



December 2022 News

Greetings!

During this holiday season, we are reminded how fortunate we are to be a part of the NACRO community. We could not be more thankful, or more proud, about what we have accomplished together this year and where our organization is headed. The selfless dedication of our volunteers, membership, committee leaders, past and present board members, and all of our NACRO friends continues to inspire and energize us. Without this system of collective support, we wouldn't be where we are today personally and professionally – and for this, we are extremely grateful.

Since we last saw you at the 2022 NACRO Annual Conference in Minneapolis, we have continued to focus on two important priorities – implementing the elements of the newly approved NACRO strategic plan and growing and diversifying membership in alignment with our newly created value proposition. After not gathering in person in three years, it was wonderful seeing all of you in person in Minneapolis to learn, network and have fun together once again. We look forward to seeing you in Portland, Oregon in July at the 2023 NACRO Annual Conference.

On behalf of NACRO, we wish you the happiest of holidays and a joyful and prosperous start to 2023!

Dana Ulrich and Jill Abele
NACRO Co-Presidents



Deadline extended for the 2023 Executive Education Program



Since many of our seasoned leaders are very busy at this time of year, the application deadline for the 2023 NACRO Executive Education Program has been extended from December 15 to December 31, 2022.

The 2023 Executive Education Program has [brand new topics, speakers, and in-person sessions](#)! We welcome applicants from the 2022 cohort, along with new participants!

New to the 2023 program are two in-person sessions for the Leadership and Best Practice sessions at the NACRO Midwinter Conference (February 6-7, San Antonio, TX) and the Annual Conference (July 11, Portland, OR, preceding the conference). Participants will receive certificates and digital badges at the Annual Conference.

The program cost is \$1,000 for NACRO members and \$1,200 for non-members. Individual travel and lodging costs are the responsibility of the participant; meals are included in residencies.

Questions? Email executiveeducation@nacrocon.org.

Virtual Corporate Engagement Bootcamp, February 14-15

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.

More information can be found [here](#).

Celebrate a successful 2022! Three things you can do to prepare for the Financial Metrics Survey.

We're making a list, and checking it twice to ensure the 2022 Financial Metrics Survey is our most successful one yet. The Financial Metrics Survey opens on January 9th. Before leaving the office for a much-deserved break, take a moment to look back, celebrate the wins from 2022 and set yourself up for success in the new year to participate in the upcoming survey.

1. Take a Glance at Last Year's Submission: Review what your institution submitted last year. If you haven't checked it out yet, be sure to check out the interactive Tableau dashboard 2021's survey. Unsure if your institution participated last year? The dashboard showcases all participating universities as well.
2. Make a Plan:
 - Review the collection tool and other resources on the NACRO Financial Metrics Webpage, make note of those offices on your campus where that information is

housed

- Set a meeting today for an invite in the new year to connect with all offices involved

- Set up a shared collection system for the team who will be submitting the data in the coming weeks

3. Mark Your Calendars for January 10: We will be hosting an informational webinar - see below for more details!

Questions about the survey? Please email us at nacro.goldstandards@gmail.com.

Strategic Planning Update

The Strategic Planning committee is finalizing its recommendations which will be shared with the NACRO board in January, discussed among the NACRO Board and volunteer committee members in February, and then shared to the NACRO community in a special webinar presentation.

2023 Conference Request for Proposals (RFP) is OPEN!

Reminder that the RFP for 2023 Conference in Portland, OR, (July 11-13) is open. Please reach out to colleagues to put together proposal submissions that highlight wins/progress from 2022 in the areas of:

- Holistic Corporate Relations (includes office structures, metrics for success, stewardship, advisory committees, capital campaigns)
- Strengthening University Collaborations and Relationships (includes building relationships with all stakeholders – faculty, cross-campus colleagues, university leadership, breaking down silos)
- Diversity, Equity and Inclusion (includes strategies for fundraising, incorporating DEI into workplans)
- Skills Workshops (includes contracts, negotiating skills, proposal writing, storytelling, speaking the languages of industry and academia)

We welcome proposals from all types and sizes of institutions – non-R1, HBCUs, liberal arts colleges, medical schools, law schools, etc.

The deadline to submit your proposal is January 17, 2023.

Questions? Please email us at conference@nacrocon.org.

SUBMIT YOUR PROPOSAL >>>

Upcoming Events

Webinar: A Guide to Financial Metrics Survey Participation

Tuesday, January 10, 2023, 1 - 2 p.m. ET

Interested in participating in this year's Financial Metrics Survey? Unsure where to start? Unsure if your university has participated in the past or what the benefit of participation is? Join the Gold Standards team as we orient you to various resources and materials that will make participation a breeze!

Moderated by:

- [Angela Ver Ploeg](#), Director of Corporate Engagement, University of Wyoming

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

REGISTER >>>

Meetup: Corporate Engagement Bootcamp Information Session

Thursday, January 12, 2023, 12 - 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 12 at noon for an informal, 30-minute virtual meetup to learn more and see if it's a fit for you and/or your team.

Panelists:

- [Ben Miller](#), Director of Corporate Relations, The Ohio State University
- [Anthony Radspieler, Jr.](#), Director of Corporate Research Partnerships, Jacobs School of Engineering, UC San Diego
- [Kenneth Camm](#), Senior Director of Corporate Relations, University of Notre Dame
- [Jen Cadman](#), Associate Director, Corporate & Foundation Relations, Mellon College of Science, Carnegie Mellon University

Moderated by:

- [Melissa Belcher](#), Associate Director of Corporate Relations, The Grainger College of Engineering, University of Illinois at Urbana-Champaign

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

REGISTER >>>

Webinar: What the heck is going on in the world of AI? Trends in AI, as told by the 2022 AI Index

Tuesday, January 17, 2023, 1 - 2 p.m. ET

Learn about some of the main trends in AI, as told to you by the 2022 AI Index Report. The AI Index is one of the most widely read annual reports on trends in AI and is frequently used by industry leaders and policymakers to make sense of what is happening in the world of AI. This presentation covers some of the main trends explored in the report, namely trends in areas such as research and development, technical advancement, ethics, economics, policy and education.

Presenter:

- [Nestor Maslej](#), Research Manager, AI Index

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

REGISTER >>>

Webinar: How to interview faculty about their views of industry sponsored research

Tuesday, January 24, 2023, 1 - 2 p.m. ET

What do faculty really think about the corporate engagement office? The answers to that question were shared to a packed, standing room audience in NACRO Minneapolis in July 2022. In this follow up webinar we bring back all three members of the original team that conducted the faculty interviews to share our toolkit for conducting the interview and synthesizing the results.

We will cover: What questions should you ask? How do you select whom to interview? How do you share the results? At the end, you should be able to consider whether this is a good exercise for your own institution.

Speakers:

- [Elaine Armfield](#), Director Corporate Engagement, Arizona State University
- [Joseph Huang](#), Executive Director of Strategic Research Initiatives, Stanford University
- [Amy Scoville-Weaver](#), Director of Retail, Arizona State University

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

REGISTER >>>

Hey Members, Did You Know?

Looking for more “tools of the trade”? Check out the [Publications and Research Reports](#) page under the Member-Only Content tab of the NACRO website. Here you will find case studies, research reports and presentations that focus on best practices for succeeding in a Corporate Relations role.

Meet NACRO Member: Mauricio Valencia



1. Can you tell us about your career in corporate relations?

I've been the director of corporate relations at Stanford Engineering for the last eight years. I came to this role after a couple of decades in marketing and business

development for high-tech companies in Silicon Valley. I can honestly say that these last eight years have been the most fun and invigorating of my career. The feeling that I am a peg in a wheel whose mission is to make the world a better place is humbling and gratifying.

2. Think about some of your successes at work this year. Can you share one or two of your biggest wins from the past year?

Over the last few years, with help from many, I implemented a Tableau-driven system to track corporate giving throughout Stanford, including gifts, sponsored research, and affiliate program memberships. We use Tableau to combine three databases with different naming conventions into one easily queryable system. Looking up a corporation's prior activity with Stanford, a process that could take a couple of hours is now done in a few minutes.

READ MORE >>>

Welcome New Members

- [Jessie Albright](#), Carnegie Mellon University
- [John Burns](#), University of Maine
- [Rachel Cook](#), University of Florida Online
- [Jessica Franta](#), Purdue University
- [Melyssa Fratkin](#), University of Texas at Austin
- [Courtney Hammack](#), Virginia Commonwealth University
- [Eric Holderness](#), Kansas State University Foundation
- [G. Logan Jordan](#), Purdue University
- [Monte Olson](#), University of Nebraska Foundation
- [Rebekah Pare](#), Washington University in St. Louis
- [Wendy Pfeifer](#), Kansas State University
- [Stacy Woodley](#), Bucknell University

Looking for Job Opportunities?

Check out the [NACRO LinkedIn Group](#) for the latest postings.

Contact Us!

NACRO

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