



**NACRO News**

December 2021

### **NACRO President's Holiday Greeting**

Dear NACRO family,

While the holidays represent different traditions for all of us, they are often a time for reflection and remembrance, gatherings with family and friends, giving, and celebration. There are many cultural customs and holiday traditions observed, and we honor the rich diversity of backgrounds here at NACRO, where we value, respect, and embrace each other's uniqueness. It is these very values that draw each of us together to learn from each other, grow and better serve our institutions.

We wish everyone a joyous holiday season!

The last two years have been difficult for all of us and have included such challenges as personal or family health issues, political and social conflict, or the anxiety of returning to working in-person. Through it all, we have persevered and learned to be more adaptable, innovative, and patient.

As we begin the holiday season, we cannot thank you enough - all of our members, volunteers, committee leaders, present and past board members, and NACRO friends - for your continued commitment to our organization. The time and energy given by each of you is what keeps NACRO growing and evolving!

The new year promises to be another exciting chapter for NACRO. We will continue to focus on two important priorities – a refresh of the NACRO strategic plan and a continued emphasis on growing and diversifying membership in alignment with our newly created value proposition. It is also very exciting to think about NACRO once again presenting an in-person Midwinter Leadership Meeting in Scottsdale, AZ and an in-person annual conference in Minneapolis, MN.

On behalf of the NACRO executive committee, we wish you all the safest and happiest of holidays for you and your families and a joyful and prosperous 2022!

Barry Dickerson, Charley Hasemann, Jill Abele, and Dana Ulrich

### **2022 NACRO Conference RFP is OPEN!**

Greetings, NACRO Members! Reminder that the RFP for the 2022 NACRO Conference in Minneapolis (July 19-21) is open. Now is the time to reach out to colleagues to put together your presentations on DEI, holistic corporate relations, organizational structures or professional development. Proposals are due January 21, so don't delay! Submit your session proposal [here](#).

## 2021 Financial Metrics Survey

The 2021 [Financial Metrics Survey](#) is underway and with a little over a month left until the January 14 deadline, the Gold Standards Subcommittee offers assistance to anyone requiring assistance on submitting the survey for their institution. Please feel free to reach out to the team via our email, [nacro.goldstandards@gmail.com](mailto:nacro.goldstandards@gmail.com), with any questions and/or concerns - we're also happy to jump on a phone call!

Answers to common questions, like the ones below, can be found on the [Financial Metrics Resource page](#).

Q: Should I submit the survey if I can't obtain all the data for one of the 4 easy numbers?

A: YES! For questions related to the survey's why and how, please visit our [FAQ](#) page.

Q: Should I report gift pledges and/or cash?

A: Pledges AND Cash combined! Please review the [Definitions](#) document to find answers to this and all questions related to financial terms, metrics, and subcategories.

Q: How many institutions participated in the survey last year?

A: 24! See the [Executive Summary](#) of the 2020 Financial Metrics Survey for current results and data observations.

Thank you in advance for your participation in this important exercise! We appreciate everyone's work in building a robust national repository for effective corporate relations! Remember, those who were in attendance for the November Meet Up are eligible to receive an extra entry for a chance to win a complimentary membership once they've submitted the survey.

## Executive Summary: 2021 NACRO Member Survey

NACRO's Benchmarking Committee is pleased to announce the release of an Executive Summary highlighting key observations from the [2021 NACRO Member Survey](#). This year we asked 64 questions, to which 185 members provided insight. We encourage you to explore trends in our membership, including the perennial favorite salary tool and new demographic data for 2021.

## NACRO Virtual Corporate Engagement Bootcamp February 15-16, 2022

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 (CR) professionals (fewer than three years of CR experience), CR professionals new to higher education, new NACRO members, or individuals who are considering becoming CR professionals. While geared to newer professionals, there's always something to learn and new perspectives to consider. CR is not a 'one size fits all.'

Have questions or would like more information on the Corporate Engagement Bootcamp? Be on the lookout for a short, virtual meetup in January to learn more and ask questions from past attendees to see if it's a fit for you or your team.

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### Meet-Up: Corporate Engagement Bootcamp Information Session

Thursday, January 6, 2022

12:00 – 12:30 p.m. ET

Thinking about attending NACRO Corporate Engagement Virtual Bootcamp in February? Not sure if it's for you or want to ask questions from previous attendees? Join members of NACRO's Professional Development Committee January 6 at 12:00 pm ET for an informal, 30-minute virtual meetup to learn more and see if it's a fit for you and/or your team.

#### Panelists:

- [Kathy Chennault](#), Director of Development, Corporate & Foundation Relations, Clark College Foundation
- [Claiborne Christian](#), Director of Business Development, Interim Director, Commercialization Intelligence and Assessment, Tulane University
- [Vanessa Leon](#), Director of Corporate Partnerships and Alumni Relations, College of Business Administration, The University of Texas at El Paso
- [Anissa Mahone](#), Director of Corporate Engagement, The University of Texas at San Antonio

#### Moderator:

- [Ben Miller](#), Director of Corporate Relations, The Ohio State University

*\*This meet-up is open to members and non-members with 100 spaces available.*

[Register here](#)

### Meet-Up: What are your Corporate Relations Resolutions?

Wednesday, January 26, 2022

1:00 - 2:00 p.m. ET

Join us for a light-hearted discussion about successes and stressors and how we each plan to improve our work and relationships in 2022! [Send us your Corporate Relations Resolution in the form linked here](#). We will share the most popular topics submitted by NACRO members.

Moderators:

- [Meg Geiger](#), Assistant Director of Corporate Relations, Washington University in St. Louis
- [Anissa Mahone](#), Director of Corporate Engagement, The University of Texas at San Antonio.

*\*This meet-up is open to NACRO members with 100 spaces available.*

[Register here](#)

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## Member Spotlight

### Q&A with Lauren Bradley, Associate Director of Corporate Engagement, The Jackson Laboratory



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

I am the Associate Director of Corporate Engagement at The Jackson Laboratory, a nonprofit biomedical research institute.

#### 2. How long have you been a NACRO member?

Just about six months.

[READ MORE>>](#)

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## Partnership Headlines

- [Northrup Grumman commits \\$12.5M toward quantum research and education at Virginia Tech Innovation Campus](#)
- [USF partners with Reliance Medical Centers to support aging education and research](#)
- [PTC Corporate Donates Innovative Software to Ohio University](#)
- [GE Healthcare Announces Three New Alliances to Improve Cancer Care](#)
- [HCA Healthcare Announces \\$1.5M Partnership with FAMU School of Allied Health Sciences](#)
- [CircleIT's Environmental, Social, Governance Program Endorsed by University of Oklahoma](#)

- [Partnership between USF and McKibbon Hospitality creates hospitality teaching lab with iconic hotel brands](#)
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## Job Postings

- [The University of Mississippi is looking for an Executive Director of the Center for Manufacturing Excellence](#)
  - [UF Health is looking for a Director of Development Corporate and Foundation Relations](#)
  - [Carnegie Mellon University is searching for an Assistant Director of Corporate Relations - Heinz College](#)
  - [UC Davis is recruiting for their next Assistant Director of Corporate Engagement](#)
  - [University of Illinois at Urbana-Champaign seeks an Outreach and Partnership Coordinator Carl R. Woese Institute for Genomic Biology](#)
  - [The University of Notre Dame is hiring a mission-driven Program Director of Corporate Relations](#)
  - [Tulane is looking for a Business Development Fellow](#)
  - [University of Minnesota is hiring an Industry Partnership Manager](#)
  - [University of Michigan is looking for a Corporate Relations Officer](#)
  - [Carnegie Mellon University's department of CyLab is searching for an Assistant Director of Partnerships](#)
  - [Carnegie Mellon University, University Advancement has an opening for an Associate Vice President for Business Engagement](#)
  - [Yale is searching for a Corporate Strategy Officer, Corporate and Foundation Relations](#)
  - [Roger Williams University is searching for it's next AVP -Corporate Relations and Business Development](#)
  - [USF is hiring two positions in the CFR Department](#)
  - [Washington and Jefferson College seeks a Director, CFR](#)
  - [George Mason seeks an AVP, Corporate & Foundation Relations](#)
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## Welcome New NACRO Members

- Sipel Ay, University of La Verne
- [Amy Beissel](#), Miami University
- Brian Black, Penn State University

- [Angelina Buzby](#), Georgia State University
- Jaclyn Chandler, Carleton University
- [Bruce Lyons](#), University of Maryland Baltimore County
- [Ahmed Minhas](#), Carleton University
- [Leslie Taylor](#), University of Wisconsin
- [Jennifer Walters](#), Northeastern University
- [Carolyn Wheeler](#), University of California, San Diego

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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@nacrocon.org](mailto:marketing@nacrocon.org).

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### NACRO Quick Links

[Become a Member](#)

[Recorded Virtual Content](#) (login required)

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