NACRO News

November 2018

Submit Session Ideas for the 2019 Conference!

NACRO is dedicated to providing its members professional development opportunities and the sharing of best practices that further enable them to develop and advance comprehensive, mutually beneficial relationships between universities and industry and establish common language and metrics for peer comparison.

The NACRO Conference Programming Committee invites all members to share their knowledge, expertise, and experience by presenting at the 2019 NACRO Annual Conference in Pittsburgh, PA. The online submission system for 2019 NACRO Annual Conference session proposals is open and closes January 15, 2019.

Submit your session ideas here!

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Quick Links

This is YOUR conference and content is driven by YOU the member, so grab a colleague or two and get those session ideas flowing!

The 2019 annual conference will help attendees get on track for success with content that promises to be thought-provoking and highly beneficial to our members. The goal of the Conference Programming Committee is to develop content that empowers and energizes members with new knowledge that can be utilized at their organizations. As a NACRO member, this is, literally, your conference so we encourage you to propose session ideas and volunteer your time and knowledge at the annual conference.

If you have any questions regarding this process, please feel free to reach out to Megan Puzey, University of Illinois at Urbana-Champaign and Dana Ulrich, Washington State University, 2019 Conference Programming Co-Chairs, at conference@nacroonline.org

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We Want You! Board Nominations

Nominations are open for NACRO's 2018-2019 Board of Directors leadership positions! To be eligible for a leadership role as a committee co-chair, candidates are required to be a NACRO member and to have served a minimum of one year as an active member, preferably for the committee they wish to lead.

We are accepting nominations for the following openings:

NACRO Website
Join NACRO's LinkedIn Group
Follow us on Twitter!

Professional Development Corner

NACRO's professional development webinar series, "**Meeting the Market Demand**", is targeted for wide-ranging audiences relevant to both corporate relations officers and industry professionals. Specific topics and details are below and will be updated as soon as more information is available.

Webinar #2: Beyond the Buzzwords: How to stop talking diversity and inclusion and start implementing it into your corporate engagement strategy

December 12, 2018 - 1pm EST
NACRO Members - $199
NACRO Non-Members - $299
Register Here!

In a global economy, diversity and inclusion are pertinent to a company's success and growth. These are words we often hear about, but companies are starting to create metrics and strategies that make diversity and inclusivity a part of their mission and belief statements. For many companies, change starts at the top through CEO pledges to increase diversity in leadership, recruiting and developing diverse talent, and creating affinity networks as a few examples. This webinar will provide insight into how corporate relations officers can utilize

- 5 chair-elect positions for Conference Program, Marketing, Benchmarking, Professional Development, and Membership Committees
- 2 Vice-President positions
- 1 At-large member position

Nominations will be open through February. Board voting occurs in the spring and the board term begins July 2019. Please nominate someone you believe would make a great NACRO leader. Self-nominations are encouraged.

Nominations must be made using this online form.

More information, including process and requirements, can be seen here or by contacting the Nominating Committee Co-Chairs:

Mona Ellerbrock, University of California Davis
Jessica Shepard Watts, University of North Texas

Registration is Open for NACRO's Corporate Engagement Bootcamp in New Orleans Feb 4, 2019.

NACRO's Corporate Engagement Bootcamp is coming to New Orleans on Monday, February 4, 2019! The bootcamp will take place at the Royal Sonesta, focusing on guiding attendees through the corporate engagement cycle. With speakers on both the philanthropic and research side, this workshop focuses on the NACRO "blueprint" for holistic university corporate relations.

The one-day course 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.

university diversity and inclusion office to develop strategies to meet the growing industry need for diverse talent. The webinar will include an industry perspective from Union Pacific, a national transportation logistics corporation based in the Midwest on how partner universities help the company meet its internal goals. The second presentation from Carnegie Mellon, a leading global research university, will include a lesson on how to talk about your university's diversity and inclusion initiatives to corporate partners to provide both the students and the companies meaningful experiences.

Moderator: Shinika McKiever, Director of Corporate and Foundation Relations, North Carolina A&T.

Speakers: Polly Harris, Senior Director, Diversity and Inclusion, Union Pacific; and Colleen McMullen, Executive Director, Community and Inclusion, Tepper School of Business, Carnegie Mellon University

Future Webinars

Webinar #3: A Win-Win Proposition: Experiential Learning Partnerships - January 2019

Webinar #4: Data Analytics: A case study on Industry and their interest in this field of study, and how it impacts your university - April 2019

Previous Webinars

Did you miss a webinar? We are offering recordings of our webinars for $99 each or $279 for all three. Recordings can be purchased here.

Upcoming Newsletter Content from YOU!

Do you have something burning to share with your colleagues and all NACRO members? We always want and need fresh and relevant content to make sure that the monthly NACRO

Registration is $250 for NACRO members, and $300 for non-members.

New members who register for bootcamp can receive 50% off their membership. Email registration@nacroonline.org to receive the membership discount code BEFORE registering for Bootcamp.

An agenda will be available soon and posted on our website.

Register Here!

For information on hotel reservations, visit our website.

Partnership Headlines

Here are this month's newsworthy headlines highlighting great university partnerships with corporate partners.

- Carnegie Mellon receives two gifts totaling $80M
- University of Houston Data Science Institute receives $10 million from Hewlett Packard
- Lehigh University partnership with TE Connectivity
- UNC to receive $65 million through hedge fund partnership for medical research
- LEO Science & Tech Hub Partners with Wearifi and Northwestern University for research
- Tel Aviv University to partner $500m Illinois innovation initiative
- Duke Energy signs on to congressional HBCU Partnership Challenge

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Job Postings

newsletter is all about you, the member, and the things that are important to your roles. Please contact the editor at news@nacroonline.org with your content/idea or suggestions!

Best Practices

Best Practices is a subcommittee within the Benchmarking Committee and anyone can submit a best practice. If you have something to share - a method you have developed to increase your success, an idea on how to best engage prospects, or any other ideas for best practices - please submit your best practice through the NACRO website.

NACRO ToolKit

We have almost 60 items in our toolkit from Corporate Relations teams across the country. Please help us add to this list! Send your marketing material examples, job descriptions, stewardship reports and more to sheilani@umich.edu or raymondb@union.edu. Thank you!

Member Resource Update

Check out the Members Resources tab on the NACRO website. NACRO committee members have been busy updating three of our NACRO white papers and the NACRO one-pager. See these fresh new looks here.

Website Search

- DePaul University - Associate Director, Corporate Relations
- DePaul University - Senior Director, Foundation Relations
- DePaul University - Associate Director, Foundation Relations
- University of Texas San Antonio - Director Corporate Engagement & Associate Director Foundation Engagement
- University of New Hampshire - Director of Corporate Engagement
- WPI - Sr Recruiting Coordinator, Corporate Relations
- WPI - Director of Foundation & Corporate Philanthropy

NACRO LinkedIn Group

We are excited to see our NACRO LinkedIn Group growing with over 2,200 members now! Check out the latest trending group topics and join the conversation today.

- NACRO ToolKit Help Grow it!
- Corporate Engagement Survey

Did you happen to notice the new search function on the NACRO Home page? While this may seem small, it really is a big step for us with all of the content we have on our site. Give it a look and use it to find that past conference session that you have been looking for.

Welcome New NACRO Members

John Borgese / Rutgers University Alumni Association

Patrick Boyle / Metropolitan Community College

Patrick Devanney / University of Illinois at Chicago

Peggy Jean-Louis / London School of Economics and Political Science

Rob Strauss / Southern Methodist University

Lauren Wilson / The University of Alabama

Julia Zolinsky / University of California, Berkeley

2018-2019 NACRO Leadership

Presidents:

Adam Johnson, Michigan Technological University
Megan Greenawalt, University of Pittsburgh

Vice Presidents:

Adam Causgrove, Carnegie Mellon University
Jamie Shattuck, University of California, Davis

Immediate Past Presidents:

Mona Ellerbrock, University of California, Davis
Jessica Watts, University of North Texas

Board of Directors Minutes

Stay informed of the latest news from the NACRO Board of Directors. Click here to view recently posted Board minutes. Login to Member Center required.

Questions/Comments/Submissions please contact us at:
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LaGrange, GA 30241