



November 2022 News

Welcome

Business Developer, Scientist, Relationship Manager, Principal Investigator, Tour Guide, Portfolio Manager, Marketer, Stewardship Manager, Researcher, Financial Analyst, and, Event Planner could all be alternate titles for a Corporate Relations officer! Professional development in such a diverse role is difficult but NACRO is here to help you learn new skills, best practices, and tools to further your career. NACRO has offerings for newcomers, seasoned professionals, and everything in between. Are you looking for best practices? new ways to do things? technology that can make your life easier? leadership training to build your CR shop? This month's newsletter and the [NACRO website](#) are full of ideas and ways for you to up your Corporate Relations game!

Join us for virtual meetups and webinars in November and December

Meetup: Raising money for law schools – law firms, their client companies, professional associations/vendors/agencies

Thursday, November 10, 2022

2 - 3 p.m. ET

Law schools are of great interest to law firms. Other companies are interested from the point of view of recruitment for their own legal departments as well as for reasons of government relations and potential influence on policy development, regulation, and/or administration. However, these interests do not translate easily into giving. What are the strategies for developing support for students, faculty, programs, clinics, and professional gatherings?

Moderator:

- [Brian Ibsen](#), Senior Director, Corporate and Foundation Relations, University at Buffalo

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

REGISTER >>>

Webinar: Scenario Planning: Building Research Resilience in Academia

Wednesday, November 30, 2022

2 - 3 p.m. ET

The confluence of political, health and economic crises in the past three years has tested universities like never before. The university research ecosystem has faced unprecedented challenges, requiring a multifaceted response and an understanding of the forces driving these changes. Scenario planning is a technique which presents leadership with multiple plausible futures to explore, thereby raising awareness of key trends and reducing risks. This session will provide an overview of a scenario planning conducted by analysts at Arizona State University and The Ohio State University. We will focus on recommendations to increase resilience of the academic research enterprise in the near future.

Panelists:

- [Karen Walker](#), Associate Director of Research Development, Arizona State University
- [Alba A. Clivati McIntyre](#), Director of Strategic Intelligence, The Ohio State University

Moderator:

- [Todd Cleland](#), Senior Director of Corporate Relations, University of Washington

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

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Meetup: Tales and Tips for the Hybrid Remoter

Thursday, December 1, 2022

2 - 3 p.m. ET

There are benefits to hybrid-remote work environments, and there are unique challenges such as creating a positive, inclusive organizational culture. This virtual meetup will begin with an overview and discussion of *A Practical Guide To Building Team Culture (Including Remote-Team Culture)*, a recent post by author David Epstein. Suggestions for building hybrid team culture will be offered, and participants will be invited to share what has worked to build culture (or tear it down) in their teams. Although reading the Epstein post prior to the meetup is not required, it is highly recommended. (It is also brief and mildly entertaining.)

A secondary objective for the event is to gauge interest in a series of meetups focused on the hybrid-remote work environment. If time allows, we'll brainstorm topics to consider for future episodes of *Tales and Tips for the Hybrid Remoter*.

Moderator:

- [Richard Potter](#), Director, Business Engagement & Research Collaboration, University of Georgia

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

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Meetup: Bring Your Own Book #2

Tuesday, December 13, 2022

1 - 2 p.m. ET

Get your recommendations ready for NACRO's second "Bring your own Book" Meetup! Join our light-hearted meetup to connect virtually with fellow NACRO members as we share the books that have inspired and shaped our work. Attendees are welcome to bring and share recommendations or just listen to find the next addition to your home library!

Moderator:

- [Meg Geiger](#), Assistant Director of Corporate Relations, Washington University in Saint Louis

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

REGISTER >>>

Webinar: New Organizational Structures for Corporate Engagement

Thursday, December 15, 2022

1 - 2 p.m. ET

Corporate relations and corporate philanthropy officers supporting Schools and Colleges of Business share unique opportunities and challenges within their institutions. The way that companies work with universities is changing. There is less “pure” philanthropy and more focus on ROI. Within Business Schools & Colleges, companies have multiple touchpoints – from talent acquisition to workforce development opportunities (specialized masters and MBA programs, etc), sponsorship of conferences and lectures, student experiential / capstone projects with partners, corporate guest lecturers, and more.

In this series of events for those supporting Schools and Colleges of Business, we'll have an opportunity to ask our colleagues questions and share success stories, tips and best practices.

Moderators:

- [Barry Dickerson](#), Managing Director of Corporate Relations, Gies College of Business, University of Illinois
- [Orestes Hernandez](#), Corporate Philanthropy Officer, University of Miami Herbert Business School

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

REGISTER >>>

2023 Executive Education applications for open November 15!



NACRO members and friends with 10+ years in corporate relations are invited to apply for the 2023 Exec Ed Cohort between November 15 and December 15, 2022. See the [website](#) for the topics and speakers scheduled for the new program focusing on Leadership, Skills, Industry Issues, and Best Practices.

New this year is an in-person residency at MidWinter which will focus on Orientation, Team Building, and Leadership, once again featuring Prof. Loredana Padurean on Smart Skills for the Future. Sessions on Technical Skills and Industry Issues will be zoom presentations in April and June. The second in-person second residency will be at the 2023 NACRO Conference in Portland, Oregon focusing on Best Practices.

Applications will be accepted until December 15, 2022 and the 2023 Cohort will be announced in early January 2023.

Questions? Email executiveeducation@nacrocon.org.

Member Survey Reminder

The 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. The survey takes approximately 10 minutes to complete, and you could win a \$20 gift card!

FUN FACT: 39% of survey respondents who submitted their survey before the first round drawing won and there is still one more chance to win!

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. As in past years, the data collected from NACRO membership will be analyzed and made available to members via Tableau dashboards. The data provides members with valuable information about their own roles and organizations, and informs best practices in our field.

Check your email for the survey link. If you have not received an email, please complete the survey with this [link](#) through November 15 at 11:59 p.m.

Great news! Your Financial Metrics Survey submissions aren't due until 2023!

A little message from Gold Standards – in addition to changing up the date for Member Survey, the Financial Metrics Survey will now be launched in January, closing at the end of February. You might be breathing a sigh of relief to have this off your year-end task list, however, the Gold Standards team is hard at work to make this the highest participation year yet and we need your help! More information is coming soon.

Eager to learn about the survey? That's what we like to hear! Please check out the [Financial Metrics webpage](#) to view tools and 2021's Executive Survey. Want to see how your university stacks? Don't forget NACRO members are able to access the Financial Metrics Survey's [interactive tool](#) to see what kinds of corporate support universities are receiving.

Questions, comments or feedback on how we could improve 2022's survey? Please email us at nacro.goldstandards@gmail.com.

2023 Conference Request for Proposals (RFP) is OPEN!

Greetings, NACRO Members! We are excited to announce that the RFP for 2023 Conference in Portland, OR, (July 11-13) is now open!

You spoke, we listened! Now it's your turn to act and submit a session proposal on the themes you suggested:

- 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, and 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)

Don't wait until the deadline of January 17! Submit your session proposal [here](#).

We welcome proposals from all types and sizes of institutions. In addition to submitting a proposal, please encourage your colleagues at all institution types to submit.

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.

Member Spotlight

Professional Development for CR Officers – Alexandra (Sacha) Patera



1. What is your current role at your institution/company? How many years have you been a NACRO member?

I am part of a [Corporate Engagement and Foundation Relations \(CEFR\)](#) team that reports into the Office of the Dean for Research at Princeton since June 2022. Our sole focus is on research collaborations and our faculty. My portfolio is on the School of Engineering and Applied Sciences. I mostly focus on industry partnerships but am also mindful to bring to my faculty's attention any funding opportunities from non-profits and government RFPs. I have about 100 faculty that I pay attention to and expect to have approximately 10-20 companies with active conversations (hopefully leading to projects) within the coming year. Princeton CEFR is a very flat organization with seven highly collaborative front line officers with defined portfolios integrating with a communications specialist, a data/information specialist, and a stewardship staff, administrative assistant and intern, all reporting to a director, who reports to the Dean for Research.

I have been a member of NACRO since 2010, the year that I entered the Corporate Engagement field. Prior to that, I had been a bench chemist/biophysicist/structural biologist working on rational drug design who then moved to university administration as a graduate department associate chair. Then I discovered research development and corporate engagement.

READ MORE >>>

Job Opportunities

- [Michigan State University is seeking an Executive Director](#)
- [Oklahoma State University Foundation is currently hiring for an Assistant Vice President of Corporate and Foundation Relations](#)
- [Kansas State University Foundation is hiring an Associate Vice President of Corporate and Foundation Development](#)
- [Northeastern University is hiring a Director-Strategic Partnerships](#)
- [College of Charleston is hiring a Chief Advancement Officer and Executive Director of the College of Charleston Foundation](#)
- [Associate Director of Corporate Partnerships position at Texas State](#)
- [The ASU Foundation is seeking a Senior Director, Foundation Development](#)

- [University of California, Santa Cruz is hiring a Strategic Alliances Manager](#)
- [NYU Center for Data Science is seeking an Associate Director of Strategic Initiatives](#)
- [WSU is seeking a Senior Director of Development, Corporate Engagement](#)
- [WSU is seeking a Director, Corporate Engagement](#)
- [Rutgers University Foundation is hiring a Senior Director of Institutional Giving & Resource Development](#)
- [Tufts University is seeking a Senior Associate Director Corporate & Foundation Relations](#)
- [University of Oregon is looking for a Job & Internship Developer](#)
- [Stanford School of Engineering is hiring a Marketing Specialist](#)
- [University of Vermont is seeking a Director of Partnerships and Strategic Initiatives](#)
- [University of Denver is seeking an Executive Director of Development, Foundation Relations](#)
- [UC Irvine Donald Bren School of Information and Computer Sciences is seeking an Associate Director of Capstone Programs](#)
- [Arizona State University is seeking a Director, Business Engagement Catalyst](#)
- [University of Georgia is hiring a Senior Director for Business Engagement](#)
- [The College of Engineering and Computing at George Mason University is hiring a Director of Development, Corporate Giving](#)

Welcome New Members

- [Bonnie Crews](#), George Mason University
- [Sarah Fields](#), Stanford University

- [Kelli Fuhrman](#), University of California San Diego
- [Lauren Hunt](#), Yale University
- [Wendy King](#), Worcester Polytechnic Institute
- [Tim Liebrecht](#), Fairmont State Foundation, Inc.
- [Kara White](#), Boyden Boston

Have something to share in the newsletter?

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.

NACRO

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