



Corporate Engagement Bootcamp Schedule

Tuesday, February 17 - Wednesday, 18, 2026

Tuesday, February 17, 2026 (all times Eastern)

11:00 – 11:15 am Welcome and NACRO Overview

NACRO Co-Presidents

11:15 – 12:00 pm Corporate Engagement: History, Current State, Terminology, and Overview of 7 Essentials

Corporate engagement has evolved over time as companies increasingly seek clear returns on investment and demonstrable impact. This presentation will outline the history of corporate engagement with academic institutions, trace its evolution over recent decades, and provide an update on current practices and terminology. It will also offer a high-level overview of the seven essential elements of holistic corporate partnerships.

12:00 – 12:15 pm Break

12:15 – 1:00 pm Building and Gaining Institutional Support

Support and collaboration from different constituents is essential when building successful corporate partnerships. This session will cover the importance of commitment from university leadership to corporate engagement, the importance of coordination and communication across various campus units. In addition, the presentation will cover a brief overview of different corporate investments and clear examples of what a holistic corporate partnership looks like at a higher education institution.

1:00 – 1:15 pm Break

1:15 – 2:00 pm Mutual and Beneficial Corporate Partnerships

No discussion of best practices for university corporate relations would be complete without a corporate perspective. What are companies looking for out of their engagement with universities? What's the best way to begin the conversation with prospective corporate partners, and with whom? How do companies work to align recruiting, sponsored research, executive education, and philanthropy? What are potential funding streams available for philanthropic support? This session will feature a panel of corporate partners to answer these and other questions to help guide you in your growth as a Corporate Relations professional.

2:00 – 2:25 pm Day 1 Debrief Session - Breakouts by Institutions

2:25 – 3:00 pm Closing Remarks

NACRO Professional Education Co-Chairs

Wednesday, February 18, 2026 (all times Eastern)

11:00 – 11:05 am Welcome Back

NACRO Professional Education Co-Chairs

11:05 – 11:45 am Providing the Whole CR Package

This session will guide you through the Art of the Deal. When do you push the ROI? When do you back off and take it slow? What do you do when the “deal” is getting diverted by a well-meaning but anxious faculty member who doesn’t have the strategic picture in mind? This interactive session will combine success stories, tales of woe, essential skill sets necessary for Corporate Relations officers to navigate curveballs, and maybe even a little role play, to demonstrate proven techniques to close the deal.

11:45 – 12:00 pm Break

12:00 – 12:45 pm Integrated Approach to Corporate Sponsored Research

Corporate research collaborations are often the first financial investment a company is willing to make with an academic institution. Corporate relations teams play a critical role in identifying faculty expertise, aligning it with industry needs, and facilitating the conversations that lead to sponsored research funding. This session will provide an overview of corporate-sponsored research, including common structures and expectations, and will highlight examples of both successful and challenging partnerships to illustrate key lessons and best practices.

12:45 – 1:00 pm Break

1:00 – 1:45 pm Corporate Prospecting, Outreach, and Stewardship

Generating and maintaining new corporate partnerships while coordinating corporate outreach efforts with many motivated players on campus is a challenge. Corporate Relations officers must address the varied goals of their university and corporate partners while connecting the dots to develop comprehensive strategies for engagement, support, and partnership. This session will focus on proven corporate outreach strategies, prospecting and stewardship to build successful partnerships.

1:45 – 2:00 pm Break

2:00 – 2:25 pm Where Do We Go From Here?

In this general session, the NACRO Early Career Co-chairs will share information on next steps attendees can take to get involved and continue to grow in their professional careers. The discussion will be centered on mentoring, volunteer, professional development, and other opportunities.

2:25 pm Concluding Remarks

NACRO Co-Presidents