



January 2023 News

Welcome

More and more organizations are using data to drive their decision making, react to situations from an informed perspective, and improve processes. Fact based decision making helps to more effectively rise to challenges and set informed measurable goals and metrics.

NACRO's Benchmarking Committee is committed to serving as a data resource to help establish industry best practices and support corporate relations offices' use of industry relevant data to make informed decisions. Benchmarking does its work using data collection tools such as the annual [Member Survey](#) and [Quick Polls](#). Member Survey assesses the state of the industry and identifies trends by collecting data on office structures, performance metrics, needed skills and competencies, and salary structures. Quick Polls are short-form surveys that gather real time data snapshots related to current trends such as company DEI initiatives and pandemic responses.

Launching this month is the [Financial Metrics Survey](#). In only its third year, Financial Metrics is building a data set to help better understand investment in higher education by seeking data to inform on corporate "all in" support through avenues such as gifts, sponsored research, fee-for-service contracts, and athletic sponsorships. These data can help colleges and universities identify true peer institutions for corporate relations purposes, establish organizational and individual metrics, and inform best practices.

NACRO data is generated largely from the membership. We hope that you will help take an active role in enhancing member benefits and advancing the profession by participating in NACRO surveys. See below for more tips and information on completing the survey.

Tim Hausman and Ashley Chan
NACRO Benchmarking Co-Chairs



Virtual Corporate Engagement Bootcamp, February 14-15

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 (CR) professionals (fewer than three years of CR experience), CR professionals new to higher education, new NACRO members, or individuals who are considering becoming CR professionals.

More information can be found [here](#).

Financial Metrics Survey Launches January 10!

With revamped tools and resources to make participation in this survey as easy as possible, Gold Standards invites you to participate in the 2022 Financial Metrics Survey! Launching on January 10th we need your help to make this the most successful year yet! Here's what you need to know:

- Watch this quick three-minute [video](#) which walks you through how to take the Financial Metrics Survey.
- Take a look at the resources provided in the video featured on the [NACRO Financial Metrics Survey Page](#).

- Make a Plan! There's various data points to collect and these data points often are housed in multiple offices across campus. Review the collection tool, make note of the offices and respective contacts that house this information and set a meeting to discuss the goals of the survey, what information is needed and create a system to collect this information.
- The survey will be open from January 10 to March 3.

Questions about the survey? Please email us at nacro.goldstandards@gmail.com.

2023 Conference Request for Proposals (RFP) is OPEN!

Greetings, NACRO members! Reminder that the RFP for 2023 Conference in Portland, OR (July 11-13) is open. If you have been thinking about hosting a session but haven't submitted a proposal, **NOW** is the time to do so! Please reach out to colleagues to put together proposal submissions that highlight wins/progress from 2022 in the areas of:

- **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, breaking down silos)
- **Diversity, Equity and Inclusion** (includes strategies for fundraising, incorporating DEI into workplans)
- **Skills Workshop** (includes contracts, negotiating skills, proposal writing, storytelling, speaking the languages of industry and academia)

Proposals are due **January 17**, so don't delay!

The Conference Programming Committee looks forward to receiving proposals from all types and sizes of institutions - non-R1, HBCUs, liberal arts colleges, medical schools, law schools, etc. Let's make the 2023 NACRO Annual Conference a huge success!

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

SUBMIT YOUR PROPOSAL >>>

AURP recognizes NACRO in recent White Paper

The Association of University Research Parks (AURP) recently released a white paper, *The Geography of Technology, Science, and Innovation Under the CHIPS and Science*

Act. This document references NACRO as being among "select organizations working to develop communities of science and technology innovation and economic growth through regional, state, local, and institutional partnerships".

READ THE WHITE PAPER >>>

Upcoming Events

Webinar: A Guide to Financial Metrics Survey Participation - CANCELED

Tuesday, January 10, 2023

Due to scheduling conflicts this webinar has been canceled. However, we encourage you to watch the [tutorial video](#) created which walks you through the various resources found on the [Financial Metrics Survey Resources Page](#). We apologize for the inconvenience.

Meetup: Corporate Engagement Bootcamp Information Session

Thursday, January 12, 2023, 12 - 12:30 p.m. ET

Thinking about attending NACRO Corporate Engagement Virtual Bootcamp in February? Not sure if it's for you or want to ask questions from previous attendees? Join members of NACRO's Professional Development Committee January 12 at noon for an informal, 30-minute virtual meetup to learn more and see if it's a fit for you and/or your team.

Panelists:

- [Ben Miller](#), Director of Corporate Relations, The Ohio State University
- [Anthony Radspieler, Jr.](#), Director of Corporate Research Partnerships, Jacobs School of Engineering, UC San Diego
- [Kenneth Camm](#), Senior Director of Corporate Relations, University of Notre Dame
- [Jen Cadman](#), Associate Director, Corporate & Foundation Relations, Mellon College of Science, Carnegie Mellon University

Moderated by:

- [Melissa Belcher](#), Associate Director of Corporate Relations, The Grainger College of Engineering, University of Illinois at Urbana-Champaign

****This meetup is open to members and non-members with 100 spaces available.***

REGISTER >>>

Webinar: What the heck is going on in the world of AI? Trends in AI, as told by the 2022 AI Index

Tuesday, January 17, 2023, 1 - 2 p.m. ET

Learn about some of the main trends in AI, as told to you by the 2022 AI Index Report. The AI Index is one of the most widely read annual reports on trends in AI and is frequently used by industry leaders and policymakers to make sense of what is happening in the world of AI. This presentation covers some of the main trends explored in the report, namely trends in areas such as research and development, technical advancement, ethics, economics, policy and education.

Presenter:

- [Nestor Maslej](#), Research Manager, AI Index

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

REGISTER >>>

Webinar: How to interview faculty about their views of industry sponsored research

Tuesday, January 24, 2023, 1 - 2 p.m. ET

What do faculty really think about the corporate engagement office? The answers to that question were shared to a packed, standing room audience in NACRO Minneapolis in July 2022. In this follow up webinar we bring back all three members of the original team that conducted the faculty interviews to share our toolkit for conducting the interview and synthesizing the results.

We will cover: What questions should you ask? How do you select whom to interview? How do you share the results? At the end, you should be able to consider whether this is a good exercise for your own institution.

Speakers:

- [Elaine Armfield](#), Director Corporate Engagement, Arizona State University
- [Joseph Huang](#), Executive Director of Strategic Research Initiatives, Stanford University
- [Amy Scoville-Weaver](#), Director of Retail, Arizona State University

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

REGISTER >>>

Hey Members, Did You Know?

Is your New Year Resolution to explore new professional opportunities? Check out [NACRO's job board on LinkedIn](#) to see the latest postings for open Corporate Relations roles across the country.

Meet NACRO Member: Chad Brown



1. How long have you been in corporate relations? Can you tell us a little more about your career?

I have worked in corporate relations for a number of years, but not all in a higher educational setting. I started early in my corporate relations career when I worked in community affairs for a major market media company. After almost five years in that role, I moved into major gift fundraising roles and worked at the Greater Twin Cities United Way for almost a decade. A key strategy for United Way is building multi-faceted

partnerships with its corporate partners to make impact in the community. Now, in my role at Montclair State University, I am applying those learnings in higher education and learning more about university corporate relations from my interactions with NACRO.

At the end of the day, I have learned that strong corporate relations involve collaboration, communication and creativity applied toward mutually beneficial goals and impact. It's a rewarding area of my career.

READ MORE >>>

Welcome New Members!

- [Dakia Kelly-Adams](#) - University of Maryland, Baltimore County
- [Jason Northern](#) - Missouri University of Science and Technology
- [Natalie Pecknold](#) - University of Houston - Clear Lake
- [Kyle Tons](#) - Colorado School of Mines Foundation
- [Sonia Vasquez](#) - UT Health San Antonio

Contact Us

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