



2021 Annual Conference
July 13-15, 2021

Conference Agenda

Tuesday, July 13th

11:30 a.m. – 11:45 a.m. • Opening Remarks and Welcome from the NACRO Co-Presidents

Speakers: Megan Puzey, Director of Operations, Office of Corporate Relations, University of Illinois and Urbana-Champaign; Kimberly Jacobs, Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering

Co-Presidents Megan Puzey and Kim Jacobs help kick-off NACROcon 2021 with an overview of NACRO structure, leadership, and the committees that make it all possible. This session will help you meet the people behind the scenes and learn how to join them in their efforts.

11:45 a.m. – 12:30 p.m. • Keynote Address • Fireside Chat: Corporate Relations Leadership Moving Forward from COVID

Moderator: Stella Wixom, Senior Executive Director, Business Engagement Center, University of Michigan

Speaker: Daryl Weinert, Chief of Staff and Vice President for Strategic Initiatives, Carnegie Mellon University

12:30 p.m. – 1:00 p.m. • Networking/Email Break

Take advantage of the Remo platform to network with fellow NACRO Conference attendees, or simply take a break for lunch, work emails, or a walk!

1:00 p.m. – 2:00 p.m. • Concurrent Session I

Climate Action as a Driver for Corporate Engagement

Moderator: Eric Howard, Director, Nelnet Renewable Energy, Nelnet Financial Services

1:00 p.m. – 2:00 p.m. • Concurrent Session I

Deere and Iowa State University: A Successful Partnership Based on Innovation

Iowa State University and Deere have enjoyed a mutually beneficial partnership for many years. Iowa State is its top academic partner, with numerous touchpoints across the university, including workforce development, research collaborations with at least 15 faculty members in the past three years, philanthropic investment, representation on department advisory committees and capstone projects. Deere opened its Spray Technology Lab in the ISU Research Park in July 2019 to increase its engagement, enhance access to ISU students, allow Deere-sponsored researchers to utilize specialized equipment and infrastructure, and to provide a location for engineering development of disruptive crop protection products that integrate virtual engineering, machine learning and advanced sensing. The Deere Technology Innovation Center, also in the research park, offers high paying part-time jobs for more than 60 students from multiple disciplines. The longtime partnership between Iowa State University and Deere provides a model of successful engagement and mutually-beneficial success. Iowa State's lead relationship managers and Deere representatives will provide an overview of the partnership, along with examples of success and challenges encountered along the way. Attendees at all career-levels, both corporate relations officers and industry representatives, will benefit from this presentation.

Moderator: Mark Boeck, Executive Director of Corporate Relations, Iowa State University Foundation

Speakers: Matt Darr, Professor, Agricultural and Biosystems Engineering, Iowa State University; Alison Doyle, Chief Relationship Officer, Iowa State University Research Park; Alex Lassers, Manager, Sensing Systems and Telematics Data, John Deere

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2:00 p.m. – 2:45 p.m. • Networking Break

Find a networking table based on your institution's region and/or your type of institution (i.e., R1, Liberal Arts College, etc.). There will also be networking tables for recent Bootcamp participants to reconnect.

2:45 p.m. – 3:45 p.m. • Concurrent Session I

Universities Connecting with Corporations: The Role of Place-Based Corporate Partnerships

Moderator: Brian Darmody, CEO, Association of University Research Parks (AURP)

Speakers: Laura Freirichs, Executive Director, University of Illinois Research Park; Leah Burton, Director, Partnership Office, North Carolina State University

2:45 p.m. – 3:45 p.m. • Concurrent Session II

Industry Perspective: Build Holistic Employer and University Partnerships

Moderator: Megan Evangelista, Diversity Lead, University Relations, Dell Technologies

3:45 p.m. – 4:00 p.m. • Networking/Email Break

Take advantage of the Remo platform to network with fellow NACRO Conference attendees, or simply take a break for lunch, work emails, or a walk!

4:00 p.m. – 5:00 p.m. • Concurrent Session I

Forging Corporate Partnerships in the AI Era

Moderator: Kathyne Rehberg, Director of Business Development, Office of Corporate Relations, University of Illinois at Urbana-Champaign

4:00 p.m. – 5:00 p.m. • Concurrent Session II

NORDP-NACRO-Federal Agency Perspective on Research Grants with Significant Industry Components

Moderator: Don Takehara, PhD, Associate Director for Research, Grainger College of Engineering – Office of Research, University of Illinois at Urbana-Champaign

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Wednesday, July 14th

11:30 a.m. – 11:45 a.m. • Opening Remarks and Welcome

Speakers: Megan Puzey, Director of Operations, Office of Corporate Relations, University of Illinois and Urbana-Champaign; Kimberly Jacobs, Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering

11:15 a.m. – 12:15 p.m. • Concurrent Session I

Career Services & Corporate Partnerships: Next Level Engagement

Moderator: Sheila Shedd, Sr. Director, Global Engagement & Corporate Partnerships, Career & Professional Development Services, Arizona State University

11:15 a.m. – 12:15 p.m. • Concurrent Session II

Basics of Intellectual Property for Corporate Development

Intellectual Property (IP) impacts corporate development officers across job functions at our universities. However, outside of the technology transfer world, IP is often confusing and not well defined. This session will provide a background in the types of IP, some of the legal constraints that control them while doing our corporate relations work, and examples of how IP fits into a successful corporate development operation.

Speakers: Michael Rondelli, Associate Vice President of Research Commercial Agreements, University of North Texas; Joonhyung Cho, Director of Business Development, Industry Relations, University of North Carolina at Chapel Hill

12:15 p.m. – 12:45 p.m. • Break/Networking

Take advantage of the Remo platform to network with fellow NACRO Conference attendees, or simply take a break for lunch, work, or a walk.

1:15 p.m. – 1:45 p.m. • NACRO Awards Ceremony

1:45 p.m. – 2:45 p.m. • Keynote Address • NACRO Financial Metrics Survey: What We Learned in Year One

How does my institution stack up against our peers? An ever common question that is difficult, if not impossible, for corporate relations offices to answer. NACRO's Financial Metrics Survey was developed to aid in answering this question by collecting, identifying, and measuring "all-in" corporate investment dollars (e.g. gifts, research grants, contracts, etc.,) at universities. No other survey captures this data in one place. This presentation by members of NACRO's Benchmarking Committee will provide attendees with a brief overview on the development of the survey and why its critical to the advancement of the profession. In addition, presenters will give an overview of the data collected from the inaugural survey administered in 2020, and discuss initial trends derived from analysis as well as how these trends may impact best practices. Finally, observations

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learned from administering the first survey will be shared and how these observations will impact future surveys will be discussed. Attendees will have the opportunity to provide their input as well. Attendees of all levels of experience will benefit from the presentation.

Speakers: Tim Hausman, Senior Director, Corporate & Foundation Relations, University of Texas at El Paso; Audrey Metcalf, Assistant Director of Corporate Relations, Prospect Research & Stewardship, Washington University in St. Louis; Ashley Chan, Industry Liaison, Office for Innovation, Eberly College of Science, Penn State University

2:45 p.m. – 3:15 p.m. • Networking Break and NACRO Committee Launch Meetups

NACRO is an all-volunteer-led organization that depends on the energy, expertise, and ideas of its members. During this networking break, each NACRO Committee will host a networking table for members to learn more about how to get involved in the organization.

3:15 p.m. – 4:15 p.m. • Concurrent Session I

Best Practices on Holistic Approaches to Corporate Relations

Moderator: Gayathri Srinivasan, Executive Director, Corporate Relations, Emory University

Speakers:

3:15 p.m. – 4:15 p.m. • Concurrent Session II

How To Streamline Capstone Programs

Moderator: Jason King, Associate Director of Corporate Relations – University of California Irvine, Bren School of Information and Computer Sciences

Speakers:

4:15 p.m. – 5:00 p.m. • Topic-Based Networking

Close the day with a discussion on the topics most relevant to our profession today. Topics include Diversity, Equity, and Inclusion; Holistic Corporate Relations Models; Cross-campus partnerships; Metrics; Career Services; Workforce Development; Stewardship; and Industry-Based Roles.

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Thursday, July 15th

11:00 a.m. – 11:15 a.m. • Opening Remarks and Welcome

Speakers: Megan Puzey, Director of Operations, Office of Corporate Relations, University of Illinois and Urbana-Champaign; Kimberly Jacobs, Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering

11:15 a.m. – 12:15 p.m. • Keynote Address • Leadership Perspectives on Diversity, Equity, and Inclusion

Moderators: Megan Puzey, Director of Operations, Office of Corporate Relations, University of Illinois and Urbana-Champaign; Kimberly Jacobs, Director of Industry Engagement/Director of Engineering Extension and Outreach, University of Florida Herbert Wertheim College of Engineering

Speakers: TBA

12:15 p.m. – 12:45 p.m. • Break/Networking

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12:45 p.m. – 1:45 p.m. • Concurrent Session I

Increasing Diversity in Engineering with a Unique HBCU/Industry Partnership and Program

Ira A. Fulton Schools of Engineering has teamed up with Intel and Facebook to create a unique and innovative partnership focused on increased the diversity of students in engineering by sponsoring HBCU students from 6+ universities to participate in ground-breaking research during the summer. The program started as a pilot program with Intel and FAMU for Summer 2020 where the research happened digitally. At the end of the pilot program, students showed a 23% increase in interest to pursuing an MS/PHD in engineering and a 37% increase in pursuing a job with Intel. The program is now expanding with funding from Intel and Facebook to sponsor the research work students from 6 different HBCUs will be doing with ASU for summer 2021. In addition, ASU will be putting together an event for faculty across the different research universities to come together (like a Speed Dating Event) in the spirit of collaboration and community and Intel and Facebook will be providing collaboration bonuses to faculty that do come together to collaborate on research. This is a new and innovative way to support the diversity of students in engineering, the diversity of faculty research collaboration, and the diversity of potential talent pipeline for industry partners.

Moderator: Anca Castillo, Associate Director of Outreach and Recruitment, Graduate Engineering Programs, Arizona State University

12:45 p.m. – 1:45 p.m. • Concurrent Session II

Building Cross Campus Collaboration to Elevate Grantseeking Capacity

Inspired by a few tenacious grantseekers who persisted past institutional silos to secure internal and external support for their scholarly and outreach endeavors, colleagues representing Advancement, Civic Engagement, Faculty Excellence, Sponsored Programs, and Strategic Partnerships formed a think tank focused on elevating



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grants capacity for all faculty and staff. Through Grants Dreaming/Pitch meetings, Grant Seeking Strategy Sessions and Meet the Funder programs, the think tank is providing a more diverse group of novice and experienced grant seekers opportunities to have their work heard, discussed and championed. Join us to hear more about this inclusive approach to nurturing a grants culture.

Moderator: Melanie Kelleher, Director, Corporate Relations, Towson University

1:45 p.m. – 2:45 p.m. • Find Your People: Affinity Group Discussions

On the final day of conference, engage in networking based on NACRO's traditional affinity groups. Find a table for the affinity group that most closely matches your job function and learn from others doing similar work. Affinity Group options include: Business, Health Sciences, Liberal Arts, Engineering, Tech Transfer, Research Partnerships, Biotechnology/Agriculture, Sustainability, etc.

2:45 p.m. – 3:45 p.m. • Concurrent Session I

Case Study: [Morehouse School of Medicine's Corporate Partnerships to Address Health Disparities](#)

Moderator: Aimee Ahmed, Senior Director for Philanthropy and Development Strategies, Clinical Innovation, Morehouse School of Medicine

2:45 p.m. – 3:45 p.m. • Concurrent Session II

Industry Panel: [How to make your faculty stand out for sponsored research](#)

Moderator: Kevin Leland, CEO & Founder, Halo

3:45 pm - 4:00 p.m. • Break

4:00 p.m. – 4:30 p.m. • NACRO Business Meeting/Concluding Remarks

Speakers: NACRO Co-Vice Presidents, Barry Dickerson, Senior Director of Corporate Engagement, Gies College of Business, University of Illinois at Urbana-Champaign; Charles Hasemann, Assistant Vice President for Innovation and Economic Development, Michigan State University Innovation Center