

NACRO News - August 2025



Co-Presidents' Message

Institutions of higher education face three threats: federal disruptions and landscape changes for universities, reduced enrollment drop off due to fewer high schoolers, and the continued maturation of agentic AI. The first two reduce the revenue the universities receive, while the last one potentially means that graduates will have a harder time finding jobs.

While philanthropic gifts, industry contracts, licensing revenue, capstone projects, facility use fees, leasing income, and related revenue from corporate sources will never fully replace federal funding and tuition revenue, they have become even more essential to sustaining our institutions. Corporate Relations officers, those of us at the nexus of academia and industry, now play a more critical role than ever before.

NACRO remains committed to supporting you through this period of transformation. We will continue to provide expert speakers, network events, benchmarking tools, and a forum for discussion. At the same time, we can't ignore the continued rise of agentic AI, and must ask ourselves how our industry will continue to change and adapt to a pivotal technology.

It is important to repeat again that the potential solution comes from your creativity! NACRO serves as a professional society in which we learn more from the best

solutions that people are willing to share. This network that we have built and treasure is our strength. We hope that you will contribute to the network and share in what it can give back to you and your institution.

Sincerely,
Joseph Huang and JoonHyung Cho
NACRO Co-Presidents, 2025-2026



2025 Conference Recap

NACRO's 2025 Annual Conference was held July 15-17 in Kansas City, MO. Over 300 attendees from all across the country (and beyond) gathered in America's heartland for three days of learning and networking.

This year's conference featured three plenary sessions, including an incredible Welcome Plenary from the local team at UMKC, and 36 different concurrent sessions on topics ranging from building strategic partnerships to CRMs as an internal barrier-breaker to the possibilities AI brings to your daily work! Additionally, NACRO welcomed a new class to our Corporate Engagement Bootcamp, providing them with the foundational knowledge necessary for a career in corporate relations. This year also marked our inaugural in-person Advanced Career Track summit, offering seasoned NACRO members an opportunity to learn from one another and openly discuss issues they are facing.

In all, the 2025 Annual Conference was a rousing success, and we look forward to the 2026 Annual Conference in Salt Lake City!



2024-2025 NACRO Awards

Congratulations to the 2024-2025 NACRO Awards recipients. These awards were presented at the NACRO Annual Conference in Kansas City last month.

Featured above (from left to right) are **Tim Hausman & Priya Baboo** (2024-2025 NACRO Co-Presidents), **Elizabeth Minard & Ulyssia Dennis** (Rising Star Award recipients), **Megan Greenawalt** (Volunteer of the Year Award recipient), **Charley Hasemann** (Mary Beth Maddox Lifetime Service Award recipient), and **Joon Cho & Joseph Huang** (2025-2026 NACRO Co-Presidents).

To learn more about these awards and previous recipients, please follow the link below.

[Recognition & Awards](#)

Upcoming Virtual Programming

This year, the Professional Education Committee is excited to offer NACRO members a Conference Highlight Series of webinars. Presenters from several of our most popular sessions in Kansas City have agreed to reprise their sessions in a virtual format. If you missed a session because you were attending a different one, couldn't attend conference due to budget constraints, or just simply want to see it again, this is your opportunity!

Conference Highlight Series: IQ, EQ, "VQ"! How Vanderbilt is Leveraging an Enterprise-wide CRM Strategy to Navigate Internal Barriers

Wednesday, August 20, 1:00-2:00pm ET

Conference Highlight Series: From Vision to Action: Advancing UT Austin's Strategic Corporate Partnerships

Thursday, September 4, 2:00-3:00pm ET

Halo Sponsored Webinar: What Industry Wants: Trends Shaping University Partnerships in Food & Agriculture

Thursday, September 25, 1:00-2:00pm ET

Conference Highlight Series: Small Shop, Big Results: Tool and Techniques to Survive and Thrive in CR

Monday, September 29, 1:00-2:00pm ET

Halo-NACRO Roundtable: Best Practices in Research

Thursday, October 16, 3:00-4:00pm ET

**This roundtable is for NSF Emerge Institutions. More information and registration link to come.*

Conference Highlight Series: AI Tools to Help You Do Your Job

October TBD

Conference Highlight Series: Gifts vs. Contracts: Your Role in a Sponsor-Centered Approach

Monday, November 3, 1:00-2:00pm ET

[Learn More & Register](#)

Job Postings

[UMass Amherst Foundation - Executive Director, Corporate Relations](#)

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.

Member Spotlight - Chad Brown



[Chad Brown](#) serves as the AVC for Development at the University of Washington, Tacoma, where he focuses on developing and executing strategies to grow philanthropic support for campus priorities in collaboration with academic leaders, volunteers and a team of development professionals. Chad is this year's co-chair for the NACRO Communications Committee, leading all social media, newsletter, website and public relations efforts for the organization.

[**Chad's Spotlight Video**](#)

Welcome New Members!

- **Ryan Adelman-Sessler**, University of California, Berkeley
- **Reachel Beichley**, University of Missouri, Kansas City
- **Bethany Campbell**, Athens State University
- **Oscar Carranza**, University of Dallas
- **Amy Davieau**, University of Texas, MD Anderson Cancer Center
- **Peter DeLong**, Michigan State University
- **RJ Gimbl**, University of South Carolina, Upstate
- **Kristin Isaac**, University of Wisconsin, Madison
- **Kimberly Kruse**, University of Florida
- **Ijeoma Orianwo**, Georgia Institute of Technology

- **Audrey Simmons Smith**, Florida Agricultural and Mechanical University
- **Josh Tullis**, Georgia Institute of Technology

Membership Information

LinkedIn Group

NACRO has launched one of our most frequently requested member resources – a **Contact Us** 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.

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Discussion Forum Page