



**NACRO News**

April 2021

### **2021 Virtual Conference NACRO Annual Conference**

#### **Registration Opens April 20**

- The conference will be hosted on [Remo](#) and offers three days of programming July 13 -15, 2021 from 11 a.m. – 5 p.m. EST.
- Each day will include a keynote speaker, networking opportunities, and concurrent sessions featuring a variety of best practices and useful tips for corporate relations professionals. Visit the NACRO [website](#) to see a list of this year's sessions.
- Early-bird rate: \$300 for members; \$400 for nonmembers who register by June 15. After June 15, prices increase to \$350 for members; \$450 for nonmembers.
- New this year – institutional registration! Members may purchase discount codes for anyone at their institution to attend the NACRO Conference at a reduced rate (regardless of NACRO membership). Spread the word and share this year's NACRO Conference with your colleagues! Details to come when registration opens on April 20.

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#### **Industry Survey Launches This Week**

NACRO is conducting an Industry Survey. This survey assesses what our counterparts in the corporate world see as their priorities, trends, and concerns regarding academic-industry engagement. We conducted our first Industry Survey in 2019. Revisit the Survey Results & Research Report [HERE](#).

The 2019 survey received 149 responses - we need your help to reach our goal of 300 responses! You will be receiving an email with a shareable link to the survey that may be copied and pasted into an email to your industry contacts. It is that easy for you to help us collect insightful data from our corporate counterparts!

High level results and trends will be shared by the annual conference for NACRO members and all industry contacts who complete the survey. Questions? Contact Industry Survey Lead Jessica Watts ([Jessica.Watts@unt.edu](mailto:Jessica.Watts@unt.edu)) and Christina McDaniel ([cmcdaniel@gsu.edu](mailto:cmcdaniel@gsu.edu)).

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## Call for Award Nominations!

We are now accepting nominations for NACRO's slate of awards. Nominees are being sought for the Mary Beth Maddox Lifetime Service Award, the NACRO Rising Star Award, and the NACRO Volunteer of the Year Award. This year we are also introducing the discretionary Presidents' Award. All award nominations are due by May 14, 2021.

For more information about the awards and how to nominate individuals, please visit the [Awards Page of the NACRO website](#).

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## Professional Development Events

### Panel Discussion: Industry and Academia Working Together to Promote Diversity, Equity, and Inclusion in Engineering through Imposter Syndrome Modules and Panels

Wednesday, May 5, 2021, 2:30 - 4 p.m. EST

This session will share the story of a committee of Industrial Advisory Board (IAB) members and engineering faculty focused on diversity, equity, and inclusion who work together to cultivate more diverse, equitable and inclusive environments in engineering education and industry. During this session, you will receive an overview of the committee's activities, which include imposter syndrome panels that were offered throughout Arizona State's engineering undergraduate curriculum in Spring 2021, and hear panelists talk about their experiences on this committee. Session attendees will transition into breakout rooms to discuss ideas of engaging IAB members and academics around issues of diversity, equity, and inclusion. Attendees will develop strategies for bringing IABs and academics together to create more diverse, equitable, and inclusive environments in engineering education and industry, and the session will wrap up with ideas and strategies generated during the breakout group discussions.

#### Panelists:

[Nadia Kellam](#), Associate Professor, The Polytechnic School, Ira A. Fulton Schools of Engineering, Arizona State University

[Rebecca Stoner](#), Executive Director Engineering, Collins Aerospace

Maria Naff, PE, Manager, Policy, Procedures, and Standards, Salt River Project (SRP)

[Tim Beatty](#), Associate Director, Ira A. Fulton Schools of Engineering, Arizona State University

Register [here](#)

### NACRO Virtual Corporate Engagement Bootcamp

NACRO Corporate Engagement Bootcamp is a foundational course focusing on NACRO best practices for holistic university corporate relations, incorporating two of the best parts of any NACRO Conference: peer learning and networking with other members. Bootcamp is intended for new corporate relations professionals with fewer than three years of experience; corporate relations professionals new to higher education; new NACRO members; and individuals who are considering becoming corporate relations professionals. While geared toward newer professionals, there's always something to learn and new perspectives to consider.

The next Bootcamp is scheduled for June 22-23, 2021. For more information on Corporate Engagement Bootcamp or to register, please click [here](#).

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### Deadlines: Funding Opportunities with Reckitt and Oldcastle

[Halo](#) has several collaboration and funding opportunities with [Reckitt](#) (\$16B CPG that owns Lysol, Mucinex, Airborne, etc.) and [Oldcastle](#) (largest infrastructure company in North America) that are expiring soon. The deadline for faculty to submit proposals to the Reckitt opportunities is this Friday, April 16 and the deadline for the Oldcastle opportunity is Friday, April 30. All opportunities and relevant expertise are below.

- [Photocatalytic disinfection for the home consumer](#) (Physics)
- [High-dilution germ-killing actives for Lysol and Dettol](#) (Chemical Engineering, Chemistry)
- [Concentrated, dilutable bleaching additive for laundry](#) (Chemical Engineering, Chemistry)
- [Removing nitrogen from urban stormwater runoff](#) (Chemical Engineering, Civil Engineering)

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### Member Spotlight

#### Q&A with Beth Colledge, Penn State University



**1. What is your current role at your institution/company?** Director of Corporate Engagement

**2. How long have you been a NACRO member?** Tanna Pugh from Penn State was initially very active with NACRO and she shared the organizational information with what was then our Corporate and Foundation Relations Office. I officially joined NACRO in 2011.

[Read more>>](#)

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#### Corporate / University Relations Headlines

- [Advanced Micro Devices awards Texas State with in-kind hardware and cloud computing to support COVID-19 research](#)

- [UC Santa Cruz launches Innovation and Business Engagement Hub](#)
- [UVA partners with InStride to help workers with upskilling a degree completion](#)
- [Rocket Mortgage expands Michigan State University Athletics](#)

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## Job Opportunities

- [Wash U is looking for an Assistant Director of Corporate Relations](#)
- [Stevens Institute of Technology is looking for their next Director of Corporate and Foundation Relations](#)
- [University of Texas San Antonio is looking for a Corporate and Foundation Engagement Officer](#)
- [George Washington University is seeking an Associate Director, Corporate Relations.](#)
- [Pitt's Office of Industry and Economic Partnerships is looking for a senior business and science analyst](#)
- [George Mason seeks an AVP, Corporate & Foundation Relations](#)
- [University of Missouri-Columbia is looking for a Executive Director of Corporate Relations](#)
- [Arizona State-Thunderbird is searching for a Senior Associate Director of CFR](#)
- [Carnegie Mellon is searching for an Assistant or Associate Director of Industry Partnerships - Department of Statistics and Data Science, Dietrich College](#)

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## Welcome New NACRO Members

**Chase Bonhag**, FirstIgnite  
**Alan Christenson**, Concordia College  
**Kory Hawkins**, Microsoft  
**Morgan Holmes**, University of South Florida  
**Brian Ibsen**, University at Buffalo  
**Travis Leybeck**, Arizona State University  
**Andrew Morrison**, Kent State University  
**Amanda Nickeson**, Florida Atlantic University Foundation  
**Lidia Vigil**, Florida Polytechnic University

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## Have Something to Share in the Newsletter?

The submission deadline is the 20th of every month. Please send current news, announcements, "How We Did It" stories, job postings, and more to [Marketing@NACROonline.org](mailto:Marketing@NACROonline.org)

## NACRO Quick Links

[Toolkit](#) (login required)  
[Videos](#) (login required)  
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