



Virtual Bootcamp Overview

February 2-3 2021

Day 1: Introductions and Overviews: 3-3.5 hours

1. **Welcome and NACRO Overview: NACRO CO-Presidents**

Formal welcome to NACRO, overview of organization, etc.

2. **What does 'corporate relations' mean to institutions like mine**

A moderated panel discussion with experienced corporate relations professionals highlighting their experience driving corporate engagement from a variety of different perspectives ranging from large research, small private,

This is a new addition to the Bootcamp curriculum. NACRO has been fortunate to see a growth in membership that represents various parts of universities, from philanthropy, research development, career offices, divisions dedicated to corporate outreach and partnerships, and even community colleges. This panel's purpose will be to introduce attendees to the breadth of corporate relations and industry engagement roles, as well as show that NACRO's membership is diverse and brings unique networking opportunities along with it. In addition to speaking to their unique perspectives, this panel will help attendees understand their own roles at their organizations and how they could effectively partner internally.

Moderator: TBD

Panelists:

- TBD

3. **Breakout Session: facilitated networking**

Bootcamp and other volunteer leaders will facilitate breakout rooms to promote networking. These will be random, and the number of groups dependent upon the number attending.

4. **Industry Panel:**

No discussion of best practices for college or university corporate relations would be complete without a corporate perspective. What are companies looking for out of their engagement with higher education? 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.

Moderator: David Liaw

Panelists:

- TBD

5. Breakout session: Industry Partners

This will be a chance for attendees to interact with industry speakers. Questions can be submitted through the chat, and groups will be created at random.

6. Concluding Remarks

This will conclude the first day's session.

Speaker(s): TBD

Day 2: Process and Techniques: 3-3.5 hours

1. Welcome Back

Speaker: TBD

2. 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 college or university and corporate partners while developing comprehensive strategies for engagement, support, and partnership. This session will focus on proven corporate outreach strategies and success stories.

Moderator: TBD

Panelists:

- TBD

3. Breakout Session: Setting a strategy to engage a corporate partner

Attendees will be broken out into groups facilitated by a moderator. These groups will be intentionally designed to ensure a diversity of perspectives. The moderator will be a seasoned corporate relations professional who can offer input to the discussion. The moderator will provide a scenario related to developing an engagement strategy for a corporate partner. The group will collectively determine how they would approach and address the partner given the situation described in the scenario. After the breakout session, a representative from the group will report out on their groups' situation and solution.

4. Negotiating Win-Win Solutions

This session will guide you through the identifying, proposing, and negotiating a partnership that meets corporate partners' interest while advancing institutional objectives. 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.

Moderator: Adam Causgrove

Panelists:

5. Breakout Session: Soliciting and Negotiating

Attendees will be broken out into groups facilitated by a moderator. These groups will be intentionally designed to ensure a diversity of perspectives. The moderator will be a seasoned corporate relations professional who can offer input to the discussion. The moderator will provide a scenario related to negotiating with and/or soliciting a corporate partner. The group will collectively determine how they would approach and address the partner given the situation described in the scenario. After the breakout session, each moderator will report out on their groups' situation and solution.

6. 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.

Moderator:

Panelists:

- TBD

7. Concluding Remarks