



December 2023 News

Co-Presidents' Message



The NACRO team is grateful to every single one of our volunteers, past and present, who have shaped and guided this community into the powerful network of corporate relations colleagues that it is today. Through our shared values of Education, Innovation, and Community, NACRO members have continually found ways to provide excellent programs, connections, and resources.

A key committee driving the collection of data and generating meaningful resources is the NACRO Benchmarking Committee. This year Benchmarking is led by **Ben Webb** (The Ohio State University) and **Angela Dudley** (Wichita State University Foundation).

The Benchmarking Committee is a legacy NACRO committee with strong roots in the development of the classic NACRO whitepapers on holistic corporate relations and the generation of the annual member survey.

Over the past six years or so, this committee has been very active and has generated resources such as the annual salary survey, gold standards financial metrics survey, industry perspectives publications, and quick poll surveys. Furthermore, the data and publications generated by the committee are shared with members through new and engaging Tableau dashboards and resources on the NACRO webpage.

Quick polls are another tool that allow Benchmarkers the opportunity for cross-committee collaboration. Throughout the calendar year these short surveys collect responses that enable NACRO to respond quickly to the needs of our membership.

The Publications and Consulting Subcommittee is focused on socializing these insights by creating informational resources that members can use to navigate specific topics within academic corporate relations. Topics of focus this year include an update to the Academic Corporate Relations Whitepaper, Corporate Relations in Healthcare, Corporate Relations Management Models, and What Leaders Need to Know in Corporate Relations.

In this edition of the newsletter, we would like to recognize members of the Benchmarking Committee who have stepped up to lead the important work of this committee:

- **Erin Smith**, Northern Illinois University
- **Megan Skelly**, The Ohio State University
- **Anne Borchert**, AB3 Partners
- **Lisa Soeder**, Kent State University
- **Audrey Metcalf**, Washington University in St. Louis
- **Tracey Wischmeyer**, Syracuse University
- **Michelle Arbogast**, Tennessee Technological University
- **Brittany De LaTorre**, University of Southern California
- **Elisabeth Healey**, Duquesne University

We are grateful for the gifts and skills of NACRO volunteers in this season. May each of you enjoy time with family and friends this holiday season. We raise a glass to you and yours for a joyous holiday season and a happy New Year! Cheers!

Michelle Dingwall, University of St. Thomas
Dave Ortendahl, Worcester Polytechnic Institute

NACRO Co-Presidents 2023-24

2024 Conference RFP is Open!

Get ready to share your expertise, connect with peers, and inspire others! We're excited to invite you to submit your session proposals for the 2024 NACRO Conference July 16-18 in Raleigh, NC.

This is your chance to contribute to the vibrancy of our community and showcase the diverse expertise that makes our conferences truly exceptional. Submit your proposals by **January 19** for consideration.

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

Submit Your Proposal

Virtual Bootcamp - Save the Dates

NACRO's Corporate Engagement Bootcamp will be held **February 13-14** via Zoom. Bootcamp is designed for early career individuals or those new to corporate relations. More information will be released in the coming weeks. Bootcamp is open to members and non-members, and the cost is \$375.

Learn More About Bootcamp

Toolkit Quick Poll

The NACRO Toolkit Subcommittee is looking for your feedback on what resources, templates, and best practices would be most helpful to our members as we continue to build out our Toolkit. Please take two minutes to follow the link below and provide your feedback on the topics that would be most helpful to have in the NACRO Toolkit. Your participation is greatly appreciated!

Complete the Quick Poll

Upcoming Virtual Programming

January Regional Meetups

- Southeast Region: Monday, January 8, 2-3 p.m. ET
- Midwest Region: Tuesday, January 9, 10-11 a.m. CT
- South Central Region: Tuesday, January 16, 12-1 p.m. CT
- Western Region: Wednesday, January 17, 1-2 p.m. PT
- Northeast Region: Thursday, January 25, 11 a.m.-12 p.m. ET

If you'd like to be added to one or more of these invites, please email [Jenna Brown](#).

Submit a Virtual Program Request

Job Postings - New Addition to NACRO News

NACRO is excited to announce a new opportunity to share your open positions in our monthly newsletter, reaching over 5,000 individuals.

The cost is \$50 for members and \$75 for non-members for a one-time posting in the newsletter. Should you wish to re-run your ad, you will be expected to resubmit the posting, along with payment.

Job posting forms are due to [Aubryn Shivers](#) no later than the **1st** of the month to be included in that month's newsletter.

We look forward to partnering with you on this new initiative!

Job Posting Form

Halo Partnering Opportunities

Below are some new partnering opportunities recently launched on Halo, with a deadline of **January 31**.

[Ultra-high OTR barrier dispersion coating solution with adhesion on paper](#)

One.five is looking for a water-based dispersion coating solution with good adhesion on paper substrates that proved to achieve ultra-high OTR barriers (<1 cc/sqm/24hrs in ambient conditions) and is heat-resistant for subsequent extrusion coating applications.

[Natural polymer coating on paper substrate with similar properties as PE/PP](#)

One.five is looking for a natural polymer-based solution that must undergo processing via extrusion coating on paper, ensuring a balance between heat seal strength, melt

flow rate, and adhesion to paper. Additionally, the coating should be water-insoluble, exhibit biodegradability, and uphold bio-based carbon standards.

[High-barrier thermoforming polymer films for fiber-based food packaging](#)

One.five is in search of innovative packaging solutions that tick several boxes. The ideal material should be a polymer film that is food compliant, exhibit a water vapor transmission rate comparable to or better than polyolefins, endure hot fill (77°C) and refrigeration (4-10°C) in contact with the product, and be thermoformable at a specified aspect ratio.

[Reducing the tempering requirements of chocolate](#)

Cargill is looking for technologies and/or ingredients that can reduce the energy and processing cost associated with tempering of cocoa butter in chocolate. These can be focused at completely replacing the tempering step, or significantly reduced its energy requirements. They are NOT looking for Cocoa Butter alternatives or otherwise commercially available compound chocolate solutions.

[Novel ingredient to protect human skin from ultraviolet radiation](#)

This global Fortune 500 company is seeking new and novel materials that will provide UV protection when applied on human skin. The substance should not currently be recognized by any global regulatory agency as a sunscreen for drug or cosmetic products. Ideally, the substance would be naturally/sustainably sourced, work well in cosmetic formulations, and be reasonably effective at either absorption, reflection, and/or scattering of UV radiation.

[**Learn More About Halo**](#)

Celebrating Wins

As we approach the end of the year, we want to take a moment to reflect on all that NACRO has accomplished. 2023 saw us change and approve new bylaws. Committees were realigned and refreshed. Jenna Brown moved into a Director of Operations role. Regional Meetups were launched. The 2023 NACRO Conference was hosted in Portland, OR with just over 350 attendees and 50 sessions. We hope that NACRO has been a valuable resource to you as you grow and succeed in your roles.

What's going on in your world? We look forward to learning about your successes, professional growth, and new corporate partnerships. Please share your story so we can celebrate you!

Email Us

Landscape Scan

As NACRO seeks to improve, we are doing a landscape scan of how NACRO compares with several university-centric professional organizations. This will help us think about our own future, and which societies to partner with. Stay tuned for updates.

Join Our LinkedIn Group

Did you know about NACRO's LinkedIn Group? With over 3,000 engaged members, job postings, contests, and content, the NACRO LinkedIn Group is the place to be!

[Join Our LinkedIn Group](#)

Contact Us

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