

Corporate Engagement Bootcamp
July 16, 2024
Agenda

8:00 a.m. – 4:00 p.m. Preconference Option: NACRO Corporate Engagement Bootcamp

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.

8:00 a.m. – 8:30 a.m. Breakfast & Registration

8:30 a.m. – 8:50 a.m. Welcome from NACRO Co-Presidents

8:50 a.m. – 9:15 a.m. Networking: Corporate Relations Across the Map
Speaker: Melissa Belcher

9:15 a.m. – 9:55 a.m. What does 'corporate relations' mean to institutions like mine?
Panel -Sara Garvey, Wendy Schlesinger, Pedro Fernandes da Costa

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.

10:00 a.m. – 10:20 a.m. Break

10:20 a.m. – 11:20 a.m. Corporate Outreach: Building Mutually Beneficial Partnerships
Panel: Barry Dickerson, Emily Kelton, Jen Cadman, Mark Boeck

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.

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11:20 a.m. – 12:20 p.m. Lunch, Networking, & “Top of Mind” Questions Discussion

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.

12:20 p.m. – 1:40 p.m. Providing the Whole CR Package

Speaker: Adam Causgrove

This session will guide you through the Art of the Deal. 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.

1:40 p.m. – 2:00 p.m. Break

2:00 p.m. – 2:45 p.m. Stewarding Your Corporate Partners

Panel: Shelley Birdsong-Maddex, Danielle Wilberg

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 at two universities, 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.

2:45 p.m. – 3:45 p.m. Corporate Relations from a Corporate Perspective (Industry panel)

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.

3:45 p.m. – 4:00 p.m. Wrap-Up, Q&A