

**Board of Directors Meeting
Thursday, September 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, Robin Seth Shah, Susan Fonseca,
Melissa Erekson

**Others Present
Steen Hymes**

Welcome & Call to Order

Adam J. welcomed everyone to the meeting. Steena called roll.

Consent Agenda

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

Financial Packet

Megan G. motioned to approve the July financials. Katheryne seconded.
MOTION APPROVED

Announcements

- a. **Updates: IP Policy, Data Management Policy:** A working group is reviewing an IP Policy which was drafted by a law office. They are also working on a data management policy.
- b. **Sponsorships:** The ad-hoc group created for sponsorship efforts met and are preparing materials to present to the Board in October.

New Business

- a. **Membership and Alliances:**
 - I. NACRO was offered the opportunity to collaborate with AUTM and Praxis Auril on organizing a joint meeting in Dublin next year, potentially in spring. Each organization would commit to having 20 people there and cover any financial risks if attendee numbers are low. This would expand NACRO's presence on an international level, but it may be difficult to find 20 individuals on behalf of NACRO who are able to attend.

- II. An individual with SUNY reached out to see if NACRO would send a few speakers to provide content at a corporate engagement bootcamp hosted by the SUNY System in December.
- b. **Parking Lot Compilation:** A PDF summarizing items captured in the “parking lot channel” around the conference has been posted on the Board Slack channel. Committees were asked to review suggestions and consider if things could or should be added into their work this year.
- c. **Committee Budgets/Finance Requests:** Committee budget templates are due to Adam C. September 17th. These need to be approved at the Oct. Board Meeting.
- d. **Update from Consulting Call with Monte:** Marketing had a productive call with Monte to discuss how they can assist with NACRO’s goals moving forward, including growing and expanding membership. As one suggestions, Monte recommended leadership establish specific and measurable goals to discuss further in generating a strategy.
- e. **Conference Programming Update:**
 - I. A site visit to Pittsburgh is planned on Oct 3, 4. Visit includes the Westin and off-site reception venues.
 - II. Discussion was had on feedback from the post-conference survey. A few specific items discussed include:
 - i. Providing content that is attractive to individuals of all experience levels. Should a subcommittee be formed to work on this, or should NACRO offer different tracks at the conference?
 - ii. Food: quality vs. costs.
- f. **Professional Development Update:** The first webinar will be Sept 20. Marketing has been pushing LinkedIn ads. Webinars are planned for November, January and April.
- g. **Request for NACRO Book Endorsement:** Morgan Clevenger has asked if NACRO will endorse a book he is publishing on corporate engagement in which he used NACRO materials in his research. There is an opportunity for NACRO to be perceived well through the book, and excomm will be following up and requesting a copy of content.
- h. **NACRO Service Awards/Honoring Mary Beth Maddox:** NACRO will create a service award in memory of Mary Beth Maddox to award annually, possibly including a monetary donation. The first service award will be awarded to Mary Beth posthumously. Also proposed are additional awards to be presented annually for early career/rising star, volunteer of the year, or lifetime impact.
- i. **BOD Minutes behind Firewall:** Vice Presidents to review minutes for confidential items before they are posted online.