



NACRO

NETWORK OF ACADEMIC
CORPORATE RELATIONS OFFICERS

Membership Co-Chair Nominee

Tracy Parish, Director of External Relations and Strategic Partnerships, University of Illinois Urbana-Champaign



I joined NACRO in 2021 and have served on the conference planning committee and the membership committee. As an active participant on the membership committee, I am very involved in collaborating with the team to identify creative ways to increase current member engagement and retention while also developing strategies to attract new members to NACRO. One way I have supported membership committee goals is through collaborating with the team to establish our regional meet-up initiative for which I have served as co-lead of the Midwest region since the inception of the program. I am also working closely with membership committee leadership and the board

of directors to develop an outreach strategy to attract members and prospective members from institutions and organizations in the Midwest region to the 2025 annual conference. Prior to alliance management transitioning from the membership committee to the board of directors, I supported the development of alliances with other organizations in the corporate engagement space to identify ways value could be added to each organization through collaboration.

In addition to attending all NACRO annual conferences since I joined the organization, I have participated in the last three midwinter retreats, collaborating with my colleagues on the membership and conference planning committees to critically evaluate our approaches to delivering high value experiences to members and charting our course forward to ensure the success and growth of our organization.

I hope to serve as co-chair of the membership committee to continue refining the successful approaches to new member recruitment and current member engagement and retention that we have implemented in recent years. In addition, a key goal I would like to pursue is increasing the successful cross-committee collaboration we have leveraged as an organization to ensure we are leveraging data insights and effective communication tools to support and expand our efforts to engage with prospective, new, and current members in a meaningful way that adds value to their experience with the organization.

In addition to my participation in NACRO, I serve as a founding member on the steering committee for the UIUC campus Corporate Relations Network (CRN), a networking body that addresses policy and best practices in corporate relations and that serves as a forum for corporate relations practitioners from across campus.