



**2018 NACRO CORPORATE ENGAGEMENT BOOTCAMP
UNIVERSITY OF HOUSTON
AGENDA**

8:00 a.m. – 8:45 a.m. Breakfast

8:45 a.m. – 9:15 a.m. Welcome – NACRO Top 10

NACRO Co-Presidents:

Mona Ellerbrock, Director of Corporate Relations, University of California, Davis

Jessica Watts, Senior Director of Corporate Relations, University of Texas at Dallas

9:15 a.m. – 10:15 a.m. The Evolution of Corporate Relations Offices

The structure of corporate relations offices and their associated responsibilities differ greatly from one university to another. This presentation will utilize case studies to first describe current corporate relations models, and then discuss those specific variables that influence structure.

Speaker:

Cameron McCoy, Assistant Vice President, Office of Economic Engagement, Lehigh University

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:30 a.m. Corporate Outreach: Building Mutually Beneficial Partnerships

Generating and maintaining new corporate partnerships, while coordinating corporate outreach efforts with many motivated players on campus, is a challenge. Corporate Relations Officers 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.

Speakers:

Victor Haroldsen, Senior Analyst for Technology Management and Corporate Relations, University of California, Davis

Jessica Watts, Senior Director of Corporate Relations, University of Texas at Dallas

11:30 a.m. – 1:00 p.m. Lunch & Networking



1:00 p.m. – 2:00 p.m.

Art of the Deal

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 curve balls, and maybe even a little role play, to demonstrate proven techniques to close the deal.

Speakers:

Susan Fonseca, Senior Associate Director of Boston College Corporate & Foundation Relations
Adam Paul Causgrove, Associate Director, Corporate Relations, Dietrich and Mellon Colleges, Carnegie Mellon University

2:15 p.m. – 3:15 p.m.

Sharing the Love: Stewardship of Corporate Partners

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 – we must show our institutional “love” for our existing corporate relationships. This session will review common areas of academic engagement and share examples and best practices for stewardship, which is a core activity in a successful.

Speakers:

Jamie Shattuck, Manager, Office of Corporate Relations, University of California, Davis
Leah Aschmann, Associate Director, Corporate Relations, Rice University

3:15 p.m. – 3:30 p.m.

Break

3:30 p.m. – 4:45 p.m.

From Blueprint to Reality: A University Panel Discussion

So how do you apply what you have learned today? This panel features members with varying levels of experience sharing best practices successfully implemented at their universities. This interactive session allows time for Q & A and further discussion on corporate engagement topics covered during the workshop.

Speakers:

Joe Matope, Director of Corporate Relations, Kansas State University Foundation
Katheryne Rehberg, Associate Director of Corporate Relations, University of Illinois at Urbana-Champaign
Stacey Willenborg, Director of Corporate Relations, Warrington School of Business, University of Florida

4:45 p.m.

Closing Comments