

NACRO 2012 Annual Conference at Northwestern University Hilton Orrington

Day 1: Wednesday, August 1, 2012

12:30pm – 6:00pm Newcomer’s Day (no additional fee to attend)

A Behind the Scenes Look at NACRO

12:30pm – 1:00pm

Presenters:

Dorothy Kittner, Assistant Dean & Director of Corporate Relations, Washington University in St. Louis
Lorena McLaren, Associate Director, Corporate & Institutional Partnerships, Carnegie Mellon University;
NACRO Board of Directors

Session Information:

Learn how NACRO was formed and how it has become a leading edge, 501(c)(6), networking organization. Hear from Co-Presidents who have participated since that first gathering. Gain insight on what to expect from attending this year’s conference as well as answers to some of the following questions... Who comprises the current Board of Directors? What are the expectations of members? What sets NACRO apart from other professional networking organizations?

Academic Corporate Relations: Contact Sport, Slow Waltz, or Both?

1:00pm – 1:30pm

Presenter:

Don McGowan, Director of Corporate and Foundation Relations, Tufts University
NACRO Board of Directors

Session Information:

Academic corporate relations take place in a variety of organizational structures, and in response to a variety of strategic institutional objectives. We will explore models of academic corporate relations offices represented at NACRO member institutions, and discuss the common principles and success factors of academic corporate relations programs today. What are corporations looking for in an academic partnership? What are some of the evolving, successful elements of a comprehensive model of working with industry?

External Engagement: Getting “Yes” and “Ink-on-Paper” in University-Industry Partnerships

1:30pm– 2:15pm

Presenter:

Mark Nolan, Associate Director, Office of Corporate Relations, University of Illinois at Urbana – Champaign

Session Information:

Those new to universities, or new to corporate engagement offices, often face frustrations in attempting to get “deals” done. Moving at “the speed of academia” rather than “the speed of business,” corporate relations professionals need to understand how the traditional “sales cycle” differs in the university-industry relationship. This session will cover the fundamentals of getting deals done, obstacles to consider (and build on), stakeholder alignment, gaining mutual value, and setting reasonable expectations.

External Engagement Tactics: “Yes” to What?**2:15pm – 2:45pm****Presenter:**

Roger VanHoy, Associate Director, Office of Corporate Relations, University of Illinois at Urbana – Champaign

Session Information:

Having worked through the “sales cycle,” the corporate engagement professional needs to know what tactics and formats for engagement exist beyond the gift. Advisory boards? Sponsorships? Corporate affiliates programs? Master Sponsored Research Agreements? Exclusive partnerships? With examples from NACRO members, this session will present the pros and cons of these models and the realistic expectations of funding, all from the perspective of a colleague who has been there before.

Managing Internal Expectations**3:00pm – 3:45pm****Presenter:**

Anne Borchert, Executive Director of Corporate Relations & Strategic Projects, Case Western Reserve University

Session Information:

Managing “internal” relationships and expectations is just as important - and often as challenging -- as focusing on the “external” components of corporate relations. Hear ideas for engaging leadership and faculty while working through potential conflicts of interest between research and corporate interests. Learn best practices to navigate decentralized departments, research and tech transfer offices, foundation relations, and other campus entities who all hold a stake in our work.

Bringing it All Together**3:45pm – 4:30pm****Presenter:**

Allison Maddox, Corporate Relations Coordinator, University of Notre Dame

Session Information:

Summary, Q&A, Resources, Mentor program

Day 2: Thursday, August 2, 2012 7:30am-2:45pm University Day

NACRO Website 101: Introduction & Training

7:30am-8:15am

Presenters:

NACRO Marketing Committee

Session Leader:

Jen Donahue, Communication Manager: Corporate Relations, Carnegie Mellon University, Marketing Committee Co-Chair

Session Information:

Get the most from your NACRO membership by learning how to fully utilize the online resources available to you throughout the year. This optional introduction to the NACRO website will include a guided tour of the site, as well as instructions on how to update profiles, change personal settings, perform advanced member searches, and take advantage of the discussion forum.

University Plenary: Abelard to Apple: The Fate of American Colleges and Universities

8:45am – 10am

Presenter:

Richard A. DeMillo – Distinguished Professor of Computing and Professor of Management, former John P. Imlay Dean of Computing, and Director of the Center for 21st Century Universities at Georgia Institute of Technology.

Session Leader:

Mary Alice Isele, Senior Director of Development: College of Computing, Georgia Institute of Technology
Flinn Hackett, Director: Office of Corporate Relations, University of Rochester

Session Information:

DeMillo has a warning for the two thousand plus colleges and universities in the Middle: If you do not change, you are heading for irrelevance and marginalization. In *Abelard to Apple: The Fate of American Colleges and Universities*, DeMillo argues that these institutions are ignoring the social, historical, and economic forces at work in today's world. In the age of iTunes, open source software, and for-profit online universities, there are new rules for higher education.

Concurrent Sessions

Adding Value, Internally and Externally – Best Practices and Innovations in Academic Corporate Relations

Session Title: Structuring Your Corporate Relations Organization for Success 10:15am – 11:10am

Presenters:

Kathleen Barth, Senior Development Officer, Corporate & Foundation Relations, Lehigh University
Caroline Baker, Assistant Vice President for Careers & Corporate Partnerships, University of Maryland, Baltimore County (UMBC)
Jean Collier, Senior Corporate Advisor, Corporate & Foundation Relations, University of Notre Dame

Session Leader:

Keith Argue, Sr. Associate Director of Corporate & Foundation Relations, University of Pennsylvania
Joe Borillo, Director of Corporate Relations, Villanova University

Session Information

Recognizing that you are unlikely to change how your university is structured, you can adjust your organization's structure to effectively meet the corporate relations objectives of your institution. Session panelists will describe how their organization's structure was realigned to bring greater value (ROI) to their institution's relationships with industry. Three unique corporate relations models will be described and audience members will learn best practices and processes for integrating myriad corporate engagement activities under a single, comprehensive structure.

Session Title: Building a Strategic Plan for Your Corporate Relations Office 10:15am – 11:10am

Presenter:

Nancy Smith, Director: Corporate and Business Relations, University of Arizona

Session Leader:

Nancy Smith, Director: Corporate and Business Relations, University of Arizona

Session Information:

University Corporate Relations offices are responsible for generating results by establishing linkages with companies and then expanding that benefit both sides and provide private revenues back to the university. Since few corporate relations offices have all of the resources they need, a common challenge is making sure efforts are focused on areas that align with the priorities and goals of senior administration and those that will produce the greatest ROI. This session will provide all of the information you'll need to understand the strategic planning process, develop your own customized strategic plan, and enlist the support of university stakeholders throughout the implementation process.

Session Title: Innovations and Variables that Drive Structure

10:15am – 11:10am

Presenter:

Cameron McCoy, Executive Director, Corporate Engagement Office, University of Oklahoma

Session Leader:

Cameron McCoy, Executive Director, Corporate Engagement Office, University of Oklahoma

Session Information:

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. Although office structures may differ, common best practices exist that may help organizations that are creating or reorganizing their existing corporate relations office.

Session Title: Creating a Culture of Collaboration: Strategies for Increasing Effectiveness**11:20am-12:15pm****Presenters:**

Jill Bond, Executive Director of Corporate Relations, George Washington University

Kirstie Miller, Director, College of Engineering Corporate Relations, Boston University

Samantha Kahoe, Associate Director: IT Corporate Engagement, University of Oklahoma

Session Leaders:

Jill Bond, Executive Director of Corporate Relations, George Washington University

Session Information:

Collaboration is the key to success in Corporate Relations. In Higher Ed it is often the case that the internal relationships are of equal if not greater importance than the external relationships. In today's competitive market Universities must adapt and begin to develop integrated strategies, work cross-functionally and cut down on duplication of effort. This session will look at best practices that break down silos, demonstrate the value that Corporate Relations can bring to other parts of the university operation and vice versa and lead to overall greater effectiveness.

Session Title: Building the relationship – Closing the deal**11:20am – 12:15am****Presenters:**

Anne O'Donnell, Director, Corporate Affiliates Program, University of California, San Diego

Cynthia Sweet, Senior University Business Liaison, University of Wisconsin – Madison

Kathy Lynch, Director, Corporate Relations, Boston University

Session Leader:

Michael Ransom, Associate Director, Corporate and Institutional Partnerships, Carnegie Mellon University

Session Information:

The purpose of this panel discussion is to share best practices on how to manage corporate relationships from the initial days of courtship through stewardship of that relationship to initial results (philanthropic and research funding) and beyond (continually strengthening and enhancing the relationship). You will

hear success stories from seasoned corporate relations officers, essential elements of relationship building and how best to leverage relationships.

Session Title: Adding Value Internationally

11:20am – 12:15pm

Presenters:

Anson Fatland, Associate Vice President for Economic Development and External Affairs at Washington State University

Charles Hoslet, Executive Director for Strategic Partnerships at University of Wisconsin-Madison

Karen Bender, Associate Director of Corporate Relations, Office of the Chancellor at University of Illinois at Urbana – Champaign

Session Leader:

Brent Burns, Director of Corporate Partnerships at Michigan Technological University

Session Information:

Developing a strategy for engaging industry in their global operations has its unique challenges. Learn from panelists as they describe their relationships and experiences when working with international companies and domestic companies' international operations. The panelists will focus on intellectual property concerns, international recruitment to University research parks, international extensions and initiatives, and sponsorship of international programs and projects. You will learn from their experiences to help build your own strategies around adding value internationally.

Session Title: Trends in Intellectual Property

2:00pm-2:45pm

Presenters:

Jay Schrankler, Director, Office of Technology Transfer, University of Minnesota

Ron Huss, Associate Vice President for Research and Technology Transfer, Penn State

Emily Bauer, Licensing Manager, Wisconsin Alumni Research Foundation

Session Leader:

Roger VanHoy, Associate Director of Corporate Relations, University of Illinois at Urbana-Champaign

Session Information:

Is the intellectual property landscape in higher education nearing a tipping point? Innovative models of engagement are emerging from a few universities. The rest are either developing their own new models or paying close attention to those that are. Hear varying perspectives from technology transfer professionals who have adopted new models for intellectual property engagement with industry.

Session Title: Benchmarking, a NACRO Strategic Project

2:00pm-2:45pm

Presenters:

Todd Cleland, Industry Relations Officer for Engineering, Center for Commercialization, , University of Washington

Emily Abbott, Director of Corporate Partnerships for the Life, Chemical, and Materials Sciences, California Institute of Technology

Session Leader:

Don McGowan, Director of Corporate and Foundation Relations, Tufts University
NACRO Board of Directors

Session Information:

The Benchmarking session will begin by highlighting the current state of the Corporate Relations profession and associated benchmarks consistent with program success. The session will also provide an overview of frameworks and tools for assessment of academic corporate relations programs. In addition, two documents will be released for the first time: the results of the 2012 NACRO Membership Survey and a Corporate Relations Metrics White Paper.

Session Title: Adding Value from Social Media – A Beginner’s Guide

2:00pm-2:45pm

Presenters:

John Hill, Higher Education Evangelist, LinkedIn
Cameron McCoy, Executive Director, Corporate Engagement Office, University of Oklahoma
Cody Noghera, Deputy Director: Corporate Affiliates Program, Jacobs School of Engineering, University of California, San Diego

Session Leaders:

Samantha Kahoe, Associate Director: IT Corporate Engagement, University of Oklahoma

Session Information:

Tired of hearing how you HAVE to use Twitter, Facebook, and other social media tools to prosper but nobody ever really explaining how these tools actually add some value to your office? We are too, so come spend some time with Cameron McCoy and Cody Noghera to learn the how of social media tools, including how to make it easy, how to extract useful information, how to actually use the tools available. You will walk away knowing how to make social media practical.

University-Industry Plenary

Helping Universities Design a Business Case for Corporate Involvement

3:15pm-4:30pm

Presenter:

Jason Saul - CEO, Mission Measurement and Professor, Northwestern University, Kellogg Graduate School of Management.

Session Leader:

Coleen Burrus, Director of Corporate Relations, Northwestern University
Conference Planning Co-Chair

Session Information

Jason Saul and his strategy consulting firm, Mission Measurement, helps corporations, nonprofits and public sector clients measure and improve their social impact. In this plenary session, he will show us how corporate relations professionals can have better success and receive greater results from their efforts by attaching real economic value to social outcomes. Dr. Saul has advised some of the world's largest corporations, government agencies and nonprofits, including: Walmart, Starbucks, McDonald's, Kraft, Levi Straus & Co., Easter Seals, American Red Cross, the Smithsonian and the U.S. Agency for International Development (USAID). What has he learned from his interactions? How can we work smarter and more effectively in meeting our campus goals?

Day 3: Friday, August 3, 2012

7:30am – 3:30pm Industry Day

Plenary One

I've Looked At Life From Both Sides Now - Academicians Now In Industry or Industry Representatives Now In Academia **8:30am-9:45pm**

Panelists:

- Irv Salmeen: Assoc. Director, Science, Technology and Public Policy Program at the University of Michigan -- formerly of Ford Motor Company Scientific Research Laboratory
- John Hickman: Director Global University Relations at Deere & Company -- formerly a faculty member at Kansas State University
- Andrew Chien, Professor, Department of Computer Science at the University of Chicago -- formerly at Intel Corporation

Session Leader:

Daryl Weinert, Associate Vice President for Research, University of Michigan

Session Information:

As corporate relations professionals, we often find ourselves translating between two very different cultures and organization types. With a panel well-versed in both dialects, this plenary session will discuss the fundamental differences between universities and corporations and the challenges and obstacles this creates in bringing the two together on common ground. How do we bridge those cultural divides? What surprised each panelist when moving from one organization type to the other? With a background in both organizations, what are we universities doing right and wrong in trying to reach out to industry? What are companies doing right and wrong in developing their university outreach?

Plenary Two

Different Drivers of Corporate Funding - Managing Different Drivers of Corporate Funding - Research, Branding/Marketing, and Recruiting **10:00am-11:15am**

Panelists:

- Kenny Mitchell, Director, Sports Marketing, Gatorade
- Megan Gallagher, Senior Recruiter, Abbott
- Kent Carey, University Research Program Manager, Agilent Technologies
- Charles Philip, University and Government Relations Manager, Corning Incorporated

Session Leader:

Rich Jones, Director: Corporate Relations, University of Chicago

Session Information:

Companies seek a competitive advantage by recruiting students, funding research, licensing intellectual property, establishing brand awareness, or introducing new products to a concentrated population of market influencers. With so many objectives, how do companies themselves manage their multiple relationships with universities? Panelists representing each of these drivers of university relations will

comment talk about criteria for selecting universities, metrics used, coordination mechanisms, and how they view the role of a central campus corporate relations office.

Concurrent Sessions

Mutual Expectations and Adding Value – Perspectives from Healthcare-Life Sciences, High Tech and Energy Industries

1:15pm – 2:15pm

Concurrent Sessions Leader: John Clark, City University of New York

Concurrent Sessions Information:

Developing mutually beneficial relationships between universities and corporations is the primary goal for many corporate relations professionals. Recognizing that different industries often have varied expectations in their relationships with universities, panelists from three different industries (Healthcare/Life Sciences, High Tech, and Energy) will discuss their strategic approach to academic collaborations. What are their expectations of a university partnership? How do they see corporate relations offices as adding value to such a relationship? How are potential partners identified? What suggestions do they have for corporate relations officers wanting to engage in a partnership with corporations? How has their firm embraced “open innovation”? How has the economy impacted their approach to university collaborations?

Track 1: Healthcare/Life Sciences

Panelists:

- Murali Gopalakrishnan, PhD, MBA, Head, Global External Research, Abbott Labs
- Sharon Semones, PhD, External Environment, Open Innovation Drug Discovery, Eli Lilly and Company
- Brendan Downey, MBA, Head of Operations, Strategic Alliances, Novartis Strategic Alliances

Track Lead: Emily Abbott, Director of Corporate Partnerships for the Life, Chemical, and Materials Sciences, California Institute of Technology

Track 2: High Tech

Panelists:

- Tony Denhart, University Relations Manager, General Electric
- William “Bill” Muzzillo, Manufacturing Area Manager, General Motors
- Matt Blakely, Director, Motorola Solutions
- Leslie Chappell, Director, University Relations

Track Lead: Pam Ritter, Senior Director, Corporate Relations, Purdue University

Track 3: Energy

Panelists:

- Ana Kopf, Regional Recruitment Manager – Americas, Shell
- Roger Schonewald, Manager of Technology, External Programs, General Electric – Energy

Track Lead: Mark Blount, University of Texas at Austin