



NACRO News

November 2021

Executive Summary: 2020 NACRO Financial Metrics Survey

NACRO's Benchmarking Committee is pleased to announce the release of an Executive Summary highlighting key observations from the [2020 Financial Metrics Survey](#). Last year, 24 institutions contributed data towards establishing an "all-in-number" for corporate investment in higher education. This is a great start towards NACRO's goal of building a robust national repository for effective corporate relations!

In addition to the Executive Summary, members are encouraged to visit the [Financial Metrics Survey Results](#) page (this page is Member-Only Content and will require you to login in order to view) to access the interactive online data tool in which members can identify peer institutions and conduct corporate funding comparisons.

The 2021 [Financial Metrics Survey](#) is underway. Please encourage your institution to participate before the January 14th deadline! Not sure where to start? Attend the Financial Metrics Meet-Up today, November 9, 2021 from 2 - 3 p.m. Register [here](#).

Important Announcement about the Conference RFP

The Conference Programming Committee thanks everyone for their feedback on themes of interest at the 2022 NACRO Conference in Minneapolis (July 19-21). We are refining the RFP to incorporate your feedback and plan to launch it next week, with proposals due mid-January. Please stay tuned.



Webinar: University Research 101: Understanding how research plays a role at your institution

and perfecting your elevator pitch to get industry in the door.

Wednesday, December 1, 2021

2:00 – 3:30 p.m. ET

As university and industry relationships move more towards holistic and strategic partnerships, it is important to understand research's role at your university. Whether you are a layperson or a doctoral candidate, navigating grant applications, master agreements and IP ownership, or the many aspects of research revenue and expenditures can be daunting. In this webinar we will share a foundational understanding in the different aspects of and roles involved in university research and help you craft the perfect elevator pitch to bring in more corporate funded research and collaborations at your institution.

**This is the first of a three-part series focused on understanding university research. Keep an eye out for parts two and three in the spring and at conference in Minneapolis!*

Panelists:

[Jill Abele](#), Director of Corporate Engagement, Iowa State University Foundation

[Clay Christian](#), Director of Business Development, Tulane University

Moderator:

[Heath Wood](#), Senior Director, Industry Engagement

**This webinar is open to NACRO members with 100 spaces available.*

[Register here](#)

Member Spotlight

Q&A with Mark Boeck, Executive Director, Corporate Engagement & Foundation Relations, Iowa State University



1. What is your current role at your institution?

I'm executive director of corporate engagement and foundation relations at Iowa State University Foundation in Ames, IA.

2. How long have you been a NACRO member?

I joined NACRO in 2012 when I came back to Iowa State. My supervisor at the time was an early NACRO member and encouraged me to get involved. I've served on a few committees, done webinars and, the past few years, have been a member of the conference planning committee.

[READ MORE>>](#)

Partnership Headlines

- [Stanley Black & Decker looks to impact vocational training](#)
 - [Humana Expands Upon Its Bold Goal Initiative with \\$25 Million Affordable Housing Investment](#)
 - [Baker Hughes Foundation Contributes \\$800,000 to Historically Black Colleges and Universities](#)
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Job Postings

- [The University of Mississippi is looking for an Executive Director of the Center for Manufacturing Excellence](#)
 - [Boise State University is seeking a Director Of Corporate And Foundation Relations](#)
 - [Carnegie Mellon University, University Advancement has an opening for an Associate Vice President for Business Engagement](#)
 - [University of Minnesota is looking for a Corporate Research Partnerships Officer](#)
 - [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

- [Lacey Kogelnik](#), Baldwin Wallace University
- [Jessie Kubes](#), University of Calgary
- [Melissa Luzzo](#), Worcester Polytechnic Institute
- [Kevin McGinnis](#), Texas A&M Foundation

- [Amanda Moreira](#), Kingston University
- [Jenny Sand](#), Northern Kentucky University
- [Alex Sevilla](#), Vanderbilt 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@nacrocon.org.

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