



## April 2024 News

### Co-Presidents' Message



Happy April!

In this edition of the e-newsletter, we are proud to celebrate the perspectives that NACRO offers our network of members. With each passing year, our community grows stronger and more inclusive. Through regional meetups, affinity groups, and round table discussions at conferences, NACRO works hard to foster safe spaces for dialogue and meaningful connections between professionals.

With over 500 members across 85 institutions spanning 45 states and 5 countries, NACRO stands as a beacon of collaboration and innovation in academic-corporate relations. Our membership includes individuals from universities, colleges, research institutions, business schools, and community colleges of all sizes and classifications, ranging from large research universities to small liberal arts colleges. We embrace diversity in all its forms, whether it's geographic, institutional type, size, or Carnegie classification.

This diversity not only enriches our collective knowledge and expertise but also fosters a dynamic environment where ideas flourish and your professional work in corporate relations is informed with research, case studies, and best practices. By welcoming perspectives from a wide range of institutions, we ensure that our strategies and educational experiences are inclusive and adaptable to the unique challenges and opportunities faced by our members. Whether it's sharing insights on industry trends, navigating regulatory landscapes, or forging new partnerships, our diverse membership brings a wealth of perspectives that benefit us all.

As we continue to celebrate the breadth and depth of our membership, we reaffirm our commitment to fostering collaboration, innovation, and excellence in academic-corporate relations. Together, we will continue to shape the future of higher education and industry partnerships, driving positive change and impact in our communities and beyond.

Michelle Dingwall, University of St. Thomas

Dave Ortendahl, Worcester Polytechnic Institute

NACRO Co-Presidents 2023-24

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## Conference Registration is Open!



Registration for the 2024 NACRO Conference is officially OPEN!

This year's conference will take place **July 16-18** in Raleigh, NC. More information can be found on the [conference webpage](#). New this year -- registration for both Conference and Bootcamp will be available in one form! Bootcamp will take place in person **July 16** prior to the start of conference on **July 17**. Not sure if Bootcamp is right for you? Learn more [here](#). And don't forget you can renew your membership or join NACRO during the registration process.

Also available is the hotel reservation link. You can [book your room](#) under the NACRO group rate (\$183 per night + tax) between now and **June 15**.

### Registration Rates:

*\*NACRO does not offer institutional or group registrations. Each individual attending conference will need to register. If you require one invoice for a group, please let us know.*

### **Early-bird**

Member - \$900

Non-member - \$1,325

*\*Ends June 7*

### **Regular**

Member - \$1,175

Non-member - \$1,325

### **Bootcamp**

All attendees - \$375

[Learn More & Register](#)

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## **Executive Education Program**

Building on the terrific success of the Executive Education program, NACRO's Professional Education Committee will offer a new and enhanced format for the 2024 Executive Education series. The series is designed for NACRO members and affiliates with 7+ years of experience in the corporate relations arena.

Participants are invited to apply now through **June 1**. The 2024 cohort will be announced in early June. Participants must complete all seven core sessions to receive the 2024 Executive Education Certificate and Digital Badge.

[Learn More & Apply](#)

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## **Financial Metrics Survey Reminder**

It's not too late for your institution to be represented in the 2023 Financial Metrics Survey! The deadline has now been extended to May 3rd. We hope your institution will participate so that we can capture and report on the corporate sector's "all-in" investment into higher education.

Please contact [info@nacrocon.org](mailto:info@nacrocon.org) with any questions. Virtual meetings to assist/answer questions are available upon request. (Please note: the data collection tool originally included in the March launch email contained a formula error; an updated version is available [online](#).)

[Learn More & Complete the Survey](#)

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## 2023-24 NACRO Awards

NACRO is pleased to announce its annual awards to recognize and celebrate outstanding individuals in our field. The Awards Committee is currently seeking nominations from our membership for the Mary Beth Maddox Lifetime Service Award, the Rising Star Award, and the Volunteer of the Year Award. **The nomination deadline is May 17.**

[Learn More & Submit a Nomination](#)

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## April Quick Poll

Our next Quick Poll is officially open! This poll will be used by the Professional Education Committee to help assess and refine professional development opportunities that are most relevant to you and your goals. **The deadline to respond is April 19.**

[Complete the Quick Poll](#)

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## Call for Toolkit Submissions

Do you have an established corporate relations office? What kind of metrics do you track? Have you discovered the secret to databases and analytics? The NACRO Toolkit is looking for new resources, templates, and best practices to help the corporate relations community. Show off resources, win prizes for your contributions, and see how others in the community are also excelling at their jobs!

[Submit Your Materials](#)

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## Upcoming Virtual Programming

### May Regional Meetups

- Southeast Region - Monday, May 6, 2-3 p.m. ET
- Midwest Region - Tuesday, May 14, 10-11 a.m. CT
- South Central Region - Tuesday, May 21, 12-1 p.m. CT
- Western Region - Wednesday, May 15, 1-2 p.m. PT
- Northeast Region - Thursday, May 30, 11a.m.-12 p.m. ET

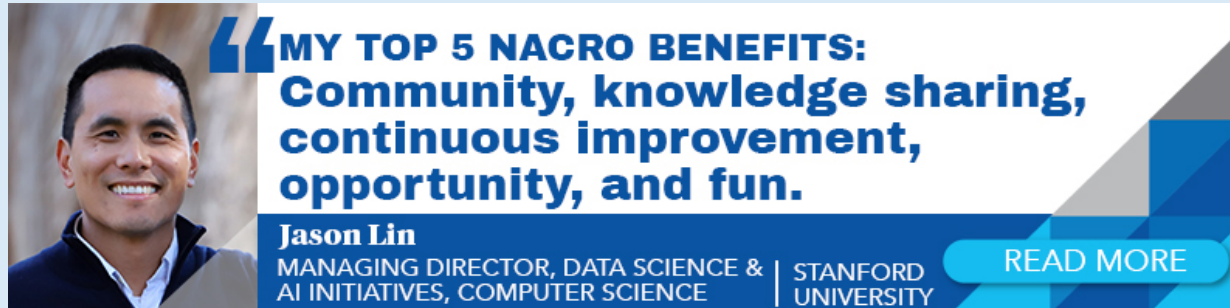


Interested in presenting a webinar or hosting a virtual meetup? NACRO is looking for webinar sessions for April and beyond. Submit your request via the link below.

[Submit a Virtual Program Request](#)

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## Member Spotlight

A graphic featuring a portrait of Jason Lin on the left. To the right, a blue and white text box contains a quote: "MY TOP 5 NACRO BENEFITS: Community, knowledge sharing, continuous improvement, opportunity, and fun." Below the quote, his name and title are listed: "Jason Lin, MANAGING DIRECTOR, DATA SCIENCE & AI INITIATIVES, COMPUTER SCIENCE | STANFORD UNIVERSITY". A "READ MORE" button is located in the bottom right corner of the graphic.

**“MY TOP 5 NACRO BENEFITS:  
Community, knowledge sharing,  
continuous improvement,  
opportunity, and fun.**

**Jason Lin**  
MANAGING DIRECTOR, DATA SCIENCE & AI INITIATIVES, COMPUTER SCIENCE | STANFORD UNIVERSITY

[READ MORE](#)

This month, the NACRO Communications committee connected with Jason Lin, Managing Director, Data Science & AI Initiatives, Computer Science at Stanford University.

If you would like to be featured in our spotlight series, or know of a member with a great story to share, please contact [info@nacrocon.org](mailto:info@nacrocon.org).

[Read Jason's Full Story](#)

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## New Member Highlight

# New Member Welcome & Highlight

Welcome  
**Lauren S. Cole** | Director  
Troy University  
Career Services



“The networking opportunities provided by NACRO seem to be one of its greatest assets...”

[Read Lauren's Full Story](#)

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## Job Postings

[Cal Poly, San Luis Obispo - Senior Director of Corporate Relations, University Development & Alumni Engagement](#)

[University of Wisconsin, Stout - Greater Dunn County Director of Economic Development](#)

[University of Minnesota Foundation - Senior Development Officer, Corporate & Foundation Engagement](#)

Interested in posting your open position(s)? The cost is \$50 for members and \$75 for non-members for a one-time posting in our monthly e-newsletter. Should you wish to re-run your ad, simply 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.

[Job Posting Form](#)

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## Contact Us

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