

NACRO News - March 2025

2025 Conference - Registration Opens Soon!



It's hard to believe we are just four months away from the 2025 Annual Conference! Registration will open April 1. This year's conference will take place July 15-17 at The Westin Kansas City at Crown Center (Kansas City, MO).

If you have questions, please contact us at conference@nacrocon.org. For more information, please visit the conference webpage via the link below.

[Conference Webpage](#)

Sponsorship Opportunities

Interested in sponsoring the 2025 Conference in Kansas City? Those interested can view the various levels via the sponsorship package (linked below).

If you have questions, please contact us at conference@nacrocon.org.

[Sponsorship Package](#)

2026 Midwinter RFP

NACRO's Midwinter Leadership Meeting is a smaller annual event where committees gather for in-person working discussions seeking to advance our organization. This is a three-day working meeting for NACRO leadership, including board and committee members. Those interested in hosting the 2026 Midwinter Leadership Meeting can review the RFP linked below. Please email your proposal to [Aubryn Shivers](mailto:Aubryn.Shivers@nacro.org).

Preferred Dates: February 2-4, 2026

Location: Midwestern U.S.

Estimated Attendees: Approximately 65

Proposal Deadline: Friday, March 14, 2025

2026 Midwinter RFP

Upcoming Virtual Programming

Experienced Career Webinar: Advice for Hiring Managers in Corporate Relations: Mythbusting and Questioning the Status Quo

Monday, March 31, 2025, 2-3 p.m. ET

As the field of corporate relations evolves, the skills of professionals in these roles need to continually be assessed. Whether the position is focused on research, contracts, philanthropy, or economic development, many of the same competencies are required to be successful. A panel of seasoned hiring managers will share their experience and what they look for in new additions to their teams.

Moderator:

- [Stacey Willenborg](#), The University of Oklahoma Foundation

Panelists:

- [Allison Bryant](#), Howard University
- [Annette Forst](#), Texas A&M Foundation
- [Scott Paja](#), Vanderbilt University

**This webinar is open to NACRO members with 10+ years experience.*

Register Here

Insider's Guide to the NACRO Toolkit

Thursday, April 17, 2025, 1-2 p.m. ET

One huge benefit of NACRO is all of the resources and shared learnings at your fingertips. Join us for an insider's guide to what resources are available, where to find them, and the holy grail that is the NACRO Toolkit.

Moderator:

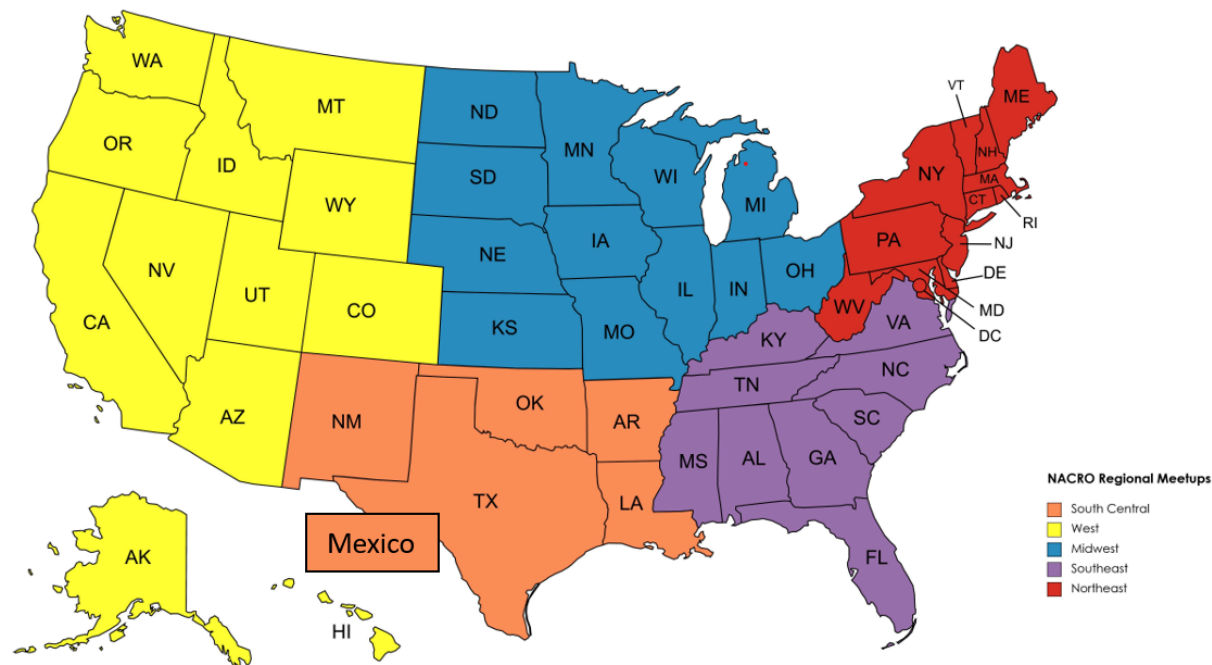
- [Brian Ibsen](#), Senior Director, Corporate and Foundation Relations, University at Buffalo

**This informative session is for NACRO members.*

[Register Here](#)

April Regional Meetups

These virtual meetups will address issues relevant to higher education professionals whose primary focus is facilitating collaboration with industry partners. Plus, you have the opportunity to meet and get to know fellow higher ed professionals in your region.



- Southeast Region - April 7, 2025, 2-3 p.m. ET - [Register](#)
- Western Region - April 9, 2025, 1-2 p.m. PT - [Register](#)
- Midwest Region - April 10, 2025, 10-11 a.m. CT - [Register](#)
- South Central Region - April 15, 2025, 12-1 p.m. CT - [Register](#)
- Northeast Region - April 24, 2025, 11 a.m.-12 p.m. ET - [Register](#)

**These meetups are open to members and non-members.*

NACRO Membership Surging

Our network of academic corporate relations officers continues to see strong membership growth and engagement.

Regional meetings on recent corporate giving trends have drawn an average of 25–30 members, with 10% being new participants. Since March 2024, we have welcomed 139 new members, including 54 who joined after our July 2024 national meeting, contributing to a net membership gain of 8.5% toward our ambitious two-year 20% membership growth target announced our annual conference last year in Raleigh.

With nearly 50% of our 2026 goal already achieved in just seven months, the Membership Committee is actively working to further refine benefits and deepen member value to strengthen our retention. One key example is last month's NACRO Corporate Engagement Bootcamp, which offered valuable training and networking opportunities. We look forward to April's Regional Meetups to generate significant additional value.

In addition, our NACRO Excellence in Equity (EIE) initiative continues to foster deeper, meaningful involvement within our network and beyond. The EIE initiative aims to promote equitable practices and support all members in their professional growth. As of now, 15 organizations have expressed an interest in engaging with our EIE initiative, demonstrating our bedrock commitment to inclusivity and excellence.

If you are not a NACRO volunteer yet, we hope you will consider joining the Membership Committee team as we help to advance NACRO, increase member benefits, and further establish NACRO as the industry thought-leader in academic corporate relations.

Member Spotlight - Deidra Diaz, The University of Alabama



[View Deidra's Member Spotlight Video](#)

Job Postings

[Johns Hopkins University & Medicine - Director of Corporate Relations](#)

[Merraine Group - Director, Corporate Giving](#)

[University of Denver - Executive Director of Development, Foundation Relations](#)

[Yale University - Corporate Strategy Officer](#)

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**](#)

Welcome New Members!

- [Chris Davis](#), North Carolina Central University
- [Kyle DeGood](#), William & Mary
- [Heather Johnson](#), Utah State University
- [Lisa Lewis-Fears](#), Georgia Institute of Technology
- [Jennifer Mayo](#), Cornell University
- [Mikayla Russ](#), Bowling Green State University
- [Adam Short](#), Rutgers University Foundation
- [Richard Zalesak](#), University of Houston-Clear Lake

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.

[**Discussion Forum Page**](#)

Contact Us

NACRO
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