NACRO

Annual Conference
July 19-21, Minneapolis, MN
Agenda

**Please note sessions and specific details will be added as they are confirmed. Check back in the coming weeks for a full list of Conference presentations.

Tuesday, July 19

8:30 a.m. – 4:00 p.m.
Bootcamp (separate registration required)
NACRO Corporate Engagement Bootcamp guides attendees through the corporate engagement cycle. At universities, Corporate Relations Officers are housed in different departments, such as Advancement, Office of Research, Economic Development, and Career Centers, to name a few. Corporate Relations represents engagement across campus or offices housed in specific departments, schools, and centers. At some institutions, corporate engagement is just part of an individual's role, along with major gifts, employer engagement, or research partnerships. Regardless of the area, you serve on campus or the percentage of your role dedicated to corporate relations, the best practices shared in this session can improve your university's approach to corporate engagement. With speakers on both the philanthropic and research side, this workshop focuses on the NACRO "blueprint" for holistic university corporate relations. The day incorporates two of the best parts of NACRO: peer learning and networking with corporate relations colleagues from other universities. Corporate Relations Officers will share their best practices in areas of corporate outreach, closing the deal, and stewarding corporate partners.

Executive Education Cohort
Concluding session of Executive Education series.

5:00 p.m. Informal Reception at The Renaissance Hotel

Wednesday, July 20

7:30 a.m. Breakfast

8:00 a.m. Welcome
NACRO Co-Presidents: Barry Dickerson, Managing Director of Corporate Relations, Office of Advancement, Gies College of Business, University of Illinois; Charley Hasemann, Associate VP for Innovation & Economic Development, Michigan State University Innovation Center

8:15 a.m. Keynote
The Impact of Innovation
Dr. Michael Oakes, Vice President of Research, University of Minnesota; Panelists TBD

9:00 a.m. Networking Break

9:15 – 10:15 a.m. Concurrent Sessions
Renewed Engagement with a Regional Campus
You've known about main campus partnerships —now find out how to effectively reengage with regional campus partners! Introducing a new way to think about higher education, learning, and technology that prioritizes the benefits of a regional campus and its key partnerships. Khatmeh Osseiran-Hanna and Christina Koren will illustrate how the value of re-invigorating a regional campus could be overlooked. The presentation will explain how strategic partnerships are most powerfully leveraged, and, when used effetively, how it can ensure that future investment and meaningul interactions for the campus partners, and their community. The session will encompass tips, advice, and valuable lessons learned when creating OR reengaging with partnerships involving local community, government, and industry. all of this with the goal of making the regional campus vital to the economic and social fabirc of its area.
Audience: Early Career/All
Presenters: Christina Koren, Director of Strategic Partnerships, Indiana University of Pennsylvania; Khatmeh Osseiran-Hanna, Vice President for University Advancement, Indiana University of Pennsylvania

DEI Across Systems and Institutions - How to Scale Significant Change and Accelerate the Arc Towards Justice

Many corporate partners and many universities are working through DEI initiatives. How do we organize priorities, chose what is scaleable, persuade funders to support scaling up, then track results. In this panel, our focus is on five areas or frameworks:
1. Talent Recruiting and Development
2. Diversity Management and Bias Training
3. Community Impact
4. Scholarships
5. Industry specific DEI research

Audience: Mid-Career

Presenters: Brian Ibsen, Senior Director of Corporate and Foundation Relations, University at Buffalo; Anthony Peebles, Director of Diversity Advancement, Case Western University

The Realities of Working with Faculty in Corporate Engagement

Faculty engagement is an important aspect of university-corporate relationships; however, it can be difficult to involve faculty in the process of creating or maintaining a corporate partnership. It is important to have realistic expectations of faculty involvement, as their collaboration may be influenced by tenure status, willingness to engage, and their unit's perception of corporate culture. Join Arizona State University and Stanford University as we discuss ways to start an open dialogue within your institution about faculty-corporate engagement, the nuanced motivations of faculty and academic units, and review case studies of faculty buy-in with external partners. Our presentation will offer best practices and ideas for engagement, and promotes the benefits of comprehensive corporate partnerships.

Audience: Mid-Career

Presenters: Elaine Armfield, Director, Corporate Engagement, Knowledge Enterprise, Arizona State University; Joseph Huang, PhD, Executive Director of Strategic Research Initiatives, Computer Science, Stanford University

10:15 a.m. Networking Break

10:30 – 11:30 a.m. Concurrent Sessions

Welcoming Companies to America's Largest University

When welcoming corporate visitors, how do you craft an effective in-person or virtual visit that showcases the resources and talents of your organization? Whether you are a seasoned corporate engagement officer or new to the field, join Arizona State University

as we discuss the creation of a corporate visit. Participants will learn how to assess which university assets are the most appropriate for a visitor, hear about good and bad experiences with visits, and discover best practices they can apply to their organization.
Audience: Early Career/All
Presenters: Sarah Allin, Business Development Specialist, Arizona State University; Lauren Balconi, Executive Administrative Support Specialist, Arizona State University

Unique Partnerships at Small Universities

Smaller universities can leverage their flexibility and niche programs to establish unique partnerships with industry. Offering unique and meaningful engagement opportunities for industry creates mutually beneficial partnerships and innovative learning opportunities for students. Three partnerships will be featured, demonstrating how small universities can position themselves to enhance student experience on campus, while also meet the goals of industry partners.
Audience: Early Career/All
Presenters: Bryan Barts, Director of Career Services, University of Wisconsin-Stout; Michelle Dingwall, Senior Gift Officer, Corporate Relations, University of Wisconsin-Stout; Travis Erickson, Senior Principal Packaging Engineer, Technical Fellow, Medtronic; Patricia Meuers, Vice President, FindLaw Digital Solutions, Thomson Reuters; Sarah Murawski, Graphic Design Manager, Great Northern Corporation

Collaborating with Industry and Local Government to Create a Win/Win/Win Partnership

Over 12 months during the height of the COVID pandemic, Texas State University, SPIN Scooters (a division of Ford Mobility) and the City of San Marcos, Texas collaborated to create a win/win/win partnership to provide enhanced mobility options for Texas State's 38,000 students and San Marcos' 68,000 residents, an attractive business for SPIN and financial support for Texas State and San Marcos programs. The session will discuss how the partners defined a common vision of success, the process followed to define and achieve "stage gate" goals, and the creation of value for all partners.
Audience: Advanced
Presenters: Ron Epperson, Executive Director Industry Strategic Partnerships, Texas State University; TBD

11:30 a.m. Networking Break

11:45 a.m. Lunch & Keynote
Strive to Thrive, Not Just Survive
Dr. Melissa Milanak, Mind Impact Consulting

1:15 p.m. Networking Break

1:30 – 2:30 p.m. Concurrent Sessions
"For our Neighbor's Good:" Connecting with Industry Partners to Impact Community
Through this panel presentation, you will hear from current Bethel University President Ross Allen. Ross spent most of his career at Medtronic and will share his ideas on corporation connection through this unique lens. We also welcome a current Medtronic research partner, Ken Rholy, PhD, who will speak into the unique value small schools can bring to research partnerships. Another industry partner, Dan Lindh, President and CEO of Presbyterian Homes, has been instrumental int he development of Bethel's Center for Healthcare Excellence. His investment, along with our other senior care partners, have shaped Bethel's curriculum and academic offerings. This CEO network was a key resource that produced ideas resulting in academic innovations. kristi Moline is the leader of Bethel University's Center for Healthcare Excellence. She will share the development of the Heathlcare endorsement. The moderator for this group will be Robin Rylaarsdam, Provost at Bethel University and a molecular biologist by training. She will share about the recent connection with the University of Minnesota's Bakken Institute, and the value of collaboration with other universities.
Audience: Mid-Career
Presenters: Ross Allen, President, Bethel University; Dan Lindh, President & CEO of Presbyterian Homes; Kristi Moline, Director, Center for Healthcare Excellence, Bethel University, Ken Rohly, Senior Principal Materials Engineer, Medtronic; Robin Rylaarsdam, Provost, Bethel University (moderator)

Engaging Industry from Rural Campuses & Outside of Major Economic Clusters
While building strategic relations is never straightforward, doing so from universities located outside of economic centers and in rural settings requires additional creativity to develop industry partnerships. This session will look at how the University of Mississippi and Washington State University manage corporate engagement and industry relations from their rural locations, from working with local manufacturing sites to developing key connections at corporate offices to support mutually-beneficial partnerships. This session will focus on how to work at various layers of company, manage cross-campus relationships, and lead effective visits by using several case-studies of industry partnerships at each school.

Audience: Early Career/All
Presenters: [Hughes Miller], Director of Industry Engagement, University of Mississippi; [Dana Ulrich], Director of Corporate Engagement, Washington State University

Utilizing Technology to Drive Business Development in Corporate Relations

University corporate relations offices are evolving to keep up with industry partner needs and are better utilizing technology to help. In this session, you will learn what the future could look like at your university related to data driven and marketing focused roadmaps for success. The session will also have examples of intuitive content on resources and strategies a corporate relations officer can use for philanthropic pursuits. Join us in this interactive session, with time built in for audience Q&A, to learn about technology for data management and marketing tools for success.
Audience: Early Career/All
Presenters: [Stacey Barnes], Director of Intelligence & Assessment, Iowa State University Foundation; [Rashmi Tenneti], Associate Director, Marketing & Communications, Office of Corporate Relations, University of Illinois Urbana-Champaign; [Sacha Patera], Associate Vice President of Corporate Engagement, Rutgers University; [Jason King], Senior Associate Director of Corporate Relations, University of California, Irvine (moderator)

2:30 p.m. Networking Break

2:45 – 4:15 "Deep Dive" Workshops
This new format will feature presentations from a team of corporate relations professionals, followed by in-depth discussions with attendees to answer questions and consider next steps at their own organizations.

Holistic Corporate Relations Office Structures

There are many obstacles to overcome when establishing centralized corporate relations at a university. Convincing administration, faculty members and multiple units on campus to change the way they work can be a daunting task. To complicate things further, there are dozens of different models of holistic corporate relations to choose from! Corporate relations professionals from four universities will share their experiences, both best practices and lessons learned.
Audience: Early/Mid
Presenters: [JoonHyung Cho], Director of Corporate Relations and Business Development, University of Virginia; [Tim Hausman], Senior Director of Corporate and Foundation Relations, University of Texas at El Paso; [Emily Kelton], Assistant Vice President, Corporate & Foundation Relations and Office of Industry Relations, Colorado School of

Mines; David Ortendahl, Executive Director, Corporate Relations, Worcester Polytechnic Institute; Michelle Dingwall, Senior Development Officer, Corporate Relations, University of Wisconsin-Stout (moderator)

Become a Change Ally

This interactive workshop will provide attendees with the basics of the change management by focusing on addressing individual needs to ensure successful organizational change. The goal of the session is breaking down these models through experiences and examples provided by attendees, prior to the session via Attendify. Change management methodology can be applied by participants with varying levels of experience and prepares individuals to lead up, down and horizontally by giving them tools to meet their colleagues where they are.

Audience: All

Presenters: Jill Abele, Senior Director of Corporate Engagement and Foundation Relations, Iowa State University Foundation; Liz McAllister, Director of Strategic Change Leadership, Iowa State University Foundation

Case Studies in Corporate Diversity

This session will cover the holistic approach to building corporate partnerships while identifying critical areas of diversity and inclusion as they pertain to the following tenets: (1) Talent Pipeline Development, (2) Research Opportunities Around Equity & Disparities, and (3) Corporate & Community Collaborations.

Audience: All

Presenters: Anne Borchert, Associate Vice President, Corporate Relations & Strategic Projects, Case Western University; Jen Cadman, Assistant Director of Corporate & Foundation Relations, Carnegie Mellon University; Breauna Marie Spencer, Director of Diversity, Equity, & Inclusion, Stanford University; Anthony Peebles, Director of Diversity Advancement, Case Western University (moderator)

4:30 p.m. End

6:00 – 8:00 p.m. Reception
Minneapolis Event Center

Thursday, July 21

7:30 a.m. Breakfast

8:00 a.m. NACRO Business Meeting & Strategic Plan Presentation
NACRO Co-Presidents: Barry Dickerson, Managing Director of Corporate Relations, Office of Advancement, Gies College of Business, University of Illinois; Charley Hasemann, Associate VP for Innovation & Economic Development, Michigan State University Innovation Center
Strategic Planning Chair: David Ortendahl, Executive Director, Corporate Relations, Worcester Polytechnic Institute; Strategic Planning Vice Chair: Joseph Huang, Executive Director, Stanford University

8:45 a.m. Networking Break

9:00 – 10:00 a.m. Concurrent Sessions
Best Practices and Efficient Strategies for Capstone Programs
Capstone programs are a key component of university-industry partnerships in student engagement. While some universities organize these centrally within a college or unit, others are decentralized and less strategic. This session will outline some best practices and efficient strategies for creating, maintaining, marketing, and being more strategic with capstone programs to best satisfy both industry needs in solving real-world problems as well as providing effective experiential learning opportunities for students.
Audience: Early Career/All
Presenters: Alexa Hansen, Director of Strategic Partnerships, Heinz College, Carnegie Mellon University; Jason King, Senior Associate Director of Corporate Relations, University of California, Irvine (moderator)

Navigating Corporate Decision-Makers and Adapting Your Professional Persona Accordingly
To close a corporate gift, a gift officer must be able to work at multiple levels within the prospect company. The ways of accessing, educating, engaging, and persuading employees in headquarters and executive offices are different from how best to interact with HR, tech transfer, product, program, or alumni in functional roles, yet sometimes it takes alignment and agreement of one and all to close a gift. Panel members from corporate partners at different levels and with different roles within their companies respond to questions about what they like and expect from corporate relations officers.
Audience: Mid-Career

Presenters: Brian Ibsen, Senior Director of Corporate and Foundation Relations, University at Buffalo; TBD

Innovation Across the Spectrum: Perspectives on Industry-Academia Research Collaborations

Industry-academia collaborations are increasingly a source of scientific innovation, but navigating these partnerships requires great mutual understanding. In this session, Halo CEO Kevin Leland will present a case study on Grants4Ag, an innovation initiative by Bayer Crop Science that funded 24 researchers at institutions globally.

The session will wrap up a Q&A session for both corporate relations and industry professionals alike to help bridge the gap by providing perspective from both sides of the conversation.

Audience: Mid-Career

Presenters: Kevin Leland, CEO/Founder, Halo; Zoe Gibson, Head of Growth, Halo; TBD

10:00 a.m. Networking Break

10:15 – 11:15 a.m. Concurrent Sessions

Leveraging Your Internal University Network to Drive Effective Corporate Engagement

In this session, we will provide a cross-section of methods and interactions that have created successful engagements with companies from many sectors leveraging all that an institution of higher education has to offer by using specific examples and testimonials.

Audience: Early Career/All

Presenters: Katheryne Rehberg, Director, Business Development, Office of Corporate Relations, University of Illinois Urbana-Champaign; Brandy Zamora, Executive Director, Office of Business Parnerships, Indiana University; Brendan McGinty, Director of Industry, National Center for Supercomputing Applications, University of Illinois Urbana-Champaign (moderator)

Full Circle Engagement with Influential Industry Alumna

Women are changing the face of philanthropy. At Bethel University, we've leaned into this core demographic by engaging alumnae full circle as philanthropic donors, career mentors and network expanders through an innovative women in leadership program, "The 25". From the premise "You can be what you can't see," The 25 exposes students to speakers, mentors, resources, and experiences that highlight highly successful women across industries. This unique inter-generational combination empowers female students and establishes powerful connections among successful women while

deepening constituent engagement with Bethel. Join us for this session to hear from a group of alumnae who are funding the program because of their desire to help young women better position themselves for success.

Audience: Advanced

Presenters: Colette Campbell, Senior Vice President of Talent, Diversity & Inclusion, Bremer Bank; Sarah Darr, Head of Financial Planning, Senior Vice President, U.S. Bank; Kristi Piehl, Founder & CEO, Media Minefield; Andrea Schilling, Senior Managing Director, Varde Partners, Heather Richards, Executive Director of "The 25", Bethel University

11:15 a.m. Networking Break

11:30 a.m. – 1:00 p.m. Lunch, Awards, & Keynote

Leadership in DEI

Dr. Monic Behnken, Iowa State University

1:00 p.m. Networking Break

1:15 – 2:15 p.m. Concurrent Sessions

Executive Engagement in Corporate & Foundation Relations

Corporate & Foundation Relations (CFR) Officers serve as a master coordinator and translator, finding areas of alignment between company/foundation priorities and university areas of excellence. University Presidents, VP's and Deans play an integral role in CFR work. Geared towards new professionals, this session provides best practices and strategies for engaging university executives with companies and foundations. Topics will include: how and when to engage university leadership in CFR, managing prospects for leadership, and reflection on successes and challenges

Audience: Mid-Career

Presenters: Shawn Farrell, Assistant Vice President of Corporate and Foundation Engagement, University of Texas at San Antonio; Anissa Mahone, Director of Corporate Engagement, University of Texas at San Antonio

How to Acquire Funding for DEI-Focused University Programs & Initiatives

The objective of this panel discussion is to offer an opportunity for industry and academic professionals to both learn and discuss how they secured financial funding from external organizations for their educational institutions. More specifically, the

dialogue will feature the process behind pitching diversity-focused programs and initiatives to external organizations. In addition, the panel will discuss tips and tricks regarding how academic professionals can best prepare their pitches for external organizations. This case study will feature 1-2 organizations to provide an in-depth analysis regarding how to acquire funding.

Audience: Early Career/All

Presenters: Anthony Peebles, Director of Diversity Advancement, Case Western University; Breauna Spencer, Director of Diversity, Equity, and Inclusion, Stanford University

University Research 201

As a follow up to the December 2021 NACRO webinar, *University Research 101: Understanding how research plays a role at your institution and perfecting your elevator pitch to get industry in the door*, this panel of university research leaders will give insight into their relationships with industry and corporate relations. Topics will include the responsibilities of the panelists; how they connect with industry in sponsored and applied research and tech transfer. The panel will also share best practices for corporate relations officers when working with research faculty and leadership.

Audience: Early Career/All

Presenters: Charley Hasemann, Associate VP for Innovation & Economic Development, Michigan State University Innovation Center; Clay Christian, Director of Business Development; Interim Director, Commercialization Intelligence and Assessment, Tulane University

2:15 p.m. Networking Break

2:30 p.m. Affinity Groups

Facilitated discussions among small groups of peers, focused on:

Career Services

Development/Advancement (Enrollment >30,000)

Development/Advancement (Enrollment <30,000)

General Corporate Engagement (Enrollment >30,000)

General Corporate Engagement (Enrollment <30,000)

Research

Academic (including capstones)

3:30 p.m. Networking Break

3:45 – 4:45 p.m. Concurrent Sessions
Using Trello as a Customer Relations Management Tool versus Salesforce
In Salesforce too expensive, too difficult, or too rigid for your team's needs? Trello, combined with add-ons like Google Drive, may be a solution for a small team. We will demonstrate how we are using Trello to do business development of west coast universities, in preparation for NACRO's 2023 Conference in Portland, OR.
Audience: Early Career/All
Presenters: Joseph Huang, Executive Director, Stanford University; Jason King, Senior Associate Director of Corporate Relations, University of California, Irvine; Charles Lemcke, Associate Director, University of California, Davis

Industry-Sponsored PhD Experiential Learning
Many companies sponsor PhD students during summer breaks. While useful, there are substantial benefits to industry-sponsored experiential learning internships that last several months for the company, the PhD candidates, and their faculty advisors. This panel discussion with representatives from Colgate Palmolive, Siemens Technology and Rutgers University will cover the potential in longer experiential learning as well as common challenges and how to cope with them.
Audience: Early/All
Presenters: Dave Magnoni, Director, Corporate Engagement, Rutgers University; Arturo Pizano, Program Manager, University Collaboration, Siemens Technology; TBD

4:45 Closing
NACRO Co-Presidents: Barry Dickerson, Managing Director of Corporate Relations, Office of Advancement, Gies College of Business, University of Illinois; Charley Hasemann, Associate VP for Innovation & Economic Development, Michigan State University Innovation Center