



NACRO News

March 2021

NACRO Midwinter Recap:

In February NACRO held its annual Midwinter leadership meeting, bringing together over 65 NACRO volunteers to help shape future offerings and guide NACRO in its efforts to serve professionals in our field. Past Midwinters were where white papers and research reports were born, keynotes for conference were selected, and professional development ideas became a reality. This year's Midwinter was no different other than being virtual. Midwinter provided our organization the opportunity to reimagine a virtual conference experience and to consider how we can continue to support the development of high quality professional development experiences for our members. In the coming months be on the lookout for virtual content and meet ups as well as details on our upcoming Conference, which will be held virtually July 13-15, 2021. Virtual Bootcamp for newcomers is planned for June 22-23.

If you are not already a volunteer but would like to be a part of the team that contributes to our field and profession, please consider joining a committee today. Click [here](#) to sign up for a committee.

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, NACRO Rising Star Award, NACRO Volunteer of the Year Award and the introduction of the discretionary Presidents' Award.

All award nominations are **due by May 14, 2021**.

For more information and more detailed award descriptions, please visit the [Awards Page of the NACRO website](#).



NACRO Podcasts: The Role of Universities in Fostering A Diverse Workforce

There are two exciting Podcasts this month. Be sure to check them out:

Join [Tony Peebles](#) (Director, Diversity Advancement & Corporate Relations at Case Western Reserve University) and [Katheryne Rehberg](#) (Director, Business Development, Office of Corporate Relations at the University of Illinois) in a candid discussion about diversity and the critical role universities play in fostering a diverse workforce.

In this two-part episode we first welcome [Edward Reynolds](#), Corporate & Foundations Relations Officer at Auburn University, Harbert College of Business & Auburn alumn. In part two, guests include NACRO Co-Presidents [Megan Puzey](#), Director, Office of Corporate Relations at the University of Illinois and [Kim Jacobs](#), Director of Engineering Extension and Outreach, at University of Florida's Herbert Wertheim College of Engineering.

The long term goal of NACRO and its membership is to engage industry in a setting that allows for open discussion while sharing best practices with peers. As corporate philanthropy and R&D evolves towards increasingly collaborative activities, NACRO will aid in defining these roles. As corporations expand globally but work locally, they seek the “front door” to an academic institution that a university corporate relations office can provide.

Check out Part I [Here](#) and Part II [Here](#)

NACRO Meet-up: NACRO Chats with Business Schools

Wednesday, March 25, 3-4 p.m. EST

An opportunity for you to engage and network with other NACRO members specifically related to engagement within a business school. We will discuss a wide range of topics based on the interest of participants.

Hosts:

- [Sara Garvey](#), Associate Director, Corporate Relations, Syracuse University's Whitman School of Management
- [Lucy Provost](#), Senior Associate Director, Corporate and Foundation Relations, University of Pennsylvania's The Wharton School

While registering you will be asked to fill out a three-question survey about the topics you would like to see discussed.

Register [here](#)

NACRO Presentation: Corporate Affiliate Programs (CAPs)

Wednesday, March 31, 2021, 1-2 p.m. EST

Interested in how Corporate Affiliates Programs work? Looking for fresh ideas to add value to your existing program? Considering starting a new affiliates program? This workshop is for new and seasoned corporate relations professionals alike. We will be looking at two very different Corporate Affiliates Programs and using them as case studies to discuss best practices, share innovative ideas that add value to existing programs, and review the must-haves for any university considering a Corporate Affiliates Program.

While registering you will be asked to fill out a six-question survey about your knowledge of CAPs and the topics you would like to see covered.

Panelists:

- [Wil Dyer](#), Director, Corporate Affiliates Program, Jacobs School of Engineering, University of California San Diego
- [John Quarton](#), Senior Director, the Hoeft Technology & Management Program, University of Illinois at Champaign-Urbana

Moderator:

- [Barry Dickerson](#), Senior Director of Corporate Engagement, Gies College of Business Advancement Office, University of Illinois at Champaign-Urbana

Register [here](#)

The Annual Survey is Approaching!

NACRO conducts an annual survey that assesses the state of our profession and benchmarking as the field grows in stature and relevance in Higher Education. **This survey is being distributed to all NACRO members.**

The first 200 respondents will receive a \$5 gift card to Starbucks, which will be emailed to you after completion of the survey. The survey will take approximately 10 minutes to complete.

Participate in our NACRO Quick Poll:

What a year it has been! We are interested in how your job responsibilities and working environment have changed during the pandemic. [Please share your input on this quick poll \(5 questions\).](#) Results will be shared next month.

Member Spotlight

Q&A with Katheryne Rehberg - University of Illinois Urbana Champaign



1. What is your current role at your institution/company? Director, Business Development, Office of Corporate Relations, University of Illinois Urbana Champaign

2. How long have you been a NACRO member? I jumped right in the summer of 2016 right after I made the transition from a career in industry managing global food ingredient businesses for ADM to corporate relations at Illinois.

[Read more>>](#)

Data Dive with Data Dave

NACRO salary data has been shared annually for the past two years as standalone data sets. Now, for the first time, the NACRO Benchmarking Committee is happy to share the beginnings of a longitudinal salary study with NACRO members! Consider questions such as: How do salaries of NACRO members change over time? Has HigherEd been closing the gap on gender pay disparities? Inquiries such as these can be explored through the Tableau tool [here](#).



If data like this is useful for you and your team, then here is a gentle reminder to participate in the Annual Member Survey that is now in your inbox! Please share as much information as you can so that tools, such as this longitudinal salary survey, can be of value to all NACRO participants! If you have any questions, please do not hesitate to email the NACRO Benchmarking team at benchmarking@NACROonline.org.

Corporate / University Relations Headlines

- [Penn Medicine, Geisinger, and Walmart research partnership aims to increase vaccine adoption](#)
- [Genentech awards UNC Lineberger Comprehensive Cancer Center with \\$750K Health Equity Innovations Fund grant](#)
- [Apple, MSU collaborate to launch first U.S. Developer Academy in Detroit](#)

Job Opportunities

- [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](#)
- [University of Colorado Boulder is searching for a Director of Development, Industry Relations](#)
- [George Mason seeks an AVP, Corporate & Foundation Relations](#)
- [University of Missouri-Columbia is looking for a Executive Director of Corporate Relations](#)
- [UC San Diego is looking for a Associate Director, Corporate Affiliates Program](#)
- [Arizona State-Thunderbird is searching for a Senior Associate Director of CFR](#)
- [The PIVOT center is hiring for a Director of Corporate Engagement](#)
- [UNF is looking for a Director of Corporate Relations and Major Gifts](#)

- [Carnegie Mellon is searching for an Assistant or Associate Director of Industry Partnerships - Department of Statistics and Data Science, Dietrich College](#)
- [Harvey Mudd College is looking for Assistant/Associate Director of Sponsored Programs and Grants](#)
- [Florida State University seeks a Director of Corporate and Foundation Relations](#)

Welcome New NACRO Members

Annalisa Holcombe, Western Governors University - Advancement
Catie Dargue, Nova Southeastern University
Elijah Howe, Western Governors University
Kristen Raiford, Auburn University
Mai Li Munoz, Johnson C. Smith University

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

NACRO Quick Links

[Toolkit](#) (login required)
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