a. **MidWinter Update:**
 - I. Jamie reminded committee chairs to send their invite list to Steena for the MidWinter invite.
 - II. A reception will be held Tuesday night at Crescent City Brewhouse with drinks and appetizers.
 - III. Board members need to reach out and engage with new attendees and encourage their continued involvement in NACRO.
 - IV. Bootcamp is all day on Monday. MidWinter will be all day Tuesday and will wrap-up at 12:30 on Wednesday, with a Board Meeting afterwards ending around 2pm.
 - V. An informal meet-up will be held on Monday night after Bootcamp – still determining location.
 - VI. If any Board members are not able to attend, let the ExComm know.

- b. Finance Committee:** The Finance Committee has recommended an investment plan moving forward.
 - I. The current recommendation is to invest a portion of the organizations excess cash reserves equally each in four CDs: 3-month, 6-month, 9-month, and 12-month.
 - II. The CDs would be continually reinvested after each term. Any changes in investment would be brought to the Board for approval.
 - III. Expect to make about an additional \$3,000 this year, a conservative amount, but plan to grow that in future years.
 - IV. Board members requested a proposal for review before having an official Board vote and approval. Adam C. will work with Roger VanHoy on putting together an official proposal for review before the December Board meeting.
- c. Professional Development Update:**
 - I. Mastery is working on a survey to send to past attendees to evaluate how to restructure and move forward with the Mastery program.
 - II. The second webinar has been confirmed to take place on December 12.
 - III. The Bootcamp subcommittee is working on the MW program and Conference Program.
 - IV. PD is still looking into the option of offering corporate relations certifications and hope to discuss this more at MW.
 - V. Victor discussed the opportunity to work with PD to do a webinar on Bootcamp and discuss how it's a tool to create CR functions at a university. Target this at the leadership/dean level. Robin said the summer may be a good time to explore that, MW may be too soon.
 - VI. PD and Marketing will work together to create promotional video for Bootcamp.
 - VII. Robin announced she will be stepping down as the Professional Development Chair. She will not attend MW, but will remain on the PD committee in a consulting role. The Nominating Committee will work on making a recommendation for a PD Chair replacement.
- d. Sponsorship Activity:**
 - I. No sponsorships have been committed yet, but 10 asks have been made so far for sponsorship.
 - II. Alexa Hansen has joined the sponsorship task force.
 - III. Steena will send out the sponsorship one-pager and email template to Board members if they want to make some asks.
- e. Nominating Update:**
 - I. The nominating committee has revised the call for nominations on survey monkey with additional questions asking for references for ExComm nominees.
 - II. The call for nominees will go out in the November Newsletter with a reminder at the end of the month.
 - III. Discussing a process to put in place for filling interim positions.
 - IV. Hope to have a recommendation for PD Chair in December and vote on that nominee at the December Board Meeting.
- f. Conference Programming Update:**

- I. Contracts have been signed with the Andy Warhol Museum and the Heinz History Center for the welcome reception and the member reception at the 2019 Annual Conference.
 - II. Call for proposals have been sent out. Dana encouraged Board members to submit RFPs, even if they are repeat sessions from previous year.
 - III. CP is looking at doing three concurrent sessions instead of four.
 - IV. CP and M&A are working together on needs for the strategic alliance groups.
- g. Marketing – Monte Update:**
- I. Marketing subcommittees are all very active, especially on social media.
 - II. Monte has suggested focusing on member retention and industry member growth. Monte will present strategies targeting those goals.
 - III. Marketing and Monte will connect with monthly phone calls.
 - IV. Call for newsletter content from committees.
 - V. Reminder to share LinkedIn ads and to share NACRO content rather than “liking” it. Sharing reaches a broader audience.
- h. Engaging Industry:**
- I. Discussed continued strategizing on engaging industry and how to make NACRO valuable to industry.
 - II. “Work” opportunities over “educational” opportunities: Industry doesn’t have dedicated time for education opportunities only - NACRO needs to offer business opportunities for industry to get involved.
 - III. M&A is looking into a partnering platform that will allow one-on-one meeting opportunities at annual conference that will connect industry attendees.
- i. Industry Only Affinity Group:** M&A want to see an affinity group session open to industry individuals only. The registration form can push logic that will only let industry members choose that affinity group session.