

**Board of Directors Meeting  
Thursday, April 5th, 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, Katheryne Rehberg,  
Robin Seth Shah, Brad Favel, Victor Haroldsen, Megan Puzey,  
Tarsha Whitaker Calloway, Susan Fonseca, Julie Brandis

**Others Present**

Steen Hymes

**Welcome & Call to Order**

Jess welcomed everyone to the meeting. Steena called roll.

**Consent Agenda**

Victor motioned to approve March minutes. **Todd** seconded.

MOTION APPROVED

Roger motioned to approve February financials. Todd seconded.

MOTION APPROVED

**Announcements**

- a. The Board welcomed Katheryne Rehberg to the Board, taking over Curt Hadley's position.
- b. Professional Development shared that the first webinar was a success.

**New Business**

- c. **Nominating Committee:** Postponed to a special meeting to be scheduled.
- d. **Conference Planning:**
  - a. The addendum to the contact regarding space changes at Hyatt has been signed.
  - b. One more walk-through at the Hyatt and Emory is scheduled on May 8.
  - c. Space has been secured at Emory for professional development day. Talks are still being had regarding costs for Cox Hall.
  - d. All session authors have been notified, full session details are due April 20.
  - e. Registration and the hotel block will open April 16.
  - f. Programming on the last day will go until 5pm, rather than a half day as in the past.
  - g. Tarsha said the Board may need to help in securing speakers.
  - h. A tentative schedule will be public once registration is open.

- i. Membership and Alliances is working on a regional list of potential attendees to contact.
- e. **Benchmarking:**
  - a. Membership survey responses are at 273 which is the highest response rate. Goal is still 300.
  - b. Industry Perspectives: Benchmarking has identified 51 different individuals from 44 different companies as contacts. They hope to take a deeper look at a few for case studies.
  - c. Benchmarking asked Board members to provide one company and one contact.
  - d. Financial Metrics and Gold Standards: 7 institutions have been targeted for interviews.
- f. **Opening Membership:**
  - a. Discussion was had about how to attract industry folks and be more welcoming. Marketing is working on promotional strategies. Adam J asked that promotional content emphasize industry/academic collaboration and unity.
  - b. Discussion was had about compiling a list of industry prospects and options regarding buying a list.
- g. **Professional Development:**
  - a. Webinar 1 had 40 registrations. Webinar 2 will be April 26.
  - b. The Bootcamp agenda will be finalized mid-April.
  - c. Mastery is offering two courses: "Mastery 5" and "Mastery 10". Mastery 5 is for those with at least 5 years of experience and will focus on Leadership. Mastery 10 is for those with 10 years of experience and will focus on roadmapping. Applications for both have been created.
  - d. Robin said webinar 3 is coming together and PD wants to look into getting headsets for speakers for better sound quality.
  - e. Overall PD has a lot of ideas on the table but they need more participation and people on the committee. Right now, there is a lot of ideas and work but not enough people to help.
- h. **Sponsorship Update:**
  - a. A sponsorship one-pager is being finalized. NACRO will offer three levels: Gold (\$10,000), Silver (\$5,000), and Bronze (\$2,500).
  - b. The one-pager will be sent out to the Board. Board members were asked to provide prospects and contacts.
- i. **Board Manual Update:**
  - a. The Board Manual is down to 37 pages from 133 pages. Susan plans to have it completed by May Meeting.

**Old Business**

- j. **Site Selection:**

- a.** 11 proposals were received from New Orleans and Site Selection has narrowed it down to 7. The committee is going to split the remaining options and dig into those proposals to narrow it down further.
- b.** The Pittsburg Annual Conference RFP has been sent out, and 3 proposals have been received. The date chosen for the conference are not widely available so alternative dates have been opened up in order to receive more proposals. Those will be reviewed in May.
- c.** Site Selection plans to send out the Mid-Winter 2020 RFP in May.