



NACRO News

May 2021

Virtual 2021 NACRO Annual Conference

Registration is Open!!!

- 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! See [website](#) for registration discount levels.

Industry Survey

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) and Christina McDaniel (cmcdaniel@gsu.edu).

Last Call for Award Nominations!

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](#).



Professional Development Events

NACRO Webinar: Navigating Corporate Stewardship in a Virtual Setting

Wednesday, May 12, 2021, 12 - 1 p.m. EST

Many of our standard corporate stewardship practices were turned upside down when the pandemic hit. Among the many adjustments we made professionally and personally, we also faced the challenges of learning to communicate in different ways and to be creative in how we performed our typical stewardship activities. Hear from our professional NACRO colleagues on how they adapted, what they loved, learned to love, or won't do again when it comes to stewardship in a more virtual environment. There will be time for questions and an open roundtable discussion.

Presenters:

[Laura Babka](#) - Director of Corporate Relations, University of Houston

[Marianne Dwyer](#) - Senior Director for Corporate and Foundation Relations, University of Houston

[Rashmi Tenneti](#) - Associate Director, Marketing and Communications, Office of Corporate Relations, University of Illinois at Urbana-Champaign

[Adam Bear](#) - Stewardship Coordinator, Office of Corporate Relations, University of Illinois at Urbana-Champaign

***NOTE: This event has reached its registration capacity. NACRO members can access the recording via the website within a week after the session.**

Roundtable: Demystifying Higher Education Partnerships & Measuring ROI

Wednesday, June 16, 2021, 1 - 5 p.m. EST

If you represent the corporate side of university-industry partnerships, this roundtable is not to be

missed. Join university relations professionals from a diverse array of companies for a half-day of learning and conversation about strategic corporate-higher education partnerships and emerging trends. You'll hear how your peer companies are successfully navigating the changing landscape, including Fall 2021 return-to-campus plans. Whether you've been in your role for years and are thinking about new ways to measure ROI, or whether you are new to higher-ed partnerships, this roundtable provides a unique space for leaders like you to gain new perspectives and share insights with colleagues at other companies. Learn more and register [here](#).

This session is open to NACRO members and non-members at no cost.

NACRO Virtual Corporate Engagement Bootcamp

June 22 - 23, 2021

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.

For more information on Corporate Engagement Bootcamp and to register, please click [here](#).

Member Spotlight

Q&A with Thomas Manshack - NC State University



1. What is your current role at your institution/company? As Associate Director of Corporate & Foundation Relations, my primary measure of success is raising philanthropic dollars. I focus especially on research fundraising, which means that I frequently collaborate with my colleagues in the Office of Sponsored Research as well as development officers in the colleges and other units. So my role is mainly to collaborate, collaborate, collaborate.

[Read more>>](#)

Corporate / University Relations Headlines

- [Carolina launches innovative sustainability programs thanks to new Champion Sustainability Fund](#)
- [Duke University restructuring tech transfer and corporate partnership efforts](#)
- [Grand Canyon University partners with CityServe to help families in need](#)
- [Delaware State University and United Airlines partnership will diversify pilot ranks](#)

Job Opportunities

- [University of Houston is looking for an Assistant Director, Corporate Relations](#)
- [UCONN is looking for their next Associate Director of Foundation Relations.](#)
- [West Virginia State University searches for an Executive Director, Corporate and Foundation Relations](#)
- [Wash U is looking for an Executive Director, Corporate and Foundation Relations- Medical Advancement](#)
- [Wash U searches for A Director of Corporate and Foundation Relations- Medical Advancement.](#)
- [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](#)

Welcome New NACRO Members

Rebecca Almanza, University of Dallas
Casey Brogan, Drexel University
Caitlin Buro, Georgia Institute of Technology
Brittany Clements, Western Governor's University
Jeff Davis, Georgia Institute of Technology
Allison Dodd, Texas A&M Foundation
Kathryn Ellis, University of Massachusetts
Carmen Hickerson, Northern Kentucky University
John Hillis, University of Oklahoma Foundation
Elisabeth Kealy, University of California, Los Angeles
Matthew Koons, University of the People
Dimitra Koutsantoni, Columbia University
Michael Kumler, Miami University
Chris Lannon, Carleton University
Karen Risch Mott, James Madison University
J.C. Ross, Sensei Ag
Ron Smith, University of Texas - Arlington
Gregory Townsend, Stevens Institute of Technology
Loren Walker, University of Massachusetts Amherst

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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