

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS  
NATIONAL ORGANIZATION OF RESEARCH DEVELOPMENT PROFESSIONALS**

**Tuesday, October 27, 2020**

President Kimberly Eck called the regular meeting of the Board of Directors, National Organization of Research Development Professionals (NORDP) to order at 1:34 pm Central on October 27, 2020.

The following Directors were present at the meeting: Eva Allen, Joanna Downer, Rachel Dresbeck, Kimberly Eck, Faye Farmer, Jerilyn Hansen, Jill Jividen, Kim Littlefield, Jennifer Lyon Gardner, Anne Maglia, Nathan Meier, Michael Preuss, Paul Tuttle, and Etta Ward. Immediate Past President Karen Fletcher also was present. Director Anne Pascucci was absent.

**Board Culture Anchor of the Month:** Assume Positive Intent

**Culture Anchor for Next Month:** Practice Open, Clear, Effective and Respectful Communication

**Consent Agenda:**

- Approval of draft September 22, 2020 Board Meeting Minutes – Eck
- Financial Report – Hansen
- Strategic Plan Priority KRAs:
  - KRA 3.1 (RD101) – Joanna Downer; status: green
    - Joanna will be official champion for RD101, with support from Faye for organizing. Long term goal is to develop professional development content strategy across the continuum.
  - KRA 4.1 (Inclusive Excellence Plan) – Etta Ward; status: yellow
    - A little behind on meeting schedule with Gretchen Kiser and John Barfield to finalize the living document of a plan. Once that plan is drafted, it will be provided to the Board for review.
  - KRA 4.3 (Membership Scholarships) – Nathan Meier; status: red
    - Eck asked Sarah Messbauer and John Barfield to work together on promoting the scholarship program and developing a formal application process; this is behind schedule. Need to recruit more people to help move this forward and define scholarship recipient criteria.
    - Two sponsors are willing to provide scholarship support
    - There are some graced members who are actively engaged but have not been able to pay their membership
    - Ward mentioned the need to ensure that the application process isn't too arduous. Ward and Tuttle previously shared with SM and JB copies of conference travel award applications/rubric to use as possible template for the member scholarship.
    - Discussion ensued about whether Board should take it back into our own hands to draft the application, since we have a November deadline we want to meet for our funders.
    - Preuss and Tuttle volunteered to help execute to get the application drafted.
    - **Action: Ward** will let SM know that a team of Board members will help to get this done.
- Committee Reports:
  - Member Services – Tuttle
    - Included Academic Medical Centers' quarterly report, uploaded by Downer
    - MSC wanted to know what the best method would be to reach out to VPRs, VCRs. Concerned about survey fatigue. Seeking Board input on how to attend to VPR, VCR needs. Does Board prefer survey, focus group, individual interview?

- Dresbeck recommended going through professional associations that VPRs belong to, such as APLU. Also recommended that MSC interview Alicia Knoedler first, since she has led VPR/VCR APLU training.
- Mentoring – Farmer
  - Professional Development – Downer
  - Revenue & Finance – Hansen
  - Communications Working Group – Dresbeck
  - Strategic Alliances – Dresbeck
  - Executive Conference Committee - Jividen
- Ward moved (seconded by Tuttle) to approve the consent agenda. The motion passed unanimously.

**General Announcements:**

**Update on Certification/Credential Taskforce Activities – Farmer**

- Faye posted a memo re: certification to Basecamp, encourages all to read.
- **Action: All Board members** to read the document, include this as discussion item for next month's agenda.

**RD101 Update – Jividen/Downer**

- A budget was approved to get RD101 going. PD can use these funds as needed toward RD101, sending invoices to the Treasurer (Hansen).
- Obtained a bid from an instructional designer. Preuss commented that the quoted hourly rate seemed high. RD101 working group will plan to send out for multiple bids through an RFQ. Preuss volunteered to draft the RFQ; will look at Farmer's RFP for event management from summer 2020 for guidance.
- Downer will be succeeding Jividen as Board liaison for RD101.

**Discussion Items:**

**Great Lakes Regional Meeting Discussion – Eck**

- Eck reviewed the evolution of discussions surrounding the Great Lakes Regional Meeting, which has been postponed.
- There was a breakdown in communication between FPMR, who was handling logistics for the event, and the GL planning committee. Jividen intervened to offer some solutions, as did Laura from FPMR, but didn't find a satisfactory solution to open registration for the first day of the event to the entire NORDP community, while conveying that GL region and Indiana University staff were the organizing forces behind the event.
- Ward, who had co-organized the event, explained that GL volunteers were frustrated in working with FPMR, as deadlines were missed and deliverables left unattended. Jividen acknowledged that tech hiccups have occurred this year as NORDP has transitioned to all-online events.
- **Action item: Executive Committee** will draft out more clearly what tech services FPMR can provide for non-national events. FPMR is working on a Zoom guidebook for NORDP events managed at various levels (committee, national, regional, Board).
- Dresbeck noted that an internal communications strategy is needed, including how Board communicates to membership. Allen asked whether there is a position on the Board responsible for effective communication to the membership. Dresbeck said that the work of taking on institutional communications would be excessive for any volunteer and that a dedicated comms specialist is needed.
- Ward articulated two outstanding questions: How do we make it clear to members that the Board is accessible to them? How do we give members a voice in these instances?

- Downer observed that this situation highlighted the difference between what Board votes upon vs. how FMPR chooses to, or is told to, implement the outcome of the vote. How can the Board ensure that communication between FPMR and membership meets Board standards, without micromanaging?

**Follow-Up Board Retreat Discussion: Marketing/Communications Plan** - Hansen/Jividen

- NORDP is moving toward a more standardized newsletter model, including standardized announcements from committees.
- Dresbeck noted that NORDP needs a content management strategy for its website, and that expert help is needed to devise the strategy as well as write the content.
- Need to consider whether NORDP would ever want to migrate away from the Memberclicks (MC) platform. MC platform is not ideal for sending mass communications to membership; not as intuitive as other platforms like MailChimp.
- Committees can use the CWG [Request for Communications](#) GoogleForm to get access to subsets of members via MC platform. Although privacy guidelines prevent FPMR from sharing certain member profile information directly with committees, committees can send a comms request to CWG, who can distribute messages to specific subsets of MC listservs.

**Fundraising Concept** – Rachel Dresbeck

- A group of NORDP fellows and others have been working on a plan for fundraising, considering a couple options where member-donors can direct their funding. These funds could be spent in the near-term, and also put toward a future endowment.
- The group is considering the logistics of how people can donate to NORDP at junctures other than membership sign-up/renewal, since university purchasing cards usually won't allow donations.
- Meier noted that restricted vs. unrestricted giving is an important distinction to work out in establishing such a mechanism.
- **Action: Fundraising working group** to bring written proposal to Executive Committee, to be posted on Basecamp by Exec Comm ahead of the next Board meeting.

The following agenda items were pushed to the next month's Board meeting due to time constraints:

- Strategic Plan as a Living Document - Kimberly Eck
- Strategies for External Engagement in the Current Global Climate - Kimberly Eck/Rachel Dresbeck

There being no further business, the meeting was adjourned at 3:30 pm Central (motion: Ward; second: Tuttle).

Respectfully submitted,  
Jennifer Lyon Gardner, Secretary

**Note:** The next Board Meeting is scheduled for Tuesday, November 17, 2020 at 1:30 p.m. Central; 12:30 p.m. Mountain; 11:30 p.m. Pacific; 2:30 p.m. Eastern.