



NACRO News

April 2022



### Conference registration is now open!

We are excited to announce the details of NACRO Conference 2022, in-person, **July 19-21 in Minneapolis, MN**. This is the first in-person conference we've had in three years, and we're so excited to reconnect with you! We have built a great [agenda](#) of keynotes and concurrent sessions, designed to help corporate relations professionals like you!

- **July 19** will include Corporate Engagement [Bootcamp](#), 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.
- **July 20 and 21** will include two full days of keynote presentations, concurrent sessions, and networking. New this year are three "Deep Dive Workshops" featuring presentations on a topic, followed by small group discussions on how the information may be applied at your organizations.

Be sure to [register](#) by **June 17** to get the early-bird rate and mention NACRO when making your [hotel reservation](#) at [Renaissance Minneapolis](#), [The Depot](#) to get the NACRO block rate.

*\*Details for NACRO Conference 2022 and Corporate Engagement Bootcamp can be found on [NACRO's website!](#)*

**NACRO is pleased to announce that our nomination process is open for our annual awards to recognize and celebrate outstanding individuals in our field.**

***\*Nominations due May 12, 2022***

**Mary Beth Maddox Lifetime Service Award** honors a NACRO member or past member who exemplifies servant leadership and NACRO values. The award focuses attention on individuals who personify the profession's highest standards, and in so doing elevates academic corporate relations overall.

**NACRO Rising Star Award** honors an early career NACRO member who is an emerging leader in academic corporate relations. Rising Stars have shown growth in contribution to the profession and increased levels of leadership and responsibility.

**NACRO Volunteer of the Year Award** honors a NACRO member who has demonstrated exceptional service to the organization in the current year. The award honors individuals that have reached out to meet others in the organization, demonstrated exceptional work as a NACRO volunteer, unselfishly worked with others to improve the organization, its mission, and/or performed services or tasks that are not part of their normal assignments.

More details on each of these awards, along with a link to the nomination form can be found at [NACRO's website](#).

## **Member Survey Reminder**

Our NACRO Benchmarking committee conducts an annual survey that assesses the state of our profession as the field grows in stature and relevance in Higher Education. Your participation in the survey is important. As an incentive to completing the survey, we are offering a \$5 gift card to Starbucks for the first 200 members that complete the survey. The survey will take between 5-10 minutes of your time.

The annual member survey provides a resource for all members, including leaders from academic institutions and corporations on the current state of corporate relations as a profession. The data collected from NACRO membership will be analyzed by the survey sub-committee and the findings shared in a clear and useful way. Ultimately, our objective is to provide our members with valuable information about best practices of our field for higher education and advancement leadership.

**Check your email for the survey link and reminders to take the survey.** If you have not received an email, please complete the survey with this [link](#).

## **NACRO Strategic Planning Committee Survey!**

Throughout this past year, the NACRO Board and Strategic Planning Committee have been diligently working to articulate and enhance the future goals and direction of our professional association through a new strategic plan for 2022-2025. While a variety of stakeholder voices have been

represented in the process, including a day devoted to Strategic Planning at Midwinter in February, we want to be sure to capture any additional insights and comments from the breadth of NACRO membership prior to the launch and execution phase of the plan at Conference in July. Please be on the lookout on **Monday, April 18th** for a short survey for you to provide your input for us to refine and incorporate into the final components."



## Strategic Planning in a Pandemic/Making the Case for CFR

Thursday, April 21, 2022 1:00 – 2:30 pm ET

Using a mix of a plenary format, breakout conversations, and Q&A, this session will explore how we use strategic planning (especially during a pandemic) and reimagine our work. Woven throughout the conversation will be perspectives on solidifying CFR as a strategic partner for school leadership and external constituencies.

[Bob Paul](#), Senior Director, Corporate & Foundation Relations, The Wharton School, University of Pennsylvania

[Lucy Provost](#), Senior Associate Director, Corporate & Foundation Relations, The Wharton School, University of Pennsylvania

[Amy Miller](#), Senior Associate Director, Corporate & Foundation Relations, The Wharton School, University of Pennsylvania

[Prithi Chandra](#), Associate Director, Corporate & Foundation Relations, The Wharton School, University of Pennsylvania

[Jorie Moss](#), Administrative Coordinator, Corporate & Foundation Relations, The Wharton School, University of Pennsylvania

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

[REGISTER](#)

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## Member Spotlight

### Q&A with Maite Zabala-Alday from UC Riverside



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

Sr. Director of Corporate Partnerships at University of California, Riverside.

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

I first joined NACRO in 2012 when I was Director of Corporate Relations at Otis College of Art and Design. Even though I wasn't at a research institution, the "Five Elements" and "21<sup>st</sup> Century Metrics" white papers were valuable and I adapted the concepts to my institution. I continued to use NACRO resources when I was hired to build a corporate relations shop at California State University, Dominguez Hills and now in my current role at UC Riverside where I've been since fall 2019.

[READ MORE>>](#)

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## Partnership Headlines

- [NASA Selects Three US Universities \(Colo School of Mines, Missouri S&T, Auburn\) to Develop Lunar Infrastructure Tech](#)
- [American Family Insurance Gift Benefits Prison Education Project at Georgia State](#)
- [Tilson Technology Management Partnering with the Roux Institute at Northeastern University for Future Innovation](#)

- [US-India Alliance for Women's Economic Empowerment Hosts Panel Discussion on Women in STEM](#)
  - [Amazon Selects Texas State University as Partner for Career Choice Program](#)
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## Job Postings

- [Smile Train is hiring a Director, Strategic Partnerships](#)
- [UC Davis Corporate Engagement Team has an associate director position open](#)
- [University of MN is hiring a Director of Corporate Engagement and Strategic Initiatives](#)
- [Here is an Associate Director for Corporate and Foundation Relations job opportunity at UW Medicine!](#)
- [Whittier College is looking to grow engagement and funding opportunities with outside corporate partners.](#)
- [The University of Vermont is looking for an Employer Partnership Director](#)
- [The University of Oklahoma Foundation is looking for an experienced Director of Corporate Relations and Director of Foundation Relations](#)
- [The Foundation for the National Institutes of Health \(FNIH\) seeks two Development Officers to expand its existing elite team of fundraising professionals](#)
- [Carnegie Mellon University is searching for an Assistant Director of Corporate Relations - Heinz College](#)
- [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](#)
- [George Mason seeks an AVP, Corporate & Foundation Relations](#)

## Welcome New NACRO Members

- [Dallas Guill](#), University of North Texas
- Edmond Clarke, Lehigh University
- [Gretchen Hess](#), University of Kansas
- [Liz Iracki](#), Loyola Marymount University
- [Rebekah Patent](#), University of Nevada, Las Vegas
- [Shane Bennett](#), Southern Illinois University, Carbondale
- [Stephanie Eastman Vozar](#), University of Tennessee Knoxville

- [Virnette House-Browning](#), Case Western Reserve University

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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

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[info@nacrocon.org](mailto:info@nacrocon.org) | PO Box 2905, LaGrange, GA 30241 | 706-407-2277

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