



## October 2022 News

### Our Monthly Newsletter

#### Welcome

Hello NACRO Corporate Relations Professionals and a special welcome to our new NACRO members! We are really happy to have you as part of our community.

As a new member, the most important thing you need to know is that YOUR input and perspective are what gives our organization value. As a volunteer-run network, we rely on our members to drive content and programming that is significant and relevant to advancing our individual roles and our profession.

Personally, we have both gotten the most out of our membership by sitting on various NACRO committees. Joining a committee gives you the opportunity to guide the direction of our work, serve in leadership positions, and develop deeper connections with other members. Our committees are always looking for additional volunteers.

Please reach out to the Chairs and Co-Chairs to learn more:

- **Benchmarking:** Tim Hausman and Ashley Chan  
([benchmarking@nacrocon.org](mailto:benchmarking@nacrocon.org))
- **Conference Programming:** Priya Baboo and Thomas Manshack  
([conference@nacrocon.org](mailto:conference@nacrocon.org))
- **Marketing & Communications:** Susan Lee and Rashmi Tenneti  
([marketing@nacrocon.org](mailto:marketing@nacrocon.org))
- **Membership & Alliances:** Jason King and Lauren Bradley  
([membership@nacrocon.org](mailto:membership@nacrocon.org))
- **Professional Development:** Emily Kelton and Ben Miller  
([professionaldevelopment@nacrocon.org](mailto:professionaldevelopment@nacrocon.org))

There are many other NACRO membership benefits, including a Member-Only Content section on our [website](#) and a dedicated [LinkedIn group page](#). Each

monthly newsletter we'll offer a "Hey New Member, Did You Know?" section where we'll highlight some of these benefits and offer you guidance on navigating NACRO and our resources. Let us know if there's something in particular that would be helpful to highlight.

Finally, we want to remain the premier organization for corporate relations professionals by continuing to provide pertinent professional development opportunities, impactful networking, and up-to-date best practices. If you aren't getting what you need from NACRO, please let us know.

Jason King and Lauren Bradley  
Chair and Co-Chair, Membership & Alliances Committee

## 2022 NACRO Conference Recap Part 2

NACRO's first in-person conference in 3 years was a huge success with nearly 340 attendees.

- 1 out of 2 attendees joined the NACRO conference for the first time, thus leveraging the opportunity to not only gain insights, but also network with peers and stay on top of trends.
- Attendee satisfaction was high in terms of conference length, content, presenters, and networking opportunities. Suggestions were made to include additional narrowly-targeted affinity groups, like college-based and small corporate relations offices.
- Topic suggestions for next year's conference included DEI, collaborating with faculty, holistic corporate engagement structures, tactics for corporate engagement, and internal coordination across offices within an institution. Attendees were also interested in getting industry perspectives on most topics.

*Thank you to all Conference Programming Committee members for helping with the conference!*

## Watch out for the 2023 NACRO Conference RFP in November!

The Conference Programming Committee is working to incorporate the feedback from the 2022 conference and refine the RFP for the 2023 NACRO Conference in Portland (July 11-13). Please stay tuned for the RFP launch early next month, with proposals due mid-January. Meanwhile, we invite our colleagues from all institution types to plan on submitting a session topic for the 2023 conference.

## NACRO Membership Survey Launches This Month

NACRO conducts an annual survey to assess the state of our profession. From the data collected, NACRO members gain exclusive access to salary data, demographics, industry trends and more. Participation in the membership survey is crucial for helping NACRO to enhance membership value for all members. Look for your invitation to complete the survey later this month.

To better align with NACRO's new membership year, this survey will be administered in the Fall moving forward instead of the Spring as in years past. So yes, you did complete a survey this past May that was focused on the individual member perspective. This Fall's survey will focus on gaining insights from an institutional perspective.

## Strategy Committee

NACRO strategy is moving from formulation to execution. The Strategy Committee has been meeting to review the last 3 NACRO strategy plans, listening to the past Presidents' interview covering the past 12 years of NACRO, and discussing some preliminary organizational change ideas to recommend to the board of directors of NACRO. The goals remain the same: increase NACRO's value to its members and to create an organizational structure that strengthens that.

## A new data analysis, prospect research, CRM administration corporate relations affinity group starting in October

A new NACRO affinity group seeks members working in data analytics, prospect research, or CRM administration. Beginning in October, the group will meet monthly to share best practices and projects utilizing data to support corporate relations efforts. Group members will collaborate through sharing their own projects, challenges, and ideas in an informal setting.

Would you like to join us? Know someone that we should reach out to directly? Email Stacey Barnes ([sbarnes@foundation.iastate.edu](mailto:sbarnes@foundation.iastate.edu)) and Roxana Ryan ([rrryan2@illinois.edu](mailto:rrryan2@illinois.edu)).

## Hey New Member, Did You Know?

You have access to all of NACRO's recorded virtual content! Are you looking to become more data-driven in your role? Maybe you're starting a Corporate Relations Shop from scratch? Or trying to figure out how best to implement DEI initiatives into your strategy? Well you can find resources for all of these topics (and more!) on our [website](#).

## Upcoming Events

## “Bring Your Own Book” Meetup #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!

Moderated by:

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

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## New NACRO Member Q&A

**Lauren Heywood, Associate Director Strategic Partnerships, Khoury College of Computer Sciences**



### 1. What inspires you to work in this industry?

I am so inspired by being able to make an impact in student’s lives by bringing them opportunities with industry partners to form relationships and obtain co-ops, internships, and full time positions. I also love the college and university that I work for. I am proud of our values and our mission, and feel very good about being able to share this with employers of all sizes, knowing that our faculty, staff and students are a great representation of Khoury College at Northeastern.

## 2. Why did you decide to join NACRO?

To learn and to build meaningful relationships with others in the field that I can truly rely on. NACRO has been invaluable to me as I am working on standing up a program at my own college. I joined to be able to use the best practices of other academic institutions and adapt them as our own, and to go a step further and to speak with the folks responsible for these best practices and understand the journeys and obstacles they have gone through.

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## Job Opportunities

- [Michigan State University \(MSU\) is seeking an Executive Director.](#)
- [The University of Denver is hiring an Executive Director of Corporate Relations.](#)
- [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.](#)
- [The Foundation for the National Institutes of Health \(FNIH\) seeks a Development Officer.](#)
- [Kansas State University Foundation is hiring an Associate Vice President of Corporate and Foundation Development.](#)
- [Northeastern University is hiring a Director-Strategic Partnerships.](#)
- [University of Texas at Arlington is seeking a Director of Corporate Relations.](#)
- [College of Charleston is hiring a Chief Advancement Officer and Executive Director of the College of Charleston Foundation.](#)
- [University of Southern California seeks a Senior Director of Corporate and Foundation Relations.](#)

- [Associate Director of Corporate Partnerships position at Texas State.](#)
- [Employer Relations Coordinator Sr. at Arizona State University's Engineering Career Center.](#)
- [The ASU Foundation seeks a Senior Director, Foundation Development.](#)
- [University of California, Santa Cruz is hiring a Strategic Alliances Manager.](#)
- [NYU Center for Data Science seeks an Associate Director of Strategic Initiatives.](#)
- [University of California, Santa Cruz seeks a Strategic Alliances Manager.](#)
- [UC Santa Barbara seeks Associate Director of Corporate Business Development.](#)
- [Drexel University's Office of Research & Innovation is seeking to hire a Proposal Development Manager.](#)
- [WSU seeks a Senior Director of Development, Corporate Engagement.](#)
- [WSU seeks a Director, Corporate Engagement.](#)
- [Rutgers University Foundation is hiring a Senior Director of Institutional Giving & Resource Development.](#)
- [Tufts seeks 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.](#)

## Welcome New Members

- **Laura Aiken**, Bentley University
- **Melissa Belcher**, University of Illinois Urbana-Champaign
- **Katie Crosby**, University of North Carolina Wilmington
- **Narek Daniyelyan**, Washington State University
- **Jodi Detjen**, Suffolk University

- **Kelli Fuhrman**, University of California San Diego
- **Sara Gaal**, Carnegie Mellon University
- **Glen Gardner**, Gardner Innovation Search Partners
- **Holly Hansen-Thomas**, Texas Woman's University
- **Lauren Heywood**, Khoury College at Northeastern University
- **Wendy King**, Worcester Polytechnic Institute
- **Tim Ruthven**, University College London
- **Sina Safayi**, Rush University Medical Center
- **Jody Skenderian**, Loyola Marymount University
- **Erin Smith**, Northern Illinois University
- **Kevin Sweeney**, Suffolk University

### 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@NACROonline.org](mailto:Marketing@NACROonline.org).

#### **NACRO**

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