

**Board of Directors Meeting
Thursday, July 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 Fravel, Victor Haroldsen, Megan Puzey,
Tarsha Whitaker Calloway, Susan Fonseca, Julie Brandis

**Others Present
Steena Hymes**

Welcome & Call to Order

Jess welcomed everyone to the meeting. Steena called roll.

Consent Agenda

Kim motioned to approve June minutes. Adam C. seconded.

MOTION APPROVED

Brad motioned to approve April financials. Paul seconded.

MOTION APPROVED

Announcements

- a. Jessica has accepted a position at UNT and will be transitioning into her role the week of conference.
- b. Committees were reminded to organized and update their Box folders with relevant materials to assist with continuity year to year.
- c. A Parking Lot channel was created on Slack as a thinking space for future conference ideas and conversations.
- d. Kim Jacobs will be transitioning into a new role at UF.

New Business

- e. **Nominating Committee:** Candidates have been notified of the election results.
 - a. **Year-end Review:**
 - i. Success: Larger pool of candidates than previous years and more contested races.
 - ii. Success: Documented and published criteria for each positions.
 - iii. Success: Collaboration with Marketing Committee.
 - iv. Success: Created more transparency surrounding process.

- v. Opportunity for improvement: How to increase voter turnout in the future. Less than 20% of membership voted.
 - vi. Future Suggestions: Should campaigning be allowed?
- f. **Conference Programming Update**
 - a. Conference is close to finalized – working on filling a few holes for affinity and panels. Ann Kramer with IBM has been secured as plenary speaker on Thursday.
 - b. Registration is at 320, 76 for Bootcamp and 18 for Mastery.
 - c. Hotel room block is nearly full.
- g. **Committee Accomplishments & Lessons Learned**
 - a. **Professional Development:**
 - i. Successful webinar offerings; need to evaluate timing of webinars next year.
 - ii. Launched a successful MidWinter Bootcamp
 - iii. Need to improve marketing efforts for offerings.
 - iv. Need to evaluate the future Mastery series.
 - b. **Membership & Alliances:**
 - i. Moved to an open membership model.
 - ii. Increase visibility with strategic partners through conferences (NORDP, AUTM) and reciprocal advertisements
 - iii. Personalized outreach to new members (email, letter, phone calls).
 - iv. Identified academic and industry prospects and reached out to those individuals with emails and phone calls.
 - c. **Benchmarking:**
 - i. Record high number member responses. This may be due to the gift card incentive offered for participating.
 - ii. Used tool that created visuals created around salary data.
 - iii. Need to find a way to manage data collected over the years and make that data available to members and researchers.
 - iv. Consider the Benchmarking Committee and how to streamline efforts to achieve goals laid out in the Strategic Plan.
 - d. **Marketing:**
 - i. Began publishing LinkedIn ads
 - ii. Newsletter has grown and content is improving
 - iii. Posting more regularly on social media
 - iv. LinkedIn group has grown
 - v. Increased number of communication pieces that go out and will need to redefine how budgets/time are spent as Marketing crosses lines with other committees.
- h. **Industry Engagement Update:** Brad will gather industry individuals at the Annual Conference to gain their feedback. Asked for ideas on the kinds of questions should be focusing on and gaining valuable information.
- i. **Confidentiality of Member Data:** postponed to next meeting.
- j. **Fall Webinar:** UC Davis will coordinate a fall webinar on IP and speakers have been secured. Will be held in September and promoted at the Annual Conference.

- k. Site Selection:** The Westin has been recommended for the 2019 Annual Conference location. Dates: July 16-18. RFP has been distributed for 2020 MidWinter in Phoenix.
- l. Update on IP Form:** Postponed to next meeting.