



NACRO News

January 2022

### Announcing the 2022 NACRO Executive Education Series

The 2022 NACRO Inaugural Executive Education Series is NOW OPEN to those with 10+ years of corporate relations experience!

NACRO does an incredible job of offering industry best practices and education to those new to the corporate relations field through our [Bootcamp Offerings](#), [Annual Conference](#) and [Webinars](#), all of which provide amazing and diverse sessions for our general membership.

The NACRO Professional Development Committee has created a custom annual executive education series for those with 10+ years in the corporate relations field to keep our most senior members growing and engaged. The 2022 inaugural NACRO Executive Education Series will offer three remote sessions and one in-person session at 2022 Annual Conference covering these focal areas:

- Leadership and Professional Development
- Technical Skills
- Industry Topics
- Best Practices

The cohort of participants will be presented with a NACRO Executive Education Series certificate of completion at the 2022 Annual Conference in Minneapolis, MN in July.

Applications for the 2022 NACRO Executive Education Series are OPEN until **February 15, 2022**. The cohort will be announced on **March 1, 2022**. Once the cohort has been announced, participants will be invoiced.

The cost is \$500 for NACRO members and \$750 for non-members.

Visit our [website](#) to learn more about each session, speakers, and to apply!

### Board of Directors Seeks Nominations

NACRO is currently seeking nominations for individuals to serve on our organization's Board of Directors. Each year we seek qualified candidates willing to serve on the Board. NACRO members are encouraged to nominate colleagues and peers with the leadership skills needed to guide our volunteer led organization. We also highly encourage self-nominations. Service on the Board is an exceptional opportunity to shape our organization and the profession. In 2022, we are seeking candidates for the following roles:

- Vice Presidents (2 open roles)
- Conference Programming Committee Chair-elect
- Marketing & Communications Committee Chair-elect
- Benchmarking Committee Chair-elect
- Professional Development Committee Chair-elect
- Membership & Alliances Committee Chair-elect
- Member-at-Large

The co-Vice Presidents will serve on the Board for 3 consecutive years, with the second year as co-President and finally as co-Past President. Committee chair-elect positions are two year commitments with elected chairs automatically becoming chair in the second year. The Member-at-Large position is the only one-year long position. Criteria for candidates can be found [here](#).

Nominations can be submitted [here](#) and will remain open until **March 1, 2022**.

### 2022 NACRO Conference RFP is STILL OPEN!

Greetings, NACRO Members! Reminder that the RFP for the 2022 NACRO Conference in Minneapolis (July 19-21) is open. Now is the time to reach out to colleagues to put together your presentations on DEI, holistic corporate relations, organizational structures or professional development. Proposals are due **January 21**, so don't delay! Submit your session proposal [here](#).

### 2021 Financial Metrics Survey

The 2021 [Financial Metrics Survey](#) is underway and with just a few days left until the **January 14** deadline, the Gold Standards Subcommittee offers assistance to anyone requiring assistance on submitting the survey for their institution. Please feel free to reach out to the team via our email, [nacro.goldstandards@gmail.com](mailto:nacro.goldstandards@gmail.com), with any questions and/or concerns - we're also happy to jump on a phone call!

Answers to common questions, like the ones below, can be found on the [Financial Metrics Resource page](#).

Q: Should I submit the survey if I can't obtain all the data for one of the 4 easy numbers?

A: YES! For questions related to the survey's why and how, please visit our [FAQ](#) page.

Q: Should I report gift pledges and/or cash?

A: Pledges AND Cash combined! Please review the [Definitions](#) document to find answers to this and all questions related to financial terms, metrics, and subcategories.

Q: How many institutions participated in the survey last year?

A: 24! See the [Executive Summary](#) of the 2020 Financial Metrics Survey for current results and data observations.

Thank you in advance for your participation in this important exercise! We appreciate everyone's work in building a robust national repository for effective corporate relations! Remember, those who were in attendance for the November Meet Up are eligible to receive an extra entry for a chance to win a complimentary membership once they've submitted the survey.

### NACRO Virtual Corporate Engagement Bootcamp is February 15-16, 2022

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 professionals with fewer than three years of experience; corporate relations professionals new to higher education; new NACRO members; and individuals who are considering becoming corporate relations professionals. While geared to newer professionals, there's always something to learn and new perspectives to consider. For more information on Corporate Engagement Bootcamp and to register, please [click here](#).



### Meet-Up: What are your Corporate Relations Resolutions?

Wednesday, January 26, 2022

1:00 - 2:00 p.m. ET

Join us for a light-hearted discussion about successes and stressors and how we each plan to improve our work and relationships in 2022! [Send us your Corporate Relations Resolution in the form linked here](#). We will share the most popular topics submitted by NACRO members.

#### Moderators:

- [Meg Geiger](#), Assistant Director of Corporate Relations, Washington University in St. Louis
- [Anissa Mahone](#), Director of Corporate Engagement, The University of Texas at San Antonio.

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

[Register here](#)

### Partnership Headlines

- [Brookdale and LIM College NYC announce joint admissions agreement](#)
- [Northwell Health to expand medical education programs in partnership with University of Guyana](#)
- [JUMP 2.0: The next phase of DARPA's Electronics Resurgence Initiative: The Joint University Microelectronics Program 2.0](#)
- [Smart Village Movement thanks UC Berkeley for partnership](#)

- [NUST and Telenor Pakistan sign MOA for joint research in Analytics, AI, Data Science in Telecommunications](#)
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## Job Postings

- [Montclair State University's, Feliciano School of Business seeks it's first Corporate Partnerships Director.](#)
  - [Iowa State University Foundation is looking to fill several Corporate and Foundation Roles.](#)
  - [Washington State University is searching for a Corporate Engagement and Foundation Relations Prospect Research Strategist.](#)
  - [The University of Mississippi is looking for an Executive Director of the Center for Manufacturing Excellence.](#)
  - [The University of Minnesota is seeks and Executive Director, Corporate and Foundation Relations](#)
  - [UF Health is looking for a Director of Development Corporate and Foundation Relations](#)
  - [Carnegie Mellon University is searching for an Assistant Director of Corporate Relations - Heinz College](#)
  - [UC Davis is recruiting for their next Assistant Director of Corporate Engagement](#)
  - [University of Illinois at Urbana-Champaign seeks an Outreach and Partnership Coordinator Carl R. Woese Institute for Genomic Biology](#)
  - [Tulane is looking for a Business Development Fellow](#)
  - [Carnegie Mellon University, University Advancement has an opening for an Associate Vice President for Business Engagement.](#)
  - [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](#)
  - [Washington and Jefferson College seeks a Director, CFR](#)
  - [George Mason seeks an AVP, Corporate & Foundation Relations](#)
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## Welcome New NACRO Members

- [Bob Bullard](#), Rowan University
- [Mindy Miller Hill](#), Trinity University
- [Patti Ross](#), University of Utah

- [Fred Schmidt](#), Tarrant County College

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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

[Become a Member](#)

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