



NACRO News

September 2021

2021 NACRO Conference Recap:

NACRO's first ever virtual conference in July 2021 breaks attendance records along several fronts:

- 480 attendees – highest ever, a 35% increase compared to 2019.
- non-NACRO members accounted for nearly half of the attendees, thus providing an opportunity to introduce NACRO to prospective members.
- NACRO's institutional registration approach was very well received as evidenced by the huge turnout from universities and non-member attendees.
- Opening Keynote on Corporate Relations: Decades of Evolution...What Comes Next? as well as the session on NACRO Financial Metrics Survey: What We Learned in Year One received high satisfaction ratings from the attendees.
- This year's conference included topics of relevance to corporate relations and industry engagement stakeholders in academia including career services personnel, capstone program directors, research park/innovation district leaders, and research development administrators.

Thank you to all Conference Programming Committee members for helping with the conference!

Watch for the new NACRO Website!

NACRO will soon be launching our new website! The website will provide user-friendly access to information and resources from NACRO. A special thanks to Kim Jacobs and Debbie Meyer, as well as a team of talented students from Carnegie Mellon University, who have devoted many hours to helping develop a website that better aligns with the needs of the organization.

Membership renewal date changes

We want to draw your attention to the fact that NACRO is adjusting its membership practices to better serve you as a NACRO member.

In previous years, the anniversary dates for NACRO membership ran from September 1st to August 31st. That meant we were generating invoices for membership renewal and asking you to interact with our membership software in September.

As you know – our annual conference typically occurs in July, with registration opening in April. That meant we were asking you to again interact with our membership software in May or June.

Obviously – this means we created a need for two separate transactions – registration in May/June,

and membership renewal in September.

In the interest of reducing your transactional costs – we decided to move the membership end date to March 31st, so that from now on, you will be able to simply renew your membership, in the same transaction as your conference registration.

We have heard from a few members that they feel they are not getting the full value of a 12-month membership that they renewed in September, that now ends in March. And its true.

But we promise this is not a ploy! We are doing this to simplify your life, and it won't happen again. Membership has always and will always need to be renewed only once in any calendar year – and going forward – we'll stick to the April 1 – March 31 membership year.

We appreciate your patience and understanding as we implement this change.

Get Involved, Join a Committee!

The NACRO Membership and Alliances committee is currently recruiting individuals that would like to be a part of a fun and energized committee that is focused on helping to promote the NACRO ethos and membership basis. It is also a great way to connect and network with other NACRO members. Feel free to come and check out the committee in an upcoming monthly session. Please contact Joon Cho, Chair, at joonhyung.cho@unc.edu to learn more!

The Financial Metrics Survey is on the way!

Please be on the lookout for the letter from our Co-Presidents announcing the Financial Metrics Survey! We hope everyone participates this year!



NACRO Meet-up: How has the pandemic helped you do your job better?

September 29, 2021, 1 - 2 p.m. ET

So how was your creativity challenged this past year? Did the pandemic cause you to come up with some great solutions in your corporate relations role that you plan to continue doing in the future? We look forward to hearing about new ideas in stewardship, pipeline development, company visits, alumni engagement, and more! Please come ready to share and discuss.

**This meet-up is open to NACRO members at no cost.*

[Register here](#)

Previously Recorded Webinar:

Check out our previously recorded webinars like "Understanding Your Product" to learn best practices for marketing your institution to corporate partners. <https://vimeo.com/215732972>

Member Spotlight

Q&A with Lucy Provost, Senior Associate Director of Corporate and Foundation Relations, The Wharton School, University of Pennsylvania



1. What is your current role at your institution?

I am Senior Associate Director of Corporate and Foundation Relations, The Wharton School, University of Pennsylvania. As such, I am responsible for maintaining established and developing collaborative new corporate relationships for Wharton. In addition, I manage the Wharton Partnership, the School's corporate and foundation stewardship program. Our team goal for fundraising each year is approximately \$15 million.

2. How long have you been a NACRO member?

I've been a member of NACRO since 2014. Over the years, I've served on the Conference Programming and the Professional Development committees. Currently, I serve on the Board as chair of Professional Development.

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Job Postings

- [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](#)
- [Kansas State seeks its first Director of Corporate Engagement.](#)
- [Washington and Jefferson College seeks a Director, CFR](#)
- [University of Cincinnati looks for an Assistant Director, Partner Success](#)
- [Catholic University looks for a Director, Corporate Partnerships](#)
- [Biola University seeks a Corporate Partnership Director](#)

- [UNCC searches for a Director of Corporate Engagement](#)
- [SDSU is looking for a Director of Strategic Partnerships](#)
- [University of Mississippi seeks a Associate Director of Development](#)
- [Dana-Farbre is looking for its next Director, Corporate Partnerships](#)
- [Penn State's Smeal College of Business is looking for a Director of Corporate Engagement](#)
- [George Mason seeks an AVP, Corporate & Foundation Relations](#)

Welcome New NACRO Members

[Amanda Greenwell](#), University of Cincinnati Foundation
[Crate Herbert](#), Wentworth Institute of Technology
[Trey Jones](#), West Virginia State University
[Alina Nosal](#), University of Cincinnati Foundation
[Becca Rice](#), Ball State University
[Kyle Tschepikow](#), University of Georgia

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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