



NACRO News

July 2022



The NACRO Conference is just around the corner!

Over 330 people have registered already – are you one of them? Be sure to get your [registration](#) in before it closes on July 15. You don't want to miss out on inspiring keynotes, practical tips, and networking with your peers at our first in-person conference in three years!

Looking forward to seeing you in Minneapolis July 19-21!

Michelle Dingwall & Priya Baboo

2022 NACRO Conference Co-Chairs

Congratulations to the 2022 NACRO Award Nominees

NACRO is excited to announce the 2022 volunteer recognition award nominees. Please join us in celebrating the nominees for NACRO Rising Star, NACRO Volunteer of the Year and the Mary Beth Maddox Lifetime Award.

Award winners will be announced at conference and on the NACRO website following conference.

Coming Soon from the Benchmarking Committee

Financial Metrics Survey Dashboard & Gold Standards Subcommittee Executive Summary

Twenty-seven institutions provided data for the 2021 Financial Metrics Survey. The survey measures corporate investments, allowing institutions to identify strengths and weaknesses in current approaches to corporate relations. Watch for the Gold Standards Executive Summary at the 2022 NACRO Annual Conference and, in the meantime, check out the "Four Easy Numbers", which include organizations' dollar totals for gifts and non-gift revenues, as well as the portion and type of these investments supplied by corporate entities and more, by logging on to the [NACRO website](#)!

Industry Survey Report Update

The Industry Perspectives Workgroup has been working on an update to NACRO's 2019 Industry Survey Report based on a survey completed by company representatives from over a dozen industry sectors. This updated analysis will be available soon on the NACRO website!

Member Survey Dashboard & Executive Summary

NACRO's 2022 Member Survey focused on institutional characteristics, including questions regarding the individual member, position and organization, as well as requesting feedback for NACRO to continue to improve its offerings for members. The data from this year's survey, as well as an updated dashboard of longitudinal Member Survey data going back to 2012, will be available soon on the NACRO website. In addition, watch for the Member Survey Executive Summary at the 2022 NACRO Annual Conference!

Quick Poll Executive Summary

First implemented in 2020, Quick Polls address topics largely determined by other NACRO committees and the Board of Directors. These short-format surveys assist in capturing active trends and sentiments that support planning activities and identifying where the organization can provide more value to its members. Look for the first ever Quick Poll Executive Summary at the 2022 NACRO Annual Conference!

**Please note, all the aforementioned documents that will be available at the 2022 NACRO Annual Conference will also be available for members on the NACRO website.*

NACRO Members Needed for Partnering with NORDP (Research Developers) and Federal Agencies

NACRO is partnering with the National Organization of Research Development Professionals ([NORDP](#)) to explore how corporate relations officers and research development professionals in academia can work together synergistically to benefit higher education institutions individually and collectively.

Currently, our efforts are focused on federal agencies such as NSF, NIH, etc. to determine how NACRO and NORDP together can benefit these agencies by helping them more effectively engage industry and academia to meet their missions.

Examples within NSF include:

- Stronger research grants where industry plays a significant role - such as [NSF ERCs](#) and [NSF](#)

IUCRCs.

- Assisting the NSF [Technology, Innovation and Partnership](#) (TIP) Directorate (in partnering with industry and higher education).
- Taking a leadership role in bringing together capabilities/resources in specific geographic regions using the strengths of NACRO and NORDP – one example would be a grass roots effort by corporate relations officers and research development professionals using their unique perspectives, connections, and skills to engage with and coalesce capabilities, needs, and desires within specific geographic regions.

NACRO is looking for individuals who are interested in engaging with the above in a wide range of ways – from just attending events to helping ideate, build, and implement activities associated with the above. There is an immediate need to form a group that will work with NORDP this summer to send a white paper to NSF.

If you have any interest or would like more information, please contact [Don Takehara](#) by July 31.

Member Spotlight

Meet our new NACRO Co-presidents: Jill Abele and Dana Ulrich



Q&A with new NACRO Co-president Jill Abele

What is your current role at your institution?

Senior Director of Corporate Engagement and Foundation Relations, Iowa State University Foundation

How long have you been a NACRO member?

I joined NACRO in fall of 2016 but didn't become involved until the following summer when I was recruited to join the Professional Development committee by Robin Shah and I've been active ever since.

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Q&A with new NACRO Co-president Dana Ulrich

What is your current role at your institution?

For the past almost six years I have served as the Director of Corporate Engagement at Washington

State University.

How long have you been a NACRO member?

My first NACRO conference was in 2015 and I have been a member ever since. I was initially drawn to NACRO because of the content being offered, which was much different and more relevant than what I was seeing at other corporate relations conferences.

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Job Postings

[Michigan State University \(MSU\) is seeking an Executive Director](#)

[VCU is seeking a talented Associate Director of Corporate Relations](#)

[Colorado School of Mines is looking for Assistant Director, Corporate & Foundation Relations.](#)

[The University of Vermont is looking for an outreach professional](#)

[The University of Denver is hiring an Executive Director of Corporations](#)

[Oklahoma State University Foundation is currently hiring for an Assistant Vice President of Corporate and Foundation Relations.](#)

[Wash U is looking for a Senior Associate Director, Corporate Relations - University Advancement](#)

[Smile Train is hiring a Director, Strategic Partnerships](#)

[The Foundation for the National Institutes of Health \(FNIH\) seeks a Development Officer to expand its existing elite team of fundraising professionals](#)

[The University of Maryland Baltimore County is seeking an Associate Director of Corporate Relations](#)

[University of Illinois at Champaign-Urbana is seeking Director/Associate Director at the Carl R. Woese Institute for Genomic Biology](#)

[Kansas State University Foundation is hiring an Associate Vice President of Corporate and Foundation Development](#)

[The University of Missouri-St. Louis is hiring an Assistant Director, Corporate & Foundation Engagement](#)

[The University of Arizona is hiring a Director of Corporate Relations](#)

[Washington State University is hiring a Corporate Engagement and Foundation Relations Prospect Research Strategist](#)

[Northern Michigan University seeks a Business Development Manager](#)

[Texas State University is hiring an Associate Director of Corporate Partnerships](#)

New & Renewing Members

We would like to thank our new and renewing members. If you have not joined NACRO, we encourage you to join today. Need to renew your membership? You should have received a renewal invoice. Feel free to reach us at info@nacrocon.org with membership questions.

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.

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