

July 2024 News



Presidents' Message

As our term as co-presidents nears an end, we are proud to kickoff a *NEW CHAPTER* for NACRO – a new brand!

Building off of our most recent strategic plan, this bold new look for NACRO is the result of many hours of research and discussion by several board members, and design work by Marketing Department, Inc. The new logo includes unique colors not found among peer organizations that will distinguish us in the marketplace. The orange and dark purple color scheme presents a bold, bright, and modern look for our dynamic organization. The new graphic represents people sitting together, networking. This core value of NACRO is a primary benefit of our organization and is now visually incorporated into the logo. We hope you enjoy the fresh, new look as much as we do!

Of course, a brand refresh is more than revising a logo. During the branding process, we reviewed your recent member survey results to identify several value propositions for membership in NACRO. These sentiments will be used throughout our marketing and communications to describe the unique benefits of NACRO membership:

- NACRO provides “leadership fuel” to propel academic corporate relationship officers to advance their organizations.
- NACRO delivers business & personal advantages to its members.
- NACRO activities provide valuable information and positive energy to like-minded individuals.
- NACRO is one-of-a-kind connectivity to the largest and most institutionally diverse network of academic corporate relations officers in North America.

Watch for new banner ads on the NACRO website and on LinkedIn reflecting these values. You may even recognize the people in the photos!

To celebrate our new brand, we are setting up an online “swag store” to accept orders for NACRO polos, quarter-zips, water bottles, and tumblers. The online store will **only be open July 15-24** (and again in January), so make sure to place your order right away. We will have sample sizes available at Conference along with a link for the store. You may go to the site and order items directly; they will be shipped directly to you in early August.

We’d like to take a moment to thank everyone whose input helped us realize this achievement. **Jill Abele** and **Dana Ulrich** led this charge during their co-presidency and saw it through to the end as past-presidents. **Joseph Huang’s** research on peer organizations provided valuable information about how to distinguish NACRO from peer organizations. The **Benchmarking Committee’s** work on the annual member survey (and all of you who completed it) provided important feedback about the value of membership. Lastly, our **Board of Directors** provided feedback at several points during the project, helping define and refine our value statements and new brand.

Thank you, all, for a job well done! We truly appreciate the “village” that makes NACRO succeed year after year. As this is our last newsletter to you as NACRO Co-Presidents, we thank you for your trust in our leadership. We look forward to **Priya Baboo** and **Tim Hausman** taking the reigns as Co-Presidents this upcoming year and wish them all the best in their tenure. In the meantime, we are proud to have worked with you to make our organization stronger and better than ever - CONGRATULATIONS NACRO!

Michelle Dingwall & Dave Ortendahl
NACRO Co-Presidents



Annual Conference

We look forward to welcoming you to Raleigh next week for the 2024 NACRO Annual Conference. If you have registered for the conference, you can expect to receive a "Know Before You Go" email later this week. You will also receive notification that the conference app, Whova, has officially launched later today.

For those that have not registered but are interested in attending, you can still register through **Friday, July 12**.

[Learn More & Register](#)

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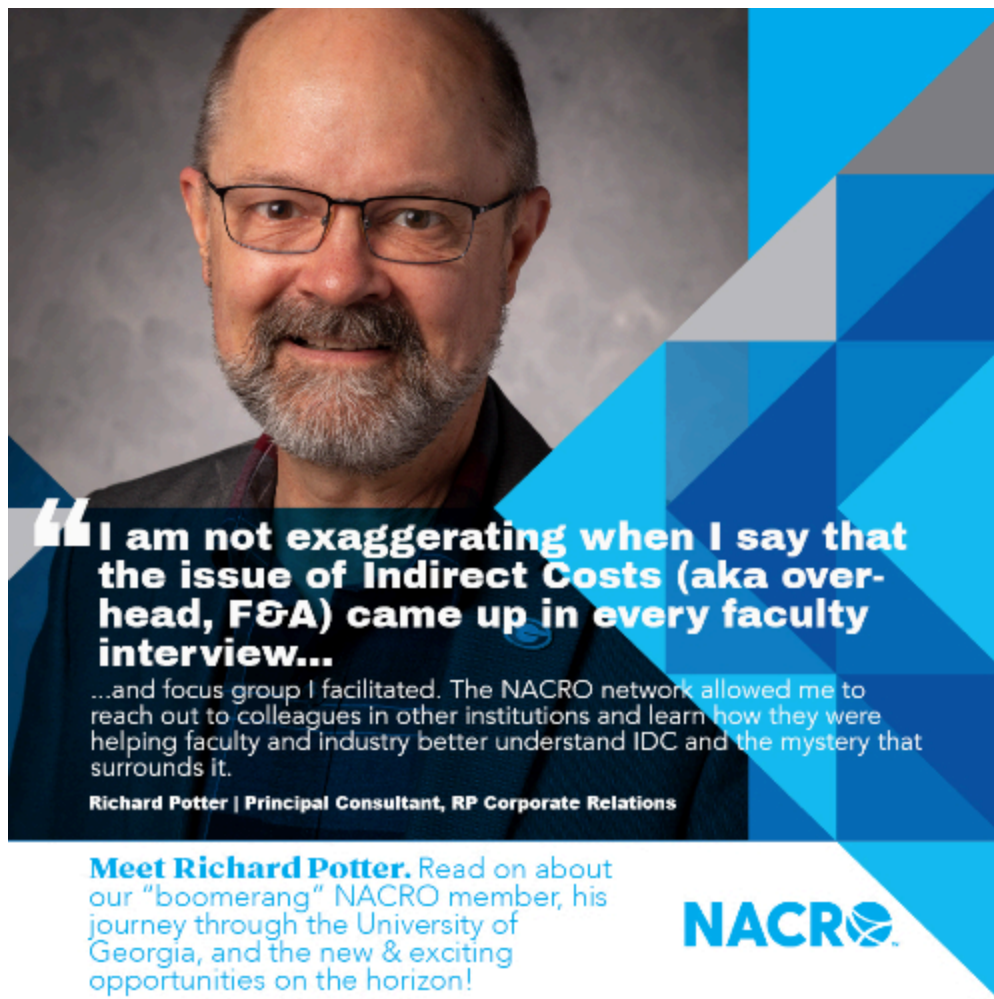
Worcester Polytechnic Institute

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 and see how others in the community are also excelling at their jobs!

[**Submit Materials**](#)

Member Spotlight




“I am not exaggerating when I say that the issue of Indirect Costs (aka overhead, F&A) came up in every faculty interview...

...and focus group I facilitated. The NACRO network allowed me to reach out to colleagues in other institutions and learn how they were helping faculty and industry better understand IDC and the mystery that surrounds it.

Richard Potter | Principal Consultant, RP Corporate Relations

Meet Richard Potter. Read on about our “boomerang” NACRO member, his journey through the University of Georgia, and the new & exciting opportunities on the horizon!



[Read Richard's Full Story](#)

Welcome New Members!

- **Jenni Asman**, University of South Carolina
- **Cristian Botello**, University of Texas at El Paso
- **Kara Buonopane**, Bentley University
- **Christina Certo**, University of Michigan
- **Bennett Cole**, University of Wisconsin
- **Bryn Creek**, Arizona State University Foundation
- **Jennie Denison**, Arizona State University Foundation
- **Cody Gill**, University of Central Florida Foundation
- **Jack Hill**, North Carolina State University
- **Cliff Marvin**, University of Central Florida
- **Bryant Moore**, University of North Carolina
- **John Peterson**, Penn State University
- **Brent Rosen**, Tulane University
- **Katie Smith**, Arizona State University
- **Monica Sozinho**, University of California, Merced
- **Ally Thornton**, University of North Carolina, Wilmington
- **Amy Wood**, Appalachian State University

[Learn More About Membership](#)

Job Postings

[The Chicago School - Associate Director of Donor and Corporate Relations](#)

[University of Florida Herbert Wertheim College of Engineering - Director of Corporate Engagement](#)

Contact Us [University of Minnesota Foundation - Director of Corporate & Foundation Engagement, College of Science & Engineering \(CSE\)](#)

NACRO

P.O. Box 2905, LaGrange, GA 30241

706.407.2277

info@nacrocon.org

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](#)

NACRO LinkedIn Group

In case you missed it, NACRO recently launched one of our most frequently requested member resources – a NACRO member-only discussion forum, hosted as a private, unlisted LinkedIn group. NACRO members can find information on how to join the group at the Discussion Forum page in NACRO's Member-Only Content section.

[Visit the Discussion Forum Page](#)
