

Corporate Engagement Bootcamp
Hilton Dallas/Plano Granite Park, Plano
February 10, 2020
Agenda

8:00 a.m. – 4:30 p.m. NACRO Corporate Engagement Bootcamp

Corporate Engagement Bootcamp is a foundational course focusing on NACRO best practices for holistic university corporate relations, incorporating two of the best parts of any NACRO Conference: peer learning and networking with other members. Bootcamp is intended for new corporate relations (CR) professionals (fewer than three years of CR experience), CR professionals new to higher education, new NACRO members, or individuals who are considering becoming CR professionals. While geared to newer professionals, there's always something new to learn and a new perspective to consider. CR is not a 'one size fits all' approach because it must be responsive to the needs of the programs, research centers, and students that it supports as well as the particular cultures and needs of the institutions where it is practiced. This course will not capture every possible component of CR, but it will provide a framework for understanding how CR professionals operate in different office types, their main responsibilities and activities, what makes them successful, and resources that CR professionals can use in their work.

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

9:15 a.m. – 10:00 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 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. – 10:15 a.m. Break

10:15 a.m. – 11:15 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 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.

11:15 a.m. – 12:30 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.

Corporate Engagement Bootcamp
Hilton Dallas/Plano Granite Park, Plano
February 10, 2020
Agenda

12:30 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 curveballs, and maybe even a little role play, to demonstrate proven techniques to close the deal.

2:00 p.m. – 2:15 p.m. Break

2:15 p.m. – 3:15 p.m. Stewarding Your 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. 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.

3:15 p.m. – 4:15 p.m. Corporate Relations from a Corporate Perspective

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.

4:15 p.m. – 4:30 p.m. Wrap-Up, Q&A