



NACRO News

October 2021

Meet-Up: Metrics Matter! Tips and tricks (and some treats too!) for gathering data to complete NACRO's Financial Metrics Survey

Tuesday, November 9, 2 - 3 p.m. ET

The Financial Metrics Survey is the first data instrument that collects the “all in” corporate investment totals for universities. This data helps these institutions determine true peer organizations, establish metrics, and improve corporate relations best practices.

Interested in participating in this year’s Financial Metrics Survey, but aren’t sure where to start, how much time it will take, or who should be involved? Did you complete the survey last year and want to see what changes have been made this year? Whether you’re a newbie, seasoned pro, or just in it for the treats, join us for this session as we take the guesswork out of participating in NACRO’s second annual [Financial Metrics Survey](#).

Like free stuff? Those who attend this meet-up and fill out the survey will receive an additional chance to win two complimentary NACRO memberships for their institution. You won’t want to miss this fun and interactive session!

Moderated by:

- [Tim Hausman](#) - Senior Director, Corporate and Foundation Relations, The University of Texas at El Paso

Panelists:

- [Ashley Chan](#) - Industry Liaison for ECoS, Penn State University
- [Audrey Metcalf](#) - Assistant Director of Corporate Relations, Washington University in St. Louis
- [Angela Ver Ploeg](#) - Director of Corporate Engagement, University of Wyoming

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

[Register here](#)

Conference Quick Poll

The Conference Programming Committee is hard at work planning the 2022 NACRO Conference in Minneapolis (July 19-21). As we prepare the request for proposals (RFP), we'd appreciate your feedback about specific topics and themes you'd like to see presented at the Conference. What challenges are you facing? What opportunities do you see in the future? What topics would you like to learn more about, to help you achieve your goals? The committee will use your suggestions to identify specific topics and themes to be included in the RFP. The RFP will be published mid-November, with proposals due mid-January.

Please complete this [poll](#) to share your suggestions by October 20.

New NACRO Website is Live!!!

The new, redesigned NACRO Website is live! Be sure to check it out at www.nacrocon.org. The site was a year-long process that included partnering with the Carnegie Mellon Information Systems Consulting Project Course team. Special thanks to Kim Jacobs, Debbie Meyer and Susan Lee for their leadership on this project. Be sure to check it out!



NACRO Meet-up: Calling all liberal arts corporate relations officers!

Friday, October 22, 2 - 3 p.m. ET

Looking for your people? If you work in the humanities, liberal arts, a smaller shop with multiple responsibilities or at a private college or university, this may be the group for you. Come meet your colleagues and discuss a wide range of topics based on the interest of participants.

Hosted by:

- [Emory Edwards](#), Director of Corporate, Foundation and Government Relations, Saint Peter's University

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

[Register here](#)

Partnering Opportunity: PepsiCo wants to reinvent coconut water

Tuesday, October 26, 1:00 p.m. ET

PepsiCo is looking to partner with university scientists to improve the flavor of coconut water and is hosting a webinar for researchers to learn more. Selected proposals will receive up to \$100,000 with the potential for follow-on investment.

[Register here](#)

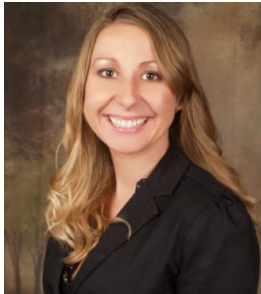
Partnering Opportunity: Baxter is back after funding three projects

In January 2020, Halo launched in this very newsletter with three partnering opportunities from Baxter, which ultimately [funded three researchers](#) from Arizona State, UCLA and UNSW Sydney. Baxter is back and is looking to fund more university research in the area of microbial and endotoxin detection. Selected proposals will receive \$150,000 to \$300,00. **Deadline for submissions is October 31.**

[Learn more](#)

Member Spotlight

Q&A with Jody Dahms, Director of Corporate Engagement, University of California, Davis



1. What is your current role at your institution?

I am the Director of Corporate Engagement for the University of California, Davis, where I focus on supporting corporate relationships for the Health Campus (School of Medicine, School of Nursing).

2. How long have you been a NACRO member?

I have been a member of NACRO for just over a year. I'm a member of the Benchmarking Committee and co-lead the Member Survey Subcommittee.

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Partnership Headlines

- [University of South Florida announces a gift from Diamond View Studios and Vū Technologies](#)
- [New partnership at Ohio State to tackle climate and water justice](#)
- [Missouri State and KIPP help more students gain a college degree.](#)
- [UW, community college to collaborate through innovation partnership](#)
- [Eberly college to pilot new diversity, equity and inclusion program](#)

Job Postings

- [University of British Columbia is looking for an Associate Director, Corporate Relations](#)
- [The University of Houston is looking for an Assistant Director, Corporate & Foundation Relations](#)
- [The University of Texas at San Antonio seeks an Assistant Director - Business Development](#)
- [The University of Texas - El Paso is looking for their next Assistant Director - Corporate and Foundation Relations](#)
- [The Office of Corporate Relations at the University of Illinois looks for an Associate Director for their office](#)
- [Roger Williams University is searching for it's next AVP -Corporate Relations and Business Development](#)
- [USF is hiring two positions in the CFR Department](#)
- [UConn Foundation is looking to add to its CFR team](#)
- [Purdue University seeks a Sr. Partnership Manager](#)
- [Washington and Jefferson College seeks a Director, CFR](#)
- [Catholic University looks for a Director, Corporate Partnerships](#)
- [SDSU is looking for a Director of Strategic Partnerships](#)
- [University of Mississippi seeks a Associate Director of Development](#)
- [George Mason seeks an AVP, Corporate & Foundation Relations](#)

Welcome New NACRO Members

- Sukhminder Dosanjh, University of Texas MD Anderson Cancer Center
- [Jeremy Edwards](#), University of Texas MD Anderson Cancer Center
- [Rio Febrian](#), Emory University
- [Amanda Neuendorf](#), University of Alabama at Birmingham

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

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info@nacroonline.org | PO Box 2905, LaGrange, GA 30241 | 706-407-2277

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