

NACRO News - September 2025



Co-Presidents' Message

After a year of thoughtfully updating and revising our seminal white paper, we are pleased to announce the publication of *Corporate Relations Reimagined*. Kudos to the benchmarking committee and former presidents Priya Baboo and Tim Hausman for leading this work.

At NACRO, we continue to champion a holistic, institution-wide approach to corporate relations backed by the highest levels of leadership. Our success metrics should reflect what's best for the entire university, research hospital or research institute and for our corporate partners, not just our individual portfolios.

Corporation relations is having a moment. Recent highlights include:

Lori Glover of MIT CSAIL released *Innovation Alchemy: How to Build Strong Industry Engagement Partnerships for Impact and Economic Growth* in late July 2025. Similarly, Randy Hall of USC and Tony Boccanfuso of UIDP are editors of *University-Industry Collaboration: Innovation at the Interface* and published the book in early August. Mark Nolan got featured in the Wall Street Journal article "Georgia Tech is Teaching Other Universities a Fundraising Lesson," in the August 29, 2025 edition of the newspaper.

Together, these milestones underscore the momentum across our field, and the importance of the principles reflected in our updated white paper.

Sincerely,

Joseph Huang and JoonHyung Cho
NACRO Co-Presidents



NACRO Releases Corporate Relations Reimagined

We're truly excited to announce the release of our new NACRO white paper report, "CORPORATE RELATIONS REIMAGINED: How Academic Institutions Can Build Sustainable Industry Partnerships".

This long-awaited report outlines the essential elements critical for effective academic-corporate engagement, emphasizing the need for institutional support, campus coordination, integrated research development and career services collaboration.

“Reimagining academic corporate relations requires more than incremental change — it demands a bold, integrated approach that reflects the complexity and potential of today’s academic-industry landscape,” said Anne Borchert, co-author of the white paper and Principal & Chief Reinvention Officer, AB3 Partners.

NACRO’s new white paper serves as a valuable resource for university leadership and administrators, corporate relations officers and industry leaders looking to optimize their corporate engagement strategies.

[Read the Press Release](#)

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!

Powering Local Innovation Through Workplace Development

We're delighted to share a new column by [Jason Weinstein](#), Chief Officer of Corporate Engagement with Maricopa Community Colleges, on "Powering local innovation through workforce development" in the American Association of Community Colleges' CC Daily.

[Read the Column](#)

Upcoming Virtual Programming

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: Tools and Techniques to Survive and Thrive in CR

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

FirstIgnite Sponsored Webinar: AI Agents and their role in University Corporate Relations

Thursday, October 2, 2:00-3:00pm 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: Gifts vs. Contracts: Your Role in a Sponsor-Centered Approach

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

[Learn More & Register](#)

Halo RFPs



Earlier this year, NACRO announced its new partnership with Halo, an AI-powered partnership platform for R&D teams. In case you missed it, you can read the press release [here](#).

Linked below is a list of Halo RFPs that recently launched.

[Halo RFPs](#)

Job Postings

[Syracuse University - Director of Corporate Philanthropy](#)

[University of Virginia - Senior Director of Corporate and Foundation Relations -](#)

[Virginia Commonwealth University - Associate Director of 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.

Job Posting Form

Welcome New Members!

- **Bethany Campbell**, Athens State University
- **Paul Crosby**, Simon Fraser University
- **Kimberly Kruse**, University of Florida
- **Carly Nieri**, Arizona State University Foundation
- **Heather Packo**, Elon University
- **Darcee' Roberts**, Southeastern University

Membership Information

LinkedIn Group

NACRO has launched one of our most frequently requested member resources – a 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

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