



Conference Agenda

Monday, July 23rd

7:00 p.m. • Optional networking meet-up

Location: TBD

Tuesday, July 24th

7:30 a.m. – 12:00 p.m. • Registration for Mastery and Bootcamp only

Location: Goizueta Business School, Emory University

7:30 a.m. – 8:30 a.m. • Mastery Breakfast Available

Location: Goizueta Business School, Emory University

8:30 a.m. – 4:00 p.m. • Preconference Option: NACRO Mastery Series

Location: Goizueta Business School, Emory University

Mastery Series 5: Leadership

Location: TBD, Goizueta Business School

Designed for Mastery level with at least 5 years of professional experience and two years "corporate relations" experience. This class will explore ways to develop and expand your influence and leadership skills through the use of case-studies. Participant-prepared case studies will focus the learning on real-life situations and allow participants to apply what they learn at their own institution. Different from a typical classroom-style session, the peer-to-peer format allows participants to share and learn from the experience and knowledge of other professionals in the industry. At the end of this full-day session, you will have a custom action plan that you have created with input from experienced professionals in the room. Examples of the topics that will be discussed include: understanding your leadership style, which aspects of your style are working for you which are working against you; ways to flex your style to interact with a varied set of constituents (your team, department leaders, faculty members, and university/industry leaders); ways to set up an environment for continuous development for yourself and your team. One example, effectively managing discussions in a large meeting requires that you are prepared to do some or all of the following: insert yourself to ensure meeting objectives are met, reframe the conversation if it's gotten off point; elevate the discussion to make a larger point; and effectively use silence or a lull in the conversation as an advantage vs. rush to fill the void. How you manage yourself in these situations will set you apart as an effective leader.

Mastery Series 10: Roadmapping

Location: TBD, Goizueta Business School

Designed for the expert relationship management professional, with 10 years of professional experience and at least 5 years of "corporate relations" experience. The goal of this course will be to provide dedicated, concentrated time and peer-mentoring to develop a concrete actionable plan on a specific complex project in your portfolio. Different from a typical classroom-style session, the peer-to-peer format allows participants to share and learn from the experience and knowledge of other professionals in the industry. At the end of the full day session you will have created a specific action plan that you can implement immediately upon your



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return. Guided strategic planning, project management, and relationship brokering principles, will be used in combination with the expertise of the peer-mentors in the room to help the participant derive their own tailored plan with tactics and timelines that integrate the interests of their stakeholders and the particulars of their institution. The scope of the cases that will be worked-over will likely have longer completion trajectories. The timeline, in particular, will be a powerful tool for helping you staying on track in the year(s) to come to accomplishing set goals. The cases can be external-facing or internal administrative projects. Some examples could include: roadmapping the implementation of your strategic plan; identifying and prioritizing the many steps towards executing a multi-faceted and complex partnership; implementing new systems that involve multiple internal stakeholders; developing a plan for your priority projects that will enable you to achieve your annual goals. The participants will benefit as much from working on the challenging projects of their peers as they will from sharing and tackling their own case-study. The principles acquired will be transferable to other projects and relevant throughout your professional university or industry relations career. In 2018, this course is designed for the professional with 10 or more years of experience, 5 of which in a corporate relations role.

8:00 a.m. – 8:30 a.m. • Corporate Relations Bootcamp Breakfast

Location: Cox Hall, Emory University

8:30 a.m. – 4:00 p.m. • Preconference Option: NACRO Corporate Relations Bootcamp Day

Location: Cox Hall, Emory University

Bootcamp, formerly known as Blueprint Day, is a foundational course focusing on NACRO best practices for holistic university corporate relations, and incorporating two of the best parts of any NACRO Conference: peer learning and networking with other NACRO members. Bootcamp is intended for new corporate relations (CR) professionals (fewer than three years of experience in CR), CR professionals new to higher education, new NACRO members, or for 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, and also the particular cultures and needs of the institutions where it is practiced. This course will not capture every looks and feel 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.

Full Bootcamp Agenda coming soon!

5:30 p.m. – 7:00 p.m. • Registration (badge pickup for pre-registered conference attendees only)

Location: Hyatt Regency Atlanta, Centennial I Ballroom Atrium

5:30 p.m. – 7:30 p.m. • Opening Night Reception

Location: Hyatt Regency Atlanta, Centennial I Ballroom

After the reception, join fellow NACRO members for more socializing at one of the recommended restaurants listed in the NACRO Conference App.



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Wednesday, July 25th

7:00 a.m. – 4 p.m. • Registration

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

7:00 a.m. – 8:30 a.m. • Breakfast

Location: Hyatt Regency Atlanta, Regency Ballroom

8:30 a.m. – 8:45 a.m. • Opening Remarks

Location: Hyatt Regency Atlanta, Regency Ballroom

8:45 a.m. – 9:15 a.m. • NACRO Welcome Panel and Committee Introductions

Location: Hyatt Regency Atlanta, Regency Ballroom

9:15 a.m. – 10:00 a.m. • Keynote Address • TBD

Location: Hyatt Regency Atlanta, Regency Ballroom

10:00 a.m. – 10:15 a.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

10:15 a.m. – 11:15 a.m. • Concurrent Session I

Knowing Your Client: What is Biopharma Looking For?

This session will bring together a diverse panel of pharma/biotech representatives for an interactive discussion on what opportunities are available when they engage with academic research partners. Topics will include why university partnerships are needed, the expectations these companies have when working with academia, and what motivates them and truly drives their actions.

Moderator: James Zanewicz, Chief Business Officer, Tulane University

Speakers: BioPharma Company Reps TBD

Location: Room TBD

10:15 a.m. – 11:15 a.m. • Concurrent Session II

Leveraging Alumni Relations to Strengthen Corporate Engagement

This panel presentation will describe successful tactics used in collaborating with your alumni relations partners to identify, engage and steward corporate relationships. By evolving traditional methods such as alumni events to showcase visibility of the university, your alumni partner can help to identify high level managers within a corporation who can foster diverse engagement opportunities. This focused success story of leveraging alumni relations shows how a continuum of engagement was critical to a large corporate gift and also to the longevity of the institutional relationship with the corporation.

Moderator: Eileen Murphy, Senior Director, Rutgers University Foundation

Speakers: Lisa English, Director, Alumni Relations, Rutgers University Foundation

Location: Room TBD

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10:15 a.m. – 11:15 a.m. • Concurrent Session III

Multiple Models of Success for Transformational Corporate Partnerships

This session highlights four unique partnerships, each with a value of over 20M that have been initiated in the past 5 years at the University of Minnesota and the University of Wisconsin-Madison. No two companies are the same which is why each partnership provides a unique opportunity to customize a plan that blends the culture of the two partners. Speakers will outline what they have learned in setting up each of the agreements as well as the post agreement plans that have been in place and the roles of each person at the universities that have made these partnerships successful.

Moderator: Kyle Buchmann, Managing Director, Corporate and Foundation Relations, University of Wisconsin - Madison

Speakers: Steve Corkery, Associate Vice President, Corporate and Foundation Relations, University of Minnesota

Location: Room TBD

10:15 a.m. – 11:15 a.m. • Concurrent Session IV

Creating a New Corporate Relations Program One Year In: A Case Study

This session will describe why a new position was created, how it evolved and lessons learned from the perspective of one year in to the new system. The panel will share insights on starting a new corporate relations program, provide real world examples of challenges faced and will have open discussion time with the leadership of the units at Carnegie Mellon that created this position.

Moderator: Adam Causgrove, Associate Director, Corporate Relations – Dietrich and Mellon Colleges, Carnegie Mellon University

Speakers: Liz Cooper, Associate Dean for Development, Dietrich College of Humanities and Social Sciences, Carnegie Mellon University; Nancy Felix, Associate Dean for Development, Mellon College of Science, Carnegie Mellon University

Location: Room TBD

11:15 a.m. – 11:30 a.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

11:30 a.m. – 12:30 p.m. • Find Your People: Affinity Group Discussions

In these sessions, NACRO members have the opportunity to participate in an Affinity Group discussion. During these concurrent sessions, members will share interests, common goals, and current challenges. Affinity sessions are designed to be conversational with a moderator and discussion leaders. In an effort to prepare the moderators, we urge participants to submit a question or challenge ahead of time.

Affinity Group: Business

Location: Room TBD

Moderators: TBD

Affinity Group: Large Central Office

Location: Room TBD

Moderators: TBD

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1:45 p.m. – 2:45 p.m. • Concurrent Session II

Meeting the Need: One University's Response to Corporate Workforce Demands

This session will cover everything from concept to hurdles to the implementation of how the Georgia Institute of Technology and AT&T created an online Master's degree in Computer Science and how they made the degree available and affordable. The session will include real data points to underscore the overall impact of the program and the panelists will explain how they thought outside the box on this opportunity, took a risk to stand up the program and how the risk paid off in a major way.

Moderator: Beth Bryant, Director, Corporate Relations, Georgia Institute of Technology

Speakers: Eliska Paratore, Vice President of TU Operations, AT&T, Dr. Charles Isbell, Jr., Executive Associate Dean and Professor, Georgia Institute of Technology; David White, Assistant Dean for Academic Programs, Georgia Institute of Technology; David Joyner, Associate Director for Student Experience, Georgia Institute of Technology

Location: Room TBD

1:45 p.m. – 2:45 p.m. • Concurrent Session III

Corporate Tiering Strategy: How and Why

This panel will focus on tiering strategies that have been adopted by universities to manage and steward corporate partners. Each panelist will give an overview of their strategy and why they use this strategy to manage their corporate portfolios, how these systems work and the benefits to tiering for both the university and corporate partners.

Moderator: Todd Cleland, Director, Industry Relations, University of Washington

Speakers: TBD

Location: Room TBD

1:45 p.m. – 2:45 p.m. • Concurrent Session IV

Use Your WITS (Wisconsin, Illinois, and Texas) to Get Ahead: An Industry Day on Campus ToolKit

Has your university considered launching an Industry Day on Campus Event? If so, we have just the ToolKit for you! Learn from three central offices of NACRO universities that have come together to develop a ToolKit that will jump-start your efforts to launch a successful industry day! In our ToolKit we will share our approaches on building a steering committee from across campus, developing and executing a marketing strategy, invitation list, event agenda, budget, and feedback surveys. We will also talk about the partnership and support we found from our network at NACRO that allowed us to share similarities and differences, learn from each other and continue to make improvements for future events.

Moderator: Kathy Rehberg, Associate Director, Office of Corporate Relations, University of Illinois at Urbana-Champaign

Speakers: Leslie Crawford, Assistant Director of Corporate Relations, University of Texas at Dallas; Melissa Simon, University Business Liaison, Office of Corporate Relations, University of Wisconsin-Madison

Location: Room TBD

2:45 pm - 3:00 p.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

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3:00 p.m. – 3:45 p.m. • Industry Panel Discussion: The Real Corporations of Atlanta

This panel will focus on collaborations and strategic partnerships between several key Georgia-based Fortune 500 industry leaders and the University of Georgia. The holistic corporate relations approach will be discussed as well as perspective from the industry representatives on topics such as multi-million dollar funding, corporate matching campaigns, corporate chapter structures established within alumni, need-based scholarships and more.

Moderator: Kevin Carmichael, Director of Corporate Relations, University of Georgia

Speakers: TBD Delta Airlines, The Home Depot, Chick-Fil-A, Coca-Cola Company

Location: Hyatt Regency Atlanta, Regency Ballroom

3:45 p.m. – 4:00 p.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

4:00 p.m. – 5:00 p.m. • Concurrent Session I

University-Corporate Relationship Case Study: Northrop Grumman & Florida Institute of Technology

This session will focus on the relationship between Northrop Grumman and the Florida Institute of Technology and how these two organizations have worked together to create a successful university-corporate relationship.

Moderator: Gretchen Sauerma, Florida Institute of Tech

Speakers: David Liaw, Corporate University Relationship Manager, Northrop Grumman

Location: Room TBD

4:00 p.m. – 5:00 p.m. • Concurrent Session II

External Reports: Communicating Impact to your Industry Partners

This session will focus on and provide examples of how reporting tools can be used to foster relationship activities with companies. From monthly dashboards to annual reports, this panel session will offer insights on current best practices and facilitate discussion to effectively communicate outcomes of your relationships with companies. External reporting not only highlights the level of dedication to a company, but it can also shed light on growth areas within the relationship.

Moderator: Megan Puzey, Associate Director, Office of Corporate Relations, University of Illinois at Urbana-Champaign

Speakers: Barry Feuerborn, Associate Vice President, Office of Corporate Relations, University of Oklahoma; Wendy Elder, Director of Corporate and External Relations, University of Texas, Austin; Katie Buehner, Assistant Director, Industry Relations, Michigan Tech University

Location: Room TBD

4:00 p.m. – 5:00 p.m. • Concurrent Session III

Location: Value of Corporate Officers Working with Research Development Units: Four Case Studies

In this panel presentation, appropriate for all audiences, we will describe several successful case studies at different types of academic institutions. The success stories emphasize the importance of building strong connections and partnerships between university corporate offices with university representatives from the research office, alumni relations, advancement, career services, faculty development, sponsored research, technology transfer & commercialization, and government relations. As corporations lean



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more toward partnerships, universities must be prepared to provide simple and comprehensive services. Attendees will receive crucial information about how and when to engage university colleagues through the initiation, stewarding and engagement of corporate partners.

Moderator: Eileen Murphy, Senior Director, Rutgers University Foundation

Speakers: Brent Burns, Director, Federal and Industry Relations, Michigan Tech University; Kerry Morris, Senior Grants Proposal Specialist, Sponsored Programs and Research Administration, Valdosta State University; Rachel Dresbeck, Director, Research Development and Communication Services, Oregon Health & Science University

Location: Room TBD

4:00 p.m. – 5:00 p.m. • Concurrent Session IV

Diversity and Inclusion in your Holistic Corporate Engagement Strategy

The session will identify ways a development officer can effectively collaborate with their university's office of diversity and inclusion to foster corporate relationships. The panel will discuss how to create authentic and intentional conversations to promote on-campus diversity efforts. The panel will share the types of programs companies are seeking, how a university can begin the dialogue to champion those efforts with corporate prospects and how to create meaningful dialogue with companies to enhance diversity and inclusion efforts on campus.

Moderator: Lynell Cadrey, Vice Provost, Office of Equity, Inclusion and Diversity, Emory University

Speakers: TBD, Uber; TBD, Coke; TBD, Intel

Location: Room TBD

6:00 p.m. – 8:00 p.m. • Evening Reception

Location: Chick fil A College Football Hall of Fame, Playing Field

Relax, have fun, be casual - wear your school colors or the colors of your favorite team!

After the reception, join fellow NACRO members for more socializing at one of the recommended restaurants found on the NACRO Conference App

Thursday, July 26th

7:00 a.m. – 3:00 p.m. • Registration

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

7:00 a.m. – 5:00 p.m. • Luggage Hold Available

Location: Room TBD

This service is for luggage only. We recommend that you keep any valuables with you.

7:30 a.m. – 8:45 a.m. • Breakfast

Location: Hyatt Regency Atlanta, Regency Ballroom

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9:00 a.m. – 9:30 a.m. • Opening Remarks

Location: Hyatt Regency Atlanta, Regency Ballroom

9:30 a.m. – 10:15 a.m. • Plenary Session/Keynote • TBD

Location: Hyatt Regency Atlanta, Regency Ballroom

10:15 a.m. – 10:30 a.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

10:30 a.m. – 11:30 a.m. • Concurrent Session I

Entrepreneurship, Startups, and Principal Gift Collaborations

This session will include a diverse panel of Venture Capital & Principal Gift representatives for an interactive discussion on what creative opportunities exist to engage them with academia. Topics will include why university engagements are needed, the expectations they (and their portfolio companies) have when working with academia, and what motivates them and truly drives their actions.

Moderator: James Zanewicz, Tulane

Speakers: TBD

Location: Room TBD

10:30 a.m. – 11:30 a.m. • Concurrent Session II

Working Towards a Common Goal: Engaging your Technology Transfer Office

Corporate Relations Offices are working increasing closer with the technology transfer offices (TTOs) at their institutions as their two missions converge. This panel will strive to give a broad overview of the Technology Transfer profession, as only by truly understanding each other can the TTO and CRO learn to avoid any potential sources of friction and best leverage each other's strengths to ensure our institutions achieve the maximum possible impact with our external collaborators to become one of their preferred partners of choice.

Moderator: Michael Rondelli, Associate Vice President for Innovation and Commercialization, University of North Texas

Speakers: Holly Meadows, Senior Licensing Associate, Institute for Innovation and Entrepreneurship, University of Alabama, Birmingham; Alison Campbell; Joonhyung Cho, Industry Relations Officer, University Development Office, UNC-Chapel Hill

Location: Room TBD

10:30 a.m. – 11:30 a.m. • Concurrent Session III

Companies Engaging Students as Customers

Companies from a variety of industries are looking to engage students as customers. This panel will explore several examples of innovative ideas through which companies are building relationships with students and faculty directly.

Moderator: Alex Pietsch, Associate Vice President, Corporate Relations, Washington State University

Speakers: TBD, Lyft; TBD, Amazon; TBD, IBM

Location: Room TBD

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11:30 a.m. – 12:45 p.m. • NACRO Business Meeting & Lunch

Location: Hyatt Regency Atlanta, Regency Ballroom

1:00 p.m. – 2:00 p.m. • Concurrent Session I

Engaging Fin Tech Companies

As the FinTech industry continues to grow, how can universities be a good partner in meeting industry demands for talent and recruitment? This session will offer insights into the current trends of the FinTech industry, recruitment needs and industry forecasts from the perspective of industry.

Moderator: Laura Madden, Director of Corporate Relations, Naveen Jindal School of Management, University of Texas at Dallas

Speakers: TBD

Location: Room TBD

1:00 p.m. – 2:00 p.m. • Concurrent Session II

Corporate Engagement Hub, How to get started

We are all seeking nirvana in the corporate relations professional space - a collaborative campus hub model for corporate engagement - but how do you actually get started? At the Colorado School of Mines, we have recently started down this path and would like to share some key learnings. We will provide some of the nuts and bolts documents and encourage you to consider taking the journey. Even if you don't reach nirvana, there are benefits to being on the path.

Moderator: Emily Kelton, Senior Director, Corporate and Foundation Relations, Colorado School of Mines

Speakers: TBD

Location: Room TBD

1:00 p.m. – 2:00 p.m. • Concurrent Session III

Corporate Relations in the Digital Age

Corporations and Foundations have broad and deep connections to the universities they support, and stewarding these complex relationships can be a challenge. The University of Minnesota has evolved our strategy and found success using digital platforms to keep corporate donors informed of the full-range of impact they are having. Corporate relations officers at all levels will benefit from learning about Minnesota's CASE-award-winning approach, including demos of regularly updated stewardship websites and annual digital report templates. Team members will share insights into digital stewardship strategy, basics of production, and how to use online report platforms to generate wider visibility for corporate-university partnerships.

Moderator: Meaghan VanderSanden, Director, Corporate and Foundation Relations, University of Minnesota

Speakers: Steve Anderson, Senior Director, Integrated Media and Creative Services, University of

Minnesota; Patricia Knight, Senior Project Manager, Stewardship, University of Minnesota

Location: Room TBD

1:00 p.m. – 2:00 p.m. • Concurrent Session IV

A Minute to Win It in the Shark Tank: Steal this Idea

Who knew so many good ideas could fit into one session? During this rapid-fire hour, a select group of corporate relations experts will pitch their best ideas and best practices for corporate relations offices/officers, and take questions from the

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audience, who in turn will be asked to share their successful ideas. Everything from better communications to a highly recommended productivity app, you are guaranteed to have several good take-aways at the end of the session.

Moderator: Krista Campbell, Senior Associate Director, Carnegie Mellon University

Speakers: TBD

Location: Room TBD

2:00 p.m. – 2:15 p.m. • Networking Break

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

2:15 p.m. – 3:15 p.m. • Concurrent Session I

Convergence of Philanthropy & Workforce Development: State Farm Engagement at Three Partner Universities

This session will focus on strategic relationships between State Farm and some of their key universities, including how those relationships have formed and grown.

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

Speakers: Lonnie Smith, HR Philanthropy Manager, State Farm; Heath Wood, Director of Development, Corporate and Foundation Relations, Georgia State University

Location: Room TBD

2:15 p.m. – 3:15 p.m. • Concurrent Session II

Capstone Projects: A Systematic Way to Engage Companies

Academic engagement is a great way to lure corporate relationships, from speaking engagements to academic partnerships with students and faculty. Georgia Tech's Vertically Integrated Projects program (VIP) has created a system for attracting undergraduate capstone sponsors whose projects may carry on through graduate/PhD/faculty sponsored research agreements.

Moderator: Alexa Hansen, Director, Strategic Partnerships, Heinz College, Carnegie Mellon University

Speakers: Ed Coyle, John B. Peatman Distinguished Professor and Director of the VIP Program and Consortium, School of Electrical and Computer Engineering, GA Tech; Sonia Thekkedath, Senior Data Analyst, McKinsey & Company

Location: Room TBD

2:15 p.m. – 3:15 p.m. • Concurrent Session III

Engagement with CASE

This session will focus on CASE and provide best practices for corporate and foundation relations professionals that focus on fundraising and advancement.

Moderator: Melissa Erekson, Executive Director, Strategic University Priorities, Leadership, Tulane University

Speakers: TBD

Location: Room TBD



**2018 Annual Conference
July 24-26, 2018**

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3:15 p.m. – 3:45 p.m. • Networking Break and NACRO Committee Launch Meet-ups

Location: Hyatt Regency Atlanta, Regency Ballroom Atrium

3:45 p.m. – 4:45 p.m. • Plenary Session – Keynote • TBD

Location: Hyatt Regency Atlanta, Regency Ballroom

4:45 p.m. – 5:00 p.m. • Concluding Remarks

Location: Hyatt Regency Atlanta, Regency Ballroom

5:00 p.m. • Optional Networking Event

Location: Park Tavern, 500 10th St NE, Corner of 10th and Monroe, Atlanta, Georgia 30309