

## Conference Agenda

### Tuesday, July 13<sup>th</sup>

#### 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: Decades of Evolution...What Comes Next?

*Stella Wixom (Senior Executive Director of the University of Michigan's Business Engagement Center) will moderate a discussion with Daryl Weinert (Chief of Staff and Vice President at Carnegie Mellon University) reflecting on the past two decades of corporate relations within higher education, covering its roots in Corporate & Foundation Relations and the growing predominance of the Holistic Model. As universities and colleges have weathered economic downturns, dwindling state support, demographic shifts and, most recently, a pandemic... corporate engagement has taken on ever increasing importance.*

*Stella and Daryl will discuss the changes to the profession, the impact of corporate connections viewed from various vantage points across the typical university, and the skill sets required to be successful in the constantly evolving marketplace.*

**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!*

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#### 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*

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*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.*

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### 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

#### Build Holistic Employer and University Partnerships: A Case Study from Dell Technologies

*Join this employer-hosted fireside discussion of building best practices between an employer and university. The conversation will examine how to build a holistic partnership with an employer beyond traditional recruiting activities to engage students and staff with the employer. Included in the review will be an assessment of challenges and lessons learned. The session will conclude with an evaluation of the future of the partnership. Time for audience Q&A will be included.*

**Speakers:** [Megan Evangelista](#), Diversity Lead, University Relations, Dell Technologies; [Lorene Farmer](#), Talent Acquisition, Dell Technologies

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

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

#### Forging Corporate Partnerships in the AI Era

*Now in an era where artificial intelligence impacts the bottom line of each of our lives, corporations are seeking out applied AI solutions. The National Center for Supercomputing Applications (NCSA) at the*

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*University of Illinois has a long history of partnering with industry to tackle grand challenges. In this session, you will gain insights from our panelists describing how we launched a Center for AI Innovation in partnership with industry, positioning them to thrive in this AI era. The Center for AI mobilizes faculty expertise in AI, trains a new generation of AI leaders, and innovates novel implementations of the field's foundational tools to address ambitious challenges in big-data research and industry and technology. The Center for AI leverages existing partnerships and forges new industry collaborations to solve difficult multidisciplinary challenges and expand awareness of what AI can achieve. Maximizing synergies between industry teams, students, computing experts, and researchers enables powerful, adaptive, lasting solutions to intractable problems. This session will be ideal for early to midcareer corporate relations professionals to expand their knowledge on standing up industry facing centers on their campus.*

**Emcee:** [Katheryne Rehberg](#), Director of Business Development, Office of Corporate Relations, University of Illinois at Urbana-Champaign

**Panel Host:** [Brendan McGinty](#), Director of Industry, National Center for Supercomputing Applications (NCSA), University of Illinois at Urbana-Champaign

**Speakers:** [Edward Zhang](#), Vice President, Artificial Intelligence, Synchrony; [Cory Glass](#), Director, Data Science & Deputy to Chief Economist, Risk & Portfolio Leader, Phillips 66;

### 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 14<sup>th</sup>

#### 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

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

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#### 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 it is 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 and how these trends may impact best practices. Finally, observations garnered*

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*from administering the first survey will be shared, as well as how these observations will impact future surveys. 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.*

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

#### [Best Practices on Holistic Approaches to Corporate Relations](#)

*The Office of Corporate Relations is industry's front door to Emory University. We will facilitate a conversation around how best to leverage students, faculty, university programs, and health care resources to inform and advance university and business goals. The panel will discuss corporate relations best practices and strategies for working across siloed organizations while highlighting a holistic approach to presenting key strategic areas for corporate partnership: Philanthropy, Executive and Employee engagement, Economic development, Research & Student engagement, PEERS. Attendees will learn how to develop SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound) to build holistic Corporate Relations practices on their home campuses.*

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

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

#### [How To Streamline Capstone Programs](#)

*Capstone programs are only gaining in popularity for many schools. Hear insight from an experience panel into how to streamline capstone programs for your school or university. For instance, two years ago, UC-Irvine a number of disconnected capstone programs that has fallen out of alignment with the potential industry market. Thanks to partnerships led by Corporate Relations, its capstone programs now serve as a pipeline for internships, fundraising, and mentorships, etc. Jason King, Associate Director of Corporate Relations at UC-Irvine, will moderate a discussion about other approaches to capstone programs, allowing attendees to gather best practices from multiple perspectives.*

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

**Speakers:** [Stavros Kalafatis](#), Associate Department Head of Electrical and Computer Engineering, Texas A&M University; [Rod Wetterskog](#), Assistant Dean of Corporate Relations, Erik Jonsson School of Engineering and Computer Science, University of Texas at Dallas; [Suzy Engwall](#), National Director, Innovation Lab

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



**2021 Annual Conference**  
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*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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## Conference Agenda

### Thursday, July 15<sup>th</sup>

#### 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

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#### 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 at ASU has launched an innovative program where it is collaborating with industry partners and HBCU schools, such as Florida A&M University (FAMU), to increase the diversity of graduate engineering students. During this session, a representative from Fulton Schools and a representative from FAMU will discuss this program, what makes it unique, and the impact it is having on graduate engineering diversification.*

**Speakers:** [Anca Castillo](#), Associate Director of Outreach and Recruitment, Graduate Engineering Programs, Arizona State University; [Shonda Bernadin](#), Associate Professor, Electrical & Computer Engineering, Florida A&M University – Florida State University College of Engineering

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

##### **Towson University: Building Cross Campus Collaboration to Elevate Grantseeking Capacity**

*Inspired by tenacious faculty who persisted in spite of institutional silos to secure internal and external support for their scholarly and outreach endeavors, colleagues representing Advancement, Civic Engagement, Diversity, Faculty Excellence, Sponsored Programs, and Strategic Partnerships formed Towson University's Wellspring Collaborative to elevate grants capacity across campus. Through Grants Dreaming/Community of Interest meetings, Grant Seeking Strategy Sessions and Meet the Funder programs, the Wellspring Collaborative is providing early career, underrepresented, novice and experienced grant seekers alike opportunities to have their work heard, discussed and championed. Join us to hear more about this inclusive approach to nurturing a grants culture.*

**Speakers:** [Melanie Kelleher](#), Director of Corporate Relations, Towson University; [Stephanie Austin](#), Assistant



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Director for Community Engagement, Towson University; [Geannine Callaghan](#), Adjunct Faculty, Towson University; [Katherine Fusick](#), Sponsored Programs Specialist, Towson University; [Ardys Russakis](#), Senior Strategist, BTU and Anchor Initiatives, Towson University; [Trish Westerman](#), Assistant Provost, Faculty Academic Center of Excellence at Towson (FACET), Towson University

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### 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.*

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### 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

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### 3:45 pm - 4:00 p.m. • Break

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### 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