



NACRO News

August 2021

### Welcome Message from NACRO Co-Presidents



It was very gratifying to see the positive feedback from the NACRO 2021 Virtual Conference survey. A record number of people participated in this year's virtual conference. Overall our members found the conference well-organized, well-executed, and offered a nice variety of offerings. Kudos to Michelle Dingwall, Heath Wood, and the entire Conference Programming team for their tremendous effort in navigating through an extremely difficult year and delivering a high-quality conference experience for NACRO members!

With the virtual conference in the rearview mirror comes the traditional passing of the torch to new leadership. We are grateful to all of our outgoing board members for their service these past two years, and especially to our outgoing Co-Past Presidents, Jamie Shattuck and Adam Causgrove, who have completed three-year executive terms. The time and energy given by our colleagues in these leadership roles is what keeps NACRO growing and evolving and we are thankful for all they have accomplished! Additionally, we sincerely appreciate the leadership provided by Kim Jacobs and Megan Puzey over the past year as Co-Presidents. They have done an amazing job and their influence on the organization has been immediate and impactful. Organizational achievement under their watch include the following:

- Launched inaugural financial metrics survey.
- Hosted 10 virtual workshops, webinars and panel discussions and 5 member meet-ups.
- Held two virtual bootcamps.
- Continued strategic partnerships with AUTM, NORDP, UIDP and CASE.
- Conducted a value proposition for membership exercise.

- Developed the Marketing and Communications style guide.
- Initiated a website redesign.
- Piloted an institutional registration rate for virtual conference.

We are fortunate to have had them as mentors and friends and plan to carry on the positive trajectory with the incoming board of directors. This coming year promises to be another exciting chapter for NACRO. With the pandemic hopefully behind us we plan to focus on two important priorities – a refresh of the NACRO strategic plan and a renewed emphasis on building membership in alignment with our newly created value proposition. It is also exciting to think about NACRO once again presenting an in-person annual conference in Minneapolis, MN, returning to the place where we held our first annual conference. Along with our new Co-Vice Presidents, Jill Abele and Dana Ulrich, we are excited about the year ahead and working with all of you. Here's to the future and thank you for supporting NACRO – a network and community of colleagues and friends!

**Barry Dickerson & Charley Hasemann**  
**NACRO Co-Presidents for 2021-2022**



**Be on the Lookout for Exciting Opportunities In September!**

### **Cultivating Industry Collaborations with UNT's Jessica Watts and Steven Tudor**

Last year our very own Jessica Watts of the University of North Texas (UNT) helped her faculty member Dr. Elizabeth Skellam secure one of the six grants awarded by Bayer through their Grants4Ag initiative. ([Read her interview and learn how she did it](#)). The deadline for this year's Grants4Ag program is **Tuesday, August 31**. [Learn more](#) and share with relevant faculty.

### **Member Spotlight**

**Q&A with Melanie Kelleher, Director Corporate Relations at Towson University**



### 1. What is your current role at your institution?

I am the Director of Corporate Relations at Towson University (TU). In my role I assist the TU community in securing the philanthropic resources needed to advance strategic objectives across campus. By working with TU's talented faculty, staff, and students, I establish connections to programs and projects across the institution to create a win-win for the TU community and our corporate funders.

### 2. How long have you been a NACRO member? (note: feel free to also share why you became a member in the first place.)

I have been a NACRO member for just over a year. I joined in July of 2020. As a corporate relations office of one and new to Higher Ed. I was looking to join an organization of my peers to interact with, discover best practices and discuss challenges. This was especially important last year with the pandemic impacting all aspects of our lives.

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### Corporate / University Relations Headlines

- [The University of Saint Francis and BloomBoard Announce New Partnership to Address Pandemic Recovery while Offering Teachers Graduate-level Credit via Micro-Credentials](#)
- [Midland University, and Valmont industries Inc. Announce MBA Partnership](#)
- [Chamberlain University and the Association of periOperative Registered Nurses Announce Partnership to Address Critical Shortage of Operating Room Nurses](#)
- [Novartis pledges 10-year commitment with Morehouse School of Medicine, 26 Historically Black Colleges, Universities, Medical Schools and other leading organizations to co-create effective, measurable solutions for health equity](#)
- [Pacific Northwest National Laboratory and University of Nevada, Reno announce new research partnership](#)
- [Eastern Michigan University and Gen.G announce esports summer collaboration](#)

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### Job Postings

- [Biola University seeks a Corporate Partnership Director](#)

- [UNCC searches for a Director of Corporate Engagement](#)
- [SDSU is looking for a Director of Strategic Partnerships](#)
- [Northeastern Is looking for an Associate Director Corporate Relations](#)
- [University of Mississippi seeks a Associate Director of Development](#)
- [U of Cincinnati is looking for a Director Strategic Partnership Development](#)
- [Dana-Farber is looking for its next Director, Corporate Partnerships](#)
- [WPI is searching for their next Associate Director, Corporate Relations](#)
- [Bryant University is looking for a CFR Officer](#)
- [Penn State's Smeal College of Business is looking for a Director of Corporate Engagement](#)
- [George Mason seeks an AVP, Corporate & Foundation Relations](#)
- [Arizona State-Thunderbird is searching for a Senior Associate Director of CFR](#)

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### Welcome New NACRO Members

**Howard Burns**, Oregon State University  
**Sarah Fair**, University of New Mexico  
**Katy Fischgrabe**, University of Minnesota  
**Sela Gaglia**, San Jose State University  
**Christina Koren**, Indiana University of Pennsylvania  
**Renee Mandelbaum**, University of Illinois  
**Melanie Platt-Gibson**, University of Wisconsin-Platteville

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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

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