



July 2023 News

Reflecting on the Last 2 Years

As our presidency comes to an end, we wanted to reflect and share with you a few of NACRO's greatest accomplishments over the past year.

- We successfully emerged from the pandemic and grew NACRO membership back to pre-pandemic levels.
- Year one of the NACRO Strategic Plan is complete, including changes to the NACRO bylaws and a restructure of the organization.
- NACRO Regional Groups were launched and virtual meetups have been hosted for three of the regions.
- We revamped our sponsorship program and have a record number of sponsors for the conference and other programming.
- Gold Standards executed a significant outreach effort that resulted in a boost in Financial Metrics Survey responses, laying important groundwork to continue building this data for current and future members.

None of this could have been possible without the NACRO board and our countless volunteers. Additionally, we'd like to thank Michelle Dingwall, Dave Ortendahl, Charley Hasemann and Barry Dickerson for being wonderful and supportive partners in leading the NACRO organization. We couldn't have done it without any of you!

While there are challenges ahead and lots more work to do, we are extremely proud to have served as your co-presidents. Ending our presidential term with NACRO is bittersweet, but we're leaving it in good hands. Thank you all for the opportunity to lead NACRO.

Dana Ulrich & Jill Abele
NACRO Co-Presidents



Conference Countdown

NACRO is thrilled to be holding its 16th annual conference and excited to have to new and returning members joining us in Portland July 11-13. We are looking forward to gathering with over 350 attendees and 70 speakers for three days of impactful programming, networking, learning and fun! If you have not yet registered, be sure to do so before registration closes on July 7.

Conference Checklist:

1. Download the [Whova app](#) using the same email used to register for conference. This app will give you all of the details on conference sessions, locations, speaker bios as well as fun ways to connect with other attendees.
2. Check out the sessions in [Whova](#). Identify your interest areas and add to your calendar in the app.
3. Join Tuesday's keynote session and kick-off reception, where you can network with other conference attendees and volunteers!
4. Like what you're seeing and hearing? Become a NACRO volunteer! Look for information at the registration table and throughout conference to meet other volunteers and hear about the work of the committees.

5. Check out the [Portland Near Me Now tool](#) to and the [While in Portland flip book](#) to find fun sights and activities in Portland.
6. Network and have fun!

Please reach out to us at conference@nacrocon.org with any questions.

Visit the Conference Webpage

NACRO Toolkit Release

The NACRO Toolkit has been newly updated and provides a comprehensive resource to empower your Office of Corporate Relations. Look for the Tuesday session at conference to learn more about the launch of this toolkit. NACRO members can also view the toolkit on the website via the link below.

View the Toolkit

Get Involved with NACRO

The NACRO Conference may be your first interaction with NACRO, but did you know that everything that NACRO offers is the result of the dedication and hard work of our NACRO volunteers? We welcome members to join a committee to help grow the work of NACRO and get behind the scenes of our activities - from professional development webinars, to conference sessions, to social media networking and member recruitment - our standing committees all benefit from a broad and diverse set of participants. There is much going on behind the scenes at NACRO and it is largely due to the hard work of our 200 NACRO volunteers!

The **Benchmarking Committee** serves NACRO membership through data collection and analysis, and the creation of resources that support members in their daily corporate relations work and advance academic corporate relations best practices.

The **Communications Committee** is responsible for maintaining the NACRO brand. We are the internal and external voice of the organization and we support all NACRO committees in achieving their communication goals through marketing strategies, content planning, and building the NACRO brand.

The **Membership Committee** leads NACRO's efforts to recruit and retain members, including securing new members and welcoming them to the organization. The committee builds value through NACRO membership by cultivating members,

professional networking opportunities, and promoting virtual and in-person programming and resources.

The **Professional Education Committee** leads NACRO's efforts to offer professional and leadership development opportunities for all members through virtual and in-person events including webinars, bootcamp, and the annual conference in addition to collaborating with other committees on strategic NACRO initiatives.

Join a Committee

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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