## NACRO 2023 Conference

## **Event Schedule**

## Tue, Jul 11, 2023

| 8:00 AM | Bootcamp: Breakfast & Registration<br>② 8:00 AM - 8:30 AM, Jul 11<br>Salon AB (Lower Level 1)<br>Bootcamp   |
|---------|---|
|         | Executive Education: Breakfast<br>② 8:00 AM - 9:00 AM, Jul 11<br>V Lower Level 1<br>Executive Education   |
| 8:30 AM | Bootcamp: Welcome from NACRO Co-Presidents<br>② 8:30 AM - 8:50 AM, Jul 11<br>� Salon AB (Lower Level 1)<br>Bootcamp   |
|         | <b>€</b> <sup>1</sup> Speakers  |
|         | Jillian Abele<br>Senior Director, Corporate Engagement & Foundation Relations<br>Iowa State University Foundation   |
|         | Dana Ulrich<br>Director, Seattle and Regional Relations<br>Washington State University  |
| 8:50 AM | Bootcamp: Networking - Corporate Relations Across the Map<br>② 8:50 AM - 9:15 AM, Jul 11<br>③ Salon AB (Lower Level 1)<br>Bootcamp  |
| 9:00 AM | Executive Education: Best Practice Presentations & Discussions, Part 1<br>2 9:00 AM - 11:30 AM, Jul 11<br>Medford (Lower Level 1)<br>Executive Education  |
| 9:15 AM | <ul> <li>Bootcamp: What Does "Corporate Relations" Mean to Institutions Like Mine?</li> <li>9:15 AM - 10:00 AM, Jul 11</li> <li>Salon AB (Lower Level 1)</li> <li>Bootcamp</li> <li>The structure of corporate relations offices and their associated responsibilities differ greatly from one university to another. This foundational presentation will first describe current corporate relations models, discuss the specific variables that influence structure, and explore "what matters" using data from empirical studies. Following this session, attendees will have a common base of knowledge to enhance their NACRO experience and advance their perspectives.</li> </ul> |

#### 📢 Panelist

#### Julie Brandis

Executive Director of Strategic Partnerships, College of Engineering Oregon State University



## Jen Cadman

Director, Corporate & Foundation Relations Carnegie Mellon University, Tepper School of Business

| C. |  |
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## Sara Garvey

Heath Wood

Director Of Corporate Relations Syracuse University - Martin J. Whitman School of Management

#### 📢 Moderator



Assistant Vice President for Advancement, Corporate & Foundation Relations Georgia State University

### 10:00 AM

## Bootcamp: Break

② 10:00 AM - 10:15 AM, Jul 11 ♥ Lower Level 1

Bootcamp

## 10:15 AM

# **Bootcamp: Corporate Outreach - Building Mutually Beneficial Partnerships** (2) 10:15 AM - 11:15 AM, Jul 11

Salon AB (Lower Level 1)

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 and success stories.

#### 📢 Panelist



#### **Barry Dickerson**

Managing Director of Corporate Relations Gies College of Business, University of Illinois at Urbana-Champaign



#### **David Ortendahl**

Executive Director, Corporate Relations Office, University Advancement Worcester Polytechnic Institute



#### **Emily Kelton**

Assistant Vice President, Office of Industry Relations and Corporate & Foundation Relations Colorado School of Mines Foundation

#### Noderator



#### Rachael Karriker Director of Corporate Engagement and Foundation Relations Iowa State University Foundation

| 🕘 11:15 AM - 12:15 PM, Jul 11 |
|-------------------------------|
| Salon AB (Lower Level 1)      |

Bootcamp

During lunch, attendees will gather at tables to get to know each other better and discuss the questions that are at the top of their minds going into the conference. Each attendee will have the opportunity to share one topic about which they want to learn more, seek advice, or simply discuss and solicit feedback. Attendees are also encouraged to share their questions via the conference app for distribution to a wider audience.

11:45 AM

## **Executive Education: Lunch** (2) 11:45 AM - 12:45 PM, Jul 11

Cower Level 1 Executive Education ...

12:15 PM

## **Bootcamp: Providing the Whole CR Package**

12:15 PM - 1:30 PM, Jul 11
Salon AB (Lower Level 1)

Bootcamp

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 HIGHLY 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.

📢 Speaker



### Adam Causgrove

Director of Corporate and Government Relations, Dietrich College of Humanities and Social Sciences Carnegie Mellon University

1:00 PM

## **Executive Education: Best Practice Presentations and Discussions, Part 2** (2) 1:00 PM - 3:00 PM, Jul 11

Medford (Lower Level 1)

ecutive Education ...

1:30 PM

## **Bootcamp: Break**

1:30 PM - 1:45 PM, Jul 11
 Lower Level 1

Bootcamp

## 1:45 PM

## **Bootcamp: Stewarding Your Corporate Partners**

1:45 PM - 2:45 PM, Jul 11
 Salon AB (Lower Level 1)

### Bootcamp

Stewardship is the careful and responsible management of something that has been entrusted to you. In the context of corporate relations, it is imperative that in addition to prospecting for new partners, we also steward what we already have. This session will review examples and best practices for stewardship, which is a core activity in a successful corporate relations program. These are overviews of all the different touchpoints between the university and the company, including recruiting, research, procurement, alumni employees, leadership engagement, and giving.

#### 📢 Speakers



**Rashmi Tenneti** University of Illinois Urbana-Champaign



Adam Bear Stewardship Coordinator University of Illinois Urbana-Champaign

### 2:45 PM

## **Bootcamp: Corporate Relations from an Industry Perspective (Industry Panel)**

2:45 PM - 3:45 PM, Jul 11 Salon AB (Lower Level 1)

Bootcamp

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? 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.

#### 📢 Panelist

#### **Gabriela Cruz Thompson**

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Senior Director of University Research & Collaboration Intel Labs



#### **Kregg Arntson**

Director of Community Impact and Executive Director for the PGE Foundation Portland General Electric



#### **Carolyn Cavicchio**

Sr. Director of Global Corporate Citizenship and Executive Director of Northrop Grumman Foundation Northrop Grumman



## **Eric Dean**

Business Development Manager, Research & Universities Rohde & Schwarz

#### 📢 Moderator



#### **Cody Noghera**

Chief Corporate Relations Officer, Jacobs School of Engineering UC San Diego

#### 3:30 PM

## **Executive Education: Wrap-up and Adjourn**

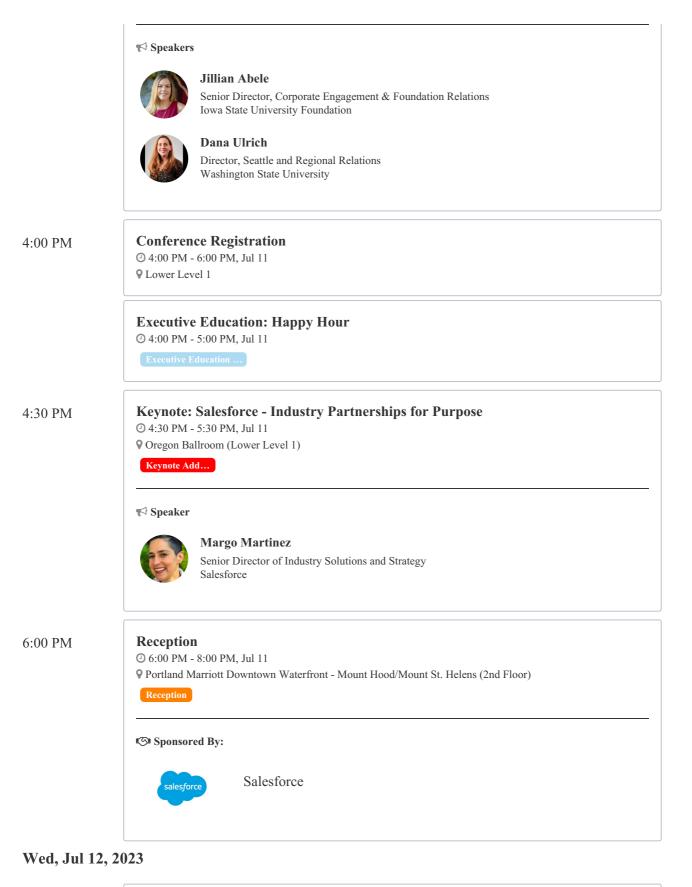
3:30 PM - 4:00 PM, Jul 11 ♥ Medford (Lower Level 1)

## 3:45 PM

### Bootcamp: Wrap-up, Q&A

2 3:45 PM - 4:00 PM, Jul 11 Salon AB (Lower Level 1)

#### Bootcamp



| 7:00 AM | Registration<br>② 7:00 AM - 7:30 AM, Jul 12<br>© Registration Desk (Lower Level 1) |
|---------|--|
| 7:30 AM | Breakfast<br>② 7:30 AM - 9:00 AM, Jul 12<br>♥ Ballroom Foyer (Lower Level 1)       |

#### Sponsored By:



Collaborative Real Estate

8:00 AM

#### Welcome

8:00 AM - 8:15 AM, Jul 12
 Salon EF (Lower Level 1)

#### Speakers



Jillian Abele Senior Director, Corporate Engagement & Foundation Relations Iowa State University Foundation



Dana Ulrich Director, Seattle and Regional Relations Washington State University

## 8:15 AM

Keynote: Unlocking LinkedIn's Hidden Potential ② 8:15 AM - 9:15 AM, Jul 12 © Salon EF (Lower Level 1)

Keynote Add...

#### 📢 Speaker



Linda Kempin Personal Branding & LinkedIn Coach The Business of Being Visible

9:15 AM

## Networking - Affinity Groups

9:15 AM - 9:45 AM, Jul 12
 Salon EF (Lower Level 1)

#### Networking Ses...

Break

Facilitated discussions among peers

9:45 AM

## [

9:45 AM - 10:00 AM, Jul 12
 Cower Level 1

NACRO Resou...

10:00 AM

Membership Survey - Longitudinal Insights and Looking Ahead (2) 10:00 AM - 11:00 AM, Jul 12 (9) Salon EF (Lower Level 1) NACRO's annual Membership Survey has collected meaningful data from NACRO members for several years. This data helps assess the state of the corporate relations industry and identify trends in areas such as office structures, metrics, needed skills and competencies, salary structures, and more. While the Benchmarking Committee produces an executive summary providing key data points and observations each year, this session will be the first comprehensive review of the data.

In this session, the presenters will provide a survey overview and share longitudinal insights focusing on the last five years. The session will also demonstrate the Tableau dashboard, a powerful interactive tool for members. The session will conclude with an opportunity for attendees to provide ideas and feedback on ways to improve the value of the survey in anticipation of the survey's possible restructuring in 2024.

#### **€** Speakers



Ben Webb Consultant, Corporate Partnerships The Ohio State University



**Tim Hausman** University of Texas - El Paso

## Gies Blueprint and Accenture – An Innovative University-Industry Engagement Model

10:00 AM - 11:00 AM, Jul 12
 Salon GHI (Lower Level 1)

Successful Partner...

This session presents an innovative corporate engagement model-Gies Blueprint and its latest successful employer engagement example with Accenture. Gies Blueprint is a holistic approach to generate insights to address company leadership's challenges and develop a road map for future success. The example demonstrates how a small team leveraged this tool to coordinate across different units and offices at an R1 and decentralized institution.

The presentation emphasizes the details of Accenture and Gies collaboration initiative by kicking off the session with the Gies Blueprint overview and concluding with Q&A between audiences and Accenture and Gies representatives.

#### 📢 Speakers



Andrew Allen University of Illinois, Gies College of Business



#### **Barry Dickerson**

Managing Director of Corporate Relations Gies College of Business, University of Illinois at Urbana-Champaign

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## Ning Zulauf, SHRM-CP

Corporate Relationship Manager University of Illinois Urbana-Champaign



## Rajesh Rangaswamy

Managing Director: Strategy & Consulting | Data & AI | Supply Chain & Operations Accenture

Applying for Federal Funding of University-Industry Partnerships: Minefields, Stumbling Blocks, and Lessons Learned

I0:00 AM - 11:00 AM, Jul 12

Salon ABCD (Lower Level 1)

Government Funding/Economic De...

Large federal agencies, from the National Institutes of Health to the Department of Defense to the National Science Foundation, are soliciting more and more proposals that require university and industry partnershipsincluding partnerships among multiple universities. These opportunities require intensive collaboration from multiple stakeholders. But finding the right participants to spearhead these projects-and then write them-can be a challenge.

This panel discussion will highlight the lessons learned from recent attempts to apply for such funding, using several applications from regional research universities as a lens.

#### 📢 Speakers



Aditi Martin Oregon Health & Science University



**Rachel Dresbeck** Oregon Health



## **Tina Guldberg**

Assistant Vice President for Economic Development and Industry Engagement University of Oregon



## **Brady Gibbons**

Associate Dean for Research Oregon State University, College of Engineering



Liisa Bozinovic Executive Director Oregon Bioscience Association



**Kate Sinner** Innovation & Business Resources Director **Business Oregon** 

### 11:00 AM

## NACRO Toolkit Launch - Ready to use Resources for your Office of Corporate Relations

② 11:00 AM - 12:00 PM, Jul 12 Salon GHI (Lower Level 1)

#### NACRO Resou...

This session will be the official launch of the NACRO Toolkit. We will preview the Toolkit and explain its contents. The Toolkit Subcommittee will also solicit feedback and growth suggestions.

#### 📢 Speakers



#### Adam Causgrove

Director of Corporate and Government Relations, Dietrich College of Humanities and Social Sciences Carnegie Mellon University



#### **Chad Brown**

Executive Director for Corporate Partnerships and Development Montclair State University



#### **Audrey Metcalf**

Associate Director, Corporate Relations Washington University in St. Louis



## Rashmi Tenneti

University of Illinois Urbana-Champaign

## Future Leaders Project: Incorporating DEI practices in business engagement

11:00 AM - 12:00 PM, Jul 12
 Salon ABCD (Lower Level 1)

Government Funding/Economic De...

The Future Leaders Project is a collaboration between Washington State University Vancouver and its region's Workforce and Economic Development Councils. Together, we work to place students into paid summer internships and expand their social capital through connection to regional businesses and business leaders.

This session dives into how WSU Vancouver works with regional stakeholders to help address the region's workforce demand while providing meaningful professional development opportunities for students.

#### 📢 Speakers



Narek Daniyelyan Assistant Vice Chancellor for Strategic Partnerships Washington State University Vancouver



#### Nolan Yaws-Gonzalez Senior Project Manager Workforce Southwest Washington



Employer Engagement Coordinator Washington State University Vancouver



Clint Hendricks Vice President Of Business Development CREDC



Mando Antonino

## Best Practices in Corporate Relations: Stewardship & Campus Collaboration

② 11:00 AM - 12:00 PM, Jul 12
 ♥ Salon EF (Lower Level 1)

#### Successful Partner...

#### This session will cover:

STEWARDSHIP/REPORTING: Stewardship activities may vary by school and even by account so we constantly need new ideas to keep things fresh and unique. This session will review examples and best practices for stewardship for partners, both big and small and will include samples of Corporate Engagement Reports, Thank you mailings and more, how they are used and for whom.

CAMPUS COLLABORATION: Structured Corporate Partners Programs and Engagement Networks can be a key driver of both partnerships and engagement between Universities and industry. The session will deliver examples of both including how they work, their activities and how they support the University.

#### Speakers



Wendy Elder The University of Texas at Austin



**Brandy Zamora** Executive Director, Business Partnerships Indiana University

Lunch & Keynote Panel: Oh the Places You'll Go! NACRO for every chapter of the Corporate Relations Officer

## 12:00 PM - 1:15 PM, Jul 12 Salon EF (Lower Level 1)

#### Keynote Add...

#### Panel: Oh the Places You'll Go! NACRO for every chapter of the Corporate Relations Officer

#### 📢 Moderator



#### Adam Causgrove

Director of Corporate and Government Relations, Dietrich College of Humanities and Social Sciences Carnegie Mellon University

#### Speakers



### JoonHyung Cho

Director of Corporate Relations and Business Development University of Virginia



#### Joseph Mark Nolan

Associate Vice President, Corporate Engagement Georgia Institute of Technology



Rashmi Tenneti University of Illinois Urbana-Champaign



Patricia Allen Corporate Engagement Manager Georgia Institute of Technology / Office of Corporate Engagement

#### 1:15 PM

## Innovative Approaches: Using Data and Metrics to Prioritize Holistic Corporate Outreach Activity

1:15 PM - 2:15 PM, Jul 12
Salon EF (Lower Level 1)

Data and Portfolio Mana...

As part of an organizational restructure in 2021, the corporate engagement and foundation relations team at the Iowa State University Foundation revised its vision for corporate outreach. This involved significant input from university partners that resulted in the creation of tiers that ranked the university's top external partners.

#### This session will:

1) Outline how university-wide data were gathered to score companies, create tiers, and subsequently guide portfolio management and prioritize outreach.

2) Show how engagement strategies are created, documented, and executed in support of holistic proposals.

3) Elaborate on portfolio assignments, engagement teams and defining metrics for a growing team.4) Describe how data and university-wide collaborations support the creation of comprehensive strategies and enhance interactions with corporate partners.

This session is part of NACRO's 2023 Innovative Approaches series focused on using data to enhance corporate relations work.

#### Speakers

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Stacey Barnes

Director of Data Analytics and Strategic Insights Iowa State University Foundation



## Mark Boeck

Sr. Executive Director, Corporate Engagement and Foundation Relations Iowa State University Foundation



### Sammy Bonnett

Director, Corporate Engagement & Foundation Relations Iowa State University Foundation

#### Navigating Complex Stakeholders for Impact at Scale

I:15 PM - 2:15 PM, Jul 12

Salon GHI (Lower Level 1)

Successful Partner...

Navigating complex stakeholders can be a challenging task for any relationship builder. This presentation by seasoned executive leaders from two large enterprises (Google and ASU) will focus on strategies for effectively communicating and building relationships with a diverse group of stakeholders. We will explore techniques for identifying and prioritizing stakeholders, as well as methods for effectively communicating with each group to drive success and maximize impact.

#### Speakers



Grace O'Sullivan

Vice President Arizona State University



Jesus Trujillo Gomez Go to Market and Solutions Lead, Digital Natives Google

## Carleton University and Ericsson Canada Strategic Collaboration: research as a driver of a holistic partnership

I:15 PM - 2:15 PM, Jul 12

Salon ABCD (Lower Level 1)

Government Funding/Economic De...

The Ericsson-Carleton University Partnership for Research and Leadership in Wireless Networks is a collaborative effort to drive innovation, train skilled workers and build more reliable, secure technology for the future of 5G wireless communications. Originating from a single research collaboration, Carleton University and Ericsson have worked together to develop a multi-million-dollar partnership involving research, experiential learning and research in wireless communications. We have been able to secure more than \$1.8M in additional funding as a result of the partnership, bringing the total funding for this work greater than \$5M. 33 graduate students at Carleton and 23 Faculty members from three different academic units (two different faculties) are engaged in 12 distinct research projects. To date, 8 Ericsson fellows have been selected through entrance scholarships. 406 Co-op work terms completed by Carleton students in the first two years of this partnership. Lastly, the Ericsson-Carleton Mobile Wireless Lab at Carleton campus established a private, standalone, 5G network to develop, test and optimize state of the art 3D localization solutions, techniques and algorithms – a first in Canada.

#### 📢 Speaker



Chris Lannon Director, Industry and Partnership Services Carleton University

### **Break** ② 2:15 PM - 2:30 PM, Jul 12 ♥ Lower Level 1

2:30 PM

## Innovative Approaches: Leveraging CRM to Build Successful Partnerships (2) 2:30 PM - 3:30 PM, Jul 12

Salon EF (Lower Level 1)

Data and Portfolio Mana...

Various stakeholders – from students and alumni to faculty and staff, to external partners – make up the higher ed ecosystem. Managing many multi-point relationships across the ecosystem, identifying opportunities, and connecting insights across those interactions is a complex task. A CRM solution, when done right, provides the opportunity to not only manage these complex relationships but also connect insights across student experience, admissions, advancement, research, and marketing. For the Corporate Relations Professional, it is important to understand how data is translated from basic inputs into strategic management dashboards.

This presentation will focus on the CRM implementation journey across stages of development and deployment. We will share successes, challenges, and implementation advice. Come hear about how data is being leveraged and why from schools across the U.S. as they refine various data management processes for philanthropy, capstones, research, and career services and outcomes data.

This session is part of NACRO's 2023 Innovative Approaches series focused on using data to enhance corporate relations work.

#### 📢 Speakers



#### Priya Baboo

Senior Director of Corporate and Industry Engagement Penn State University



#### **Stacey Barnes**

Director of Data Analytics and Strategic Insights Iowa State University Foundation



#### **David Ortendahl**

Executive Director, Corporate Relations Office, University Advancement Worcester Polytechnic Institute

#### Business Organizations and Economic Development Agencies Are Our Friends! 2:30 PM - 3:30 PM, Jul 12

Salon ABCD (Lower Level 1)

Government Funding/Economic De...

University and college corporate and industry relations professionals can be an enormous asset to faculty and university leaders by leveraging our relationships with and the connections (alumni) we have with business, trade, and economic development organizations. These organizations can be influential partners in the pursuit of state and federal investments.

Learn how Oregon State University and the University of Oregon collaborated to respond to NSF's Regional Innovation Engine, the Department of Commerce's Build Back Better proposals and the Nation's CHiPS Act. Together we leveraged the state's business and trade organizations leveraging their connections and political expertise.

#### Speakers

#### Julie Brandis

Executive Director of Strategic Partnerships, College of Engineering Oregon State University



## Tina Guldberg

Assistant Vice President for Economic Development and Industry Engagement University of Oregon



#### Liisa Bozinovic

Executive Director Oregon Bioscience Association



#### Andrew Desmond Director of Economic Development Policy Oregon Business Council



Kate Sinner Innovation & Business Resources Director Business Oregon

## Partnerships with Purpose: Expanding Student Opportunities to Meet Industry Needs

2:30 PM - 3:30 PM, Jul 12
 Salon GHI (Lower Level 1)

Successful Partner...

Northern Arizona University (NAU) partnered with Dignity Health Global Education to expand its MBA program with a healthcare emphasis. From this initial engagement, the partnership has grown to an online MSN in the School of Nursing and a third program is now being considered. Representatives from NAU and Dignity Health Global Education will share insights for a successful corporate partnership from inception through stewardship and final outcomes. It will address best practices for partner engagement, lessons learned by both the academic and corporate partner, and how to create win-win partnerships that can evolve and thrive.

#### **€** Speakers



Karen Staley Senior, Director of Development Northern Arizona University



Kurt Hayes Chief Product Officer Dignity Health Global Education

#### 3:30 PM

### Break

② 3:30 PM - 3:45 PM, Jul 12 ♥ Lower Level 1

3:45 PM

Who Should We Be Dating? Prospect and Portfolio Management
3:45 PM - 4:45 PM, Jul 12
Salon EF (Lower Level 1)

Data and Portfolio Mana...

This session will demonstrate a model for identifying prospects based on existing relationships across an organization. Mayo has developed a machine learning model to identify organizations that can be evaluated for funding. Using internal data points, we have imagined a system to rank prospects to give us better reasons, as well as possible advocates, for connecting with a corporation or foundation. Through this system, we are also able to manage our portfolios to include the best prospects.

We will highlight the business processes, infrastructure, strategic approaches, and challenges in developing and implementing this model at a complex healthcare organization.

📢 Speakers



Martha McClees Senior Corporate Relations Director Mayo Clinic



**Tammy Eickhoff** Strategy Administrator Mayo Clinic



Abhishek Yadav Senior Business Intelligence Analyst Mayo Clinic

# Strengthening University-Corporate Relations Using New Funding Sources in the CHIPS + Science Act: What You Need to Know

② 3:45 PM - 4:45 PM, Jul 12

Salon ABCD (Lower Level 1)

Government Funding/Economic De...

The CHIPS + Science Act authorizes an unprecedented opportunity through billions of dollars in new funding to universities for applied research and development of regional technology hubs, but Congress has directed several policy directions that university corporate relations officers need to know. Traditional undergraduate colleges, community colleges and minority serving institutions are directed to receive priority in some funding programs. Congress has directed more applied research funding to to areas outside of the traditional tech-heavy areas around Boston and San Francisco. And private sector companies are eligible to be lead sponsors on some new NSF programs. Learn about some of the new 'rules of the road' to develop strategies both within your university and academic and private sector partners in your region to be in a better position to win this funding. Traditional sponsored program office approaches that have been used in the past will need to be revamped and corporate relations officers will need to take on new outreach roles to groups other than corporate research points of contract to build multi-institutional, multi-regional, multi-disciplinary approaches to build ecosystems consistent with Congressional intent.

#### 📢 Speakers



Brian Darmody Chief Strategy Officer Association of University Research Parks (AURP)



Leslee Gilbert Vice President Van Scoyoc Associates

## **Engaging Companies and Engineering Students in a DEI-Centered Networking Event**

3:45 PM - 4:45 PM, Jul 12
 Salon GHI (Lower Level 1)

Successful Partner...

|                | In an effort to introduce companies to College of Engineering (COE) students at Oregon State University,<br>especially those served by the COE Center for Diversity & Inclusion, we hold a diversity, equity, and inclusion<br>(DEI) student-company event with some of our region's largest and most impactful companies. The primary<br>purpose of this event is for industry leaders to share their company's commitments and actions towards advancing<br>DEI, while providing students with information about potential employment opportunities and a chance to<br>participate in meaningful conversations around DEI in the workplace.<br>Join this session's presenters and panelists to hear how this event engages companies, alumni, and current<br>engineering students, and to learn how to plan and facilitate a similar event in the future. |
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|                | <b>₩</b> Speakers   |
|                | Sahid Rosado Lausell<br>Director of Outreach, Recruitment, and Diversity Initiatives<br>Oregon State University, College of Engineering   |
|                | Josefine Fleetwood<br>Oregon State University College of Engineering  |
|                | Ashley Mason<br>Fabrication & Integration Engineer<br>HP  |
| 6:00 PM        | Reception<br>② 6:00 PM - 8:00 PM, Jul 12<br>♥ Providence Park Stadium, 1844 SW Morrison Street, Portland, OR 97205<br>Reception   |
| Thu, Jul 13, 2 | 023   |
| 7:00 AM        | Registration<br>② 7:00 AM - 7:30 AM, Jul 13<br>♥ Registration Desk (Lower Level 1)  |
| 7:30 AM        | Breakfast<br>⊙ 7:30 AM - 9:00 AM, Jul 13<br>♥ Ballroom Foyer (Lower Level 1)  |
| 8:00 AM        | Welcome<br>② 8:00 AM - 8:15 AM, Jul 13<br>♀ Salon EF (Lower Level 1)  |
|                | Speakers Priya Baboo Senior Director of Corporate and Industry Engagement Penn State University   |
|                | Thomas Manshack   |
| 0 1 5 4 3 5    | Konster The Frederic of Higher Educations Issues and Oscillation (1)  |

8:15 AM

Keynote- The Future of Higher Education: Issues and Opportunities Impacting Corporate Interests in Colleges and Universities © 8:15 AM - 9:15 AM, Jul 13

|          | <ul> <li>Salon EF (Lower Level 1)</li> <li>Keynote Add</li> <li>The Future of Higher Education: Issues and Opportunities Impacting Corporate Interests in Colleges and Universities</li> </ul>   |
|----------|--|
|          | Image: Speaker       Roger Thompson         Vice President for Student Services & Enrollment Management         University of Oregon   |
| 9:15 AM  | NACRO Business Meeting<br>② 9:15 AM - 9:45 AM, Jul 13<br>♥ Salon EF (Lower Level 1)<br>NACRO Resou   |
| 9:45 AM  | Networking - Affinity Groups         Image: O 9:45 AM - 10:30 AM, Jul 13         Image: Salon EF (Lower Level 1)         Image: Networking Ses         Facilitated discussions among peers   |
| 10:30 AM | Break<br>② 10:30 AM - 10:45 AM, Jul 13<br>♥ Lower Level 1  |
| 10:45 AM | What do Faculty Really Think of Corporate Relations Offices (part 3) © 10:45 AM - 11:45 AM, Jul 13 © slon ABCD (Lower Level 1) Decree Stakeholder Relation The have anecdotal stories about how tenure-track faculty feels about receiving money from corporations for research. This session features a presentation from two universities that have asked tenure-track and tenured faculty about this topic in a structured way. This workshop is a continuation of a popular session in NACRO Minneapolis on July 2022 which discussed the outcomes of a faculty interview at Arizona State University. A webinar in January 2023 continued the topic by discussing how to carry out such a faculty interview at your institution. This session is the result of the structured interviews that took place at James Madison University (R2 university) and Stanford University (R1 University). |

#### **€** Speakers

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Elaine Armfield Director, Corporate Engagement Arizona State University



John Meck College of WIlliam & Mary



Managing Director Data Science and AI Affiliate Programs Stanford University



Joseph Huang Executive Director of Strategic Research Initiatives - Computer Science

## Tools & Skills for Building a Corporate Relations Shop from Scratch

10:45 AM - 11:45 AM, Jul 13
 Salon EF (Lower Level 1)

Corporate Relations Structure, System..

Stanford University

This session will share tools and processes for creating a Corporate Relations program from scratch, including examples of documents and processes for pre- and post-award, and strategies for engaging campus partners.

**€** Speakers



Manca Valum University of Washington



Christa Countryman Director of Corporate Relations Western Washington University

A Direct Approach to Indirect Costs (aka F&A, Overhead, and 'What Is This?') ② 10:45 AM - 11:45 AM, Jul 13 **?** Salon GHI (Lower Level 1)

Corporate Relat...

Corporations often partner with universities to augment or supplement their own internally funded research. Understanding overhead related to industry-sponsored research is especially valuable as many universities migrate to holistic corporate engagement models.

In a sponsored research project, universities classify expenses as either Direct Costs such as personnel, travel, and supplies; or Indirect Costs (IDC) such as utilities, information technology, and facilities operations and maintenance. When negotiating terms for a corporate-sponsored project, IDC can become a source of confusion and frustration that inhibits finalizing an agreement.

This session will help participants gain a better understanding of IDC, how it is calculated and distributed within the university, and suggestions for how it is best represented in a budget proposal to a potential industry sponsor.

#### **₩** Speakers

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#### **Richard Potter**

Director, Corporate Engagement & Research Collaboration University of Georgia

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#### Joseph Mark Nolan

Associate Vice President, Corporate Engagement Georgia Institute of Technology



## Brian Ibsen

Senior Director of Corporate and Foundation Relations University at Buffalo



### Julie Brandis

Executive Director of Strategic Partnerships, College of Engineering Oregon State University

#### 11:45 AM

## Lunch & Awards

11:45 AM - 1:00 PM, Jul 13
Ballroom Foyer (Lower Level 1)

## 1:00 PM

## Connecting Across the University: How to Build a Successful University Corporate Network

1:00 PM - 2:00 PM, Jul 13
 Salon ABCD (Lower Level 1)

Diverse Stakeholder Relati...

In academic-corporate relations, universities benefit from establishing a network of their corporate relations colleagues to create a streamlined approach to corporate partners, share updates, implement best practices, and communicate at all levels of the institution. Developing this collaborative process can be challenging to undertake, but when done successfully, it empowers the university to be an effective academic partner to industry contacts.

Join Arizona State University in a conversation about their Corporate Engagement department's experience with building a pan-university corporate network across 50 different units and how it serves to strengthen the work they do with their partners and university colleagues.

#### Speakers

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Sarah Allin Assistant Director, Operations Arizona State University

Lauren Balconi Executive Coordinator

Arizona State University

#### Holistic Corporate Relations - One Year Later

1:00 PM - 2:00 PM, Jul 13
 Salon EF (Lower Level 1)

Corporate Relations Structure, System..

At the 2022 Annual Conference, our panel spearheaded a deep-dive session using a case study approach on how our different organizations were implementing holistic corporate relations structures, systems, and processes. Over the past year, each of our universities have made progress in numerous areas of this work.

The panel will extend last year's conversations by providing progress updates and facilitating interactive discussions on: (1) Holistic corporate relations administrative structures, (2) Data-driven metrics, (3) Internal relationships and culture change, and (4) Impact on external partnerships.

#### **€** Speakers

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Michelle Dingwall Director of Development University of St. Thomas, Morrison Family College of Health



## David Ortendahl

Executive Director, Corporate Relations Office, University Advancement Worcester Polytechnic Institute

### **Barry Dickerson**

Managing Director of Corporate Relations Gies College of Business, University of Illinois at Urbana-Champaign



**Emily Kelton** Assistant Vice President, Office of Industry Relations and Corporate & Foundation Relations Colorado School of Mines Foundation



#### JoonHyung Cho

Director of Corporate Relations and Business Development University of Virginia



**Tim Hausman** University of Texas - El Paso

## NACRO Regional Groups - What That Means for You

1:00 PM - 2:00 PM, Jul 13
 Salon GHI (Lower Level 1)

NACRO Resou...

#### Speakers



#### **Jason King**

Director of Corporate Relations University of California, Irvine



Ahsan Choudary Director Of Corporate Relations The University of Texas at Austin

#### 2:00 PM

Break ② 2:00 PM - 2:15 PM, Jul 13 ♀ Lower Level 1

2:15 PM

### Capstone Programs- How To Be Better (Holistic Overview) 2:15 PM - 3:15 PM, Jul 13 Salon GHI (Lower Level 1)

Corporate Relat...

#### Speakers

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#### Adam Causgrove

Director of Corporate and Government Relations, Dietrich College of Humanities and Social Sciences Carnegie Mellon University



## JoonHyung Cho

Director of Corporate Relations and Business Development University of Virginia



### **Christine Roth**

Assistant Director of Advancement - Industry Relations Oregon State University



#### **Jason King** Director of Corporate Relations University of California, Irvine

## Creating CFR and Corporate Engagement Infrastructure at Rural Universities -The Ohio University and University of Vermont Experiences

2:15 PM - 3:15 PM, Jul 13

Salon EF (Lower Level 1)

Corporate Relations Structure, System..

This interactive presentation provides two case studies of the opportunities, challenges and structures related to implementing corporate engagement programs at universities located in rural areas. Using examples of corporate feedback, the customer service/navigator model, and the "real life" examples of the University of Vermont, Vermont's research university, and Ohio University, the presenters will provide a model for getting corporate engagement jump-started at your university.

This session will help corporations understand the challenges and opportunities of collaborating with rural Universities and how they effectively build long-term partnerships. Members of corporate relations teams from schools, colleges, and small universities may also find value in the session.

This session will help corporations understand the challenges and opportunities of collaborating with rural Universities and how they effectively build long-term partnerships.

#### 📢 Speakers



#### Matthew Roberts

Senior Director, Corporate & Foundation Relations, Corporate Engagement Ohio University



#### Wayne Maceyka

Interim Director, Office of Engagement, Office of the VP of Research University of Vermont

#### 3:15 PM

## Break

3:15 PM - 3:30 PM, Jul 13
Lower Level 1

3:30 PM

#### Campaign Planning: Utilizing Existing Corporate and Foundation Partners as Key Stakeholders 3:30 PM - 4:30 PM, Jul 13

Salon ABCD (Lower Level 1)

Diverse Stakeholder Relati...

While many see CFR work as transactional, we know that there is more to it than that. Given the guidelines that foundations and corporations encompass can be transactional in nature, our work also needs to assess and appreciate the human element, emphasizing the need to build relationships, not just with executives, program officers, and grant administrators but also with faculty and our institutional leaders, especially when in a campaign.

This session will start by looking at how one institution built strong relationships with foundation and corporate partners which ended with deep engagement leading into a campaign. We will also look at how to manage unrealistic expectations of foundation and corporate campaign giving by institutional leadership and the importance of educating up and building relationships internally with your leadership, deans, chairs, and faculty.

**€** Speakers



**Edward Ahart** Chief Development Officer Kean University Foundation



William H. Miller, CFRE Chief Executive Officer

Kean University Foundation

## Working Together: Corporate Relations and Research Development

3:30 PM - 4:30 PM, Jul 13
 Salon GHI (Lower Level 1)

Corporate Relat...

One key role for Research Development Professionals in Higher Education is to develop funding opportunities/partnerships with federal agencies to support the research enterprise. Industry is a major component for many of these opportunities. Therefore, when Research Development and Corporate Relations professionals partner, there is the potential for significant synergism.

NORDP (National Organization of Research Development Professionals) and NACRO have an alliance that is endeavoring to capitalize on this potential with National Science Foundation (NSF). The NACRO/NORDP Alliance is proposing to NSF that the members from both organizations with their vast expertise could uniquely help NSF with developing new, untapped partnerships for innovation ecosystems in all regions throughout the U.S. This would occur through NACRO/NORDP members leading landscape analyses in specific areas of need for specific regions/locations. Examples of areas for landscape analyses include: Workforce development, Technical/research capabilities, Entrepreneurship, Commercialization, Tech transfer, DEIB, Societal needs, Local government needs, Nonprofits/NGOs, Partnership formation, Funding opportunities, Community engagement, Innovation ecosystem support (i.e., incubator services, licensable IP, resources, etc.)

This interactive session will give an update on this NACRO-NORDP-NSF effort and give NACRO members an opportunity to share their thoughts. In addition to partnering with NSF and other Federal Agencies, there are other opportunities for NORDP and NACRO members to partner. This will also be discussed.

#### **€** Speakers



#### Kim Jacobs

Assistant Dean of Development Florida A&M University and Florida State University



Rachel Dresbeck Oregon Health



**Don Takehara** University of Illinois Urbana-Champaign

#### Closing

② 4:30 PM - 4:45 PM, Jul 13 ♥ Salon EF (Lower Level 1)

4:30 PM

### **€** Speakers

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Michelle Dingwall Director of Development University of St. Thomas, Morrison Family College of Health



## David Ortendahl

Executive Director, Corporate Relations Office, University Advancement Worcester Polytechnic Institute