

**Roundtable: Demystifying Higher Education Partnerships  
& Measuring ROI**

**June 16, 2021 1:00 PM – 5:00 PM Eastern**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Event Overview:** Join university relations professionals from a diverse array of companies for a half-day of learning and conversation about strategic corporate-higher education partnerships and emerging trends. You'll hear how your peer companies are navigating the changing landscape, including Fall 2021 return-to-campus plans and other emerging priorities. Whether you've been in your role for years or are new to higher-ed partnerships, if you represent the corporate side of university-industry partnerships, this roundtable is not to be missed. It provides a unique space for leaders like you to gain new perspective and share insights with colleagues at other companies.

This roundtable is designed for a corporate audience. Any corporate representative is welcome to attend; most common roles of the participants include University Relations, University Technical Partnerships, Corporate Social Responsibility, Research Partnership Managers, or Talent Acquisition. Whether you spend 100% or 20% of your time on university-industry partnerships, the best practices shared will offer you something new to improve your approach to university engagement.

We are grateful to the following leaders who contributed to this program's design:

* Tony Denhart, University Relations Director, GE
* David Liaw, Director of Talent Acquisition, Northrop Grumman
* Cynthia Murphy-Ortega, Manager, University Partnerships and Association Relations, Chevron
* Christina Spotts, Manager, Strategic University Relations, Deloitte

**Agenda:**

**1:00 – 1:15 Welcome & Introductions –** NACRO Co-Presidents

* Megan Puzey, MBA, Director of Operations, Office of Corporate Relations, University of Illinois Urbana Champaign
* Kim Jacobs, PhD, MBA, Director of Engineering Extension and Outreach, University of Florida UF Herbert Wertheim College of Engineering
* Christina Spotts, Manager, Strategic University Relations, Deloitte

**1:15 – 2:00 Thriving/Adjusting to the New Normal –**What you need to know as your company plans to return to campuses in Fall 2021.

* Moderator: Tony Denhart, University Relations Director, GE
* James W. Curran, MD, MPH, James W. Curran Dean of Public Health, Emory University Rollins School of Public Health
* Chris Hewitt, PhD, Innovation Network Manager, BASF
* Carol Shelby, MS, Senior Director - Environmental Health and Public Safety, Purdue University

**2:00 – 2:30 Engaging with Diverse Students on Campus –** Best practices and programming to attract and retain top talent and uphold your company’s commitment to DEI and anti-racism.

* Moderator - Debbi Jarvis, Senior Vice President of Corporate Relations, Howard University
* Lisa Asari, Senior Product Manager, Global Education to Workforce Solutions Lead, Amazon Web Services
* Apoorva Gandhi, Vice President Multicultural Affairs and Business Councils at Marriott International
* Tania Wilcox, Director, College and Scholar Programs, TheDream.US

**2:30 – 3:00 Break**

**3:00 – 3:30 Metrics and Communicating ROI –** How to measure the success of your holistic University Engagement strategy and develop key partnerships.

* Christina Spotts, Manager, Strategic University Relations, Deloitte
* Laura Martin, Senior Manager, University Relations and Diversity Recruitment, PepsiCo

**3:30 – 4:00 Breakout Discussions** –Join a conversation on

* University Relations hosted by Cynthia Murphy-Ortega, Manager, University Partnerships and Association Relations, Chevron;
* Research hosted by Tony Denhart, University Relations Director, GE
* Recruiting hosted by David Liaw, PhD, Director of Talent Acquisition, Northrop Grumman

**4:00 – 4:45 “Ask me Anything”** – Senior higher-ed leaders will answer your burning questions about effective engagement. How do universities select their top corporate partners? What could corporations do better? What are best practices for supporting the success of first-generation students? What conversations are happening about the potential “enrollment cliff” in the years ahead?

* Moderator: Sara Garvey, Martin J. Whitman School of Management, Syracuse University
* Debbi Jarvis, Senior Vice President of Corporate Relations, Howard University
* Cameron McCoy, PhD, Incoming Provost, Shenandoah University (July 15), currently Vice President and Vice Provost for Strategic Initiatives, Lehigh University
* Cynthia Sweet, MS, Associate Vice Chancellor, Economic Partnerships, University of Pittsburgh
* Michael Torrence, PhD, President, Motlow State Community College

**4:45 – 5:00** Concluding Remarks – Tony Denhart, University Relations Director, GE