

**Board of Directors Meeting
Thursday, December 6, 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, Susan Fonseca, Stacey Willenborg
Melissa Ereksen,

Others Present

Tracey Wischmeyer, Steen Hymes

Welcome & Call to Order

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

Consent Agenda

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

Financials

Charley motioned to approve October financials. Kim seconded.
MOTION APPROVED

Announcements

- a. Adam C. and Jess attended SUNY, with a strong representation of NACRO; the meeting was a good opportunity to put NACRO on people's radar.

New Business

- a. **Nominating Update:**
 - I. The nominating committee moves that Stacey Willenborg be appointed as PD Chair, replacing Robin Shah. Stacey is a previous NACRO President, Committee Chair and current PD committee member.
 - II. Mona motioned to approve Stacey's appointment as PD Chair. Adam C. Seconded. Motion Approved.
- b. **Marketing Chair/Chair-Elect Interim**
 - I. Tracey Wischmeyer has stepped into support the chair and chair-elect of the Marketing Committee when Joe and Katheryne take their respective leaves. She will be joining the Board calls through the remainder of the year in an observer role.
- c. **Finance Update:**

- I. The VP Finance and the Finance Committee moves the ASG be instructed to open an account for NACRO at TIAA Bank; to fund this account with \$100,000; to purchase one \$25,000 3mo CD, one \$25,000 6mo CD, one \$25,000 9mo CD, and one \$25,000 1yr CD; and then to roll the proceeds of each maturing CD into a new 1yr CD until instructed otherwise by the VP Finance.
- II. Adam C. motioned to accept. Kim seconded. Motion Approved.
- d. IP Policy Draft:**
 - I. Victor will circulate a formal IP Policy draft for the Board to review and vote on at the January Board Meeting.
- e. Membership & Alliances Update:**
 - I. Victor presented an option for a partnering platform that will allow attendees to set up one-on-one meetings at the Annual Conference, hopefully attracting industry attendees. This would be separate from the current Attendify app.
 - II. An outreach letter will be mailed and email to new members; also plan to start connecting with people in LinkedIn.
 - III. Alliance folks have requested that there be a NACRO presence at meetings (NORDP, AUTM, etc.)
- f. Benchmarking Update:**
 - I. Benchmarking plans to hire a student intern to assist with data management and analysis of survey tools. A suggested scope of work was shared with the Board. The intern would only be needed for half of a year.
 - II. Gold Standards subcommittee is moving forward with metrics and survey tools. Kim asked the Board to review those materials which were in the board report and provide any feedback.
 - III. Industry Survey subcommittee is in the process of finalizing the survey. A copy of the survey will be presented to the Board for feedback in the coming weeks.
- g. Bootcamp Update:**
 - I. Almost all speakers are confirmed, and bios and photos are being collected. These will be shared with Marketing.
 - II. Registration numbers could be improved. Emails have been sent to targeted groups including regional contacts. Board members were asked to circulate LinkedIn posts.
 - III. Marketing has plans to create a Bootcamp promotional video.
- h. Sponsorship Activity**
 - I. Two companies have signed on as Annual Conference sponsors: Deloitte and Higher Talent.
 - II. More companies have been added to the prospect google doc.
- i. Conference Program Update:**
 - I. CP has received 8 proposals.
 - II. The committee is working through identifying keynote speakers and industry speakers. They have some ideas and a working list, but nothing concrete yet.
- j. Marketing – engaging Monte:**
 - I. Monte is creating an industry landing page on the NACRO website.
 - II. Monte is also willing to put together a promotional video if NACRO can send content to them.

k. Award Update:

- I. Melissa is leading award initiatives. She suggested moving forward with 2 awards instead of 3 as originally proposed. This conversation has been tabled until a future meeting.
- II. A slack channel will be created for award discussions.

l. Industry Engagement Plans

- I. An ad-hoc group of around 15 people has been created to focus on industry engagement efforts across all committees with the goal to create a united and uniform strategy.