

NACRO Corporate Engagement Bootcamp Agenda

Monday, July 15

6:00 PM – 8:00 PM • **Optional networking meet-up**

Location: Bill's Bar and Burger, 1001 Liberty Avenue – Located inside the Westin Pittsburgh

Tuesday, July 16

8:00 AM – 4:30 PM • **Preconference Option: 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.

Location: Westmoreland

8:00 AM – 8:30 AM • **Registration**

Location: Second Floor Rotunda, Near Butler Rooms

6:00 AM – 8:30 AM • **Breakfast**

Location: Westin Hotel guests can use their vouchers at the Penn City Grille. Seating for breakfast in the Pennsylvania Room next door to the Penn City Grille.

8:30 AM – 8:50 AM • **Welcome from NACRO Co-Presidents**

Speakers: **Megan Greenawalt**, Director of Corporate Relations, University of Pittsburgh Medical & Health Sciences Foundation, **Adam Johnson**, Director of Advancement, Michigan Technological University

8:50 AM – 9:15 AM • **Networking: Corporate Relations Across the Map**

9:15 AM – 10:00 AM • **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.

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

10:00 AM – 10:15 AM • **Break**

10:15 AM – 11:15 AM • **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.

Speakers: **Jessica Watts**, Executive Director, Corporate and Foundation Relations, University of North Texas, **Shelley Walter**, Director of Corporate Engagement, Northern Kentucky University

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11:15 AM – 12:30 PM • 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.

Location: Westmoreland

12:30 PM – 2:00 PM • 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.

Speakers: **Adam Paul Causgrove**, Associate Director, Corporate Relations, Dietrich College of Humanities and Social Sciences, Carnegie Mellon University

2:00 PM – 2:15 PM • Break

2:15 PM – 3:15 PM • 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.

Speakers: **Clay Christian**, Business Development Officer, Tulane University School of Medicine, **Meaghan VanderSanden**, Director, Corporate and Foundation Relations, University of Minnesota; **Brett Schreiner**, Corporate Relations Officer, University of Minnesota Foundation

3:15 PM – 4:15 PM • 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.

Moderator: **Clay Christian**, Business Development Officer, Tulane University School of Medicine

Speakers: **Renee Davis**, Senior University Recruiter, Uber; **Terri Mohler**, University Programs Specialist, Google; **Brenna Keene**, Strategy and Analytics Senior Consultant, Deloitte Consulting

4:15 PM – 4:30 PM • Wrap-Up, Q&A

6:00 PM – 8:00 PM • Registration (badge pickup for pre-registered conference attendees only)

Location: Andy Warhol Museum, 117 Sandusky St., Pittsburgh, PA 15212

6:00 PM – 8:00 PM • Opening Night Reception sponsored by NACRO

Location: Andy Warhol Museum, 117 Sandusky St, Pittsburgh, PA 15212

A ½ mile walk from The Westin Convention Center

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7:30 PM • Optional Dinner Meet-ups – Dinner with a Yinzer!

Sign up for small group dinners with local Pittsburgh NACRO colleagues to ask questions and network! Check out the restaurant list below. Eight people per restaurant, so sign up on the app!

Locations: Featuring Restaurants in the Cultural District

7:30pm August Henry's, 946 Penn Ave., Pittsburgh, PA 15222
Bakersfield, 940 Penn Ave., Pittsburgh, PA 15222
Sharp Edge, 622 Penn Ave., Pittsburgh, PA 15222
Ten Penny, 960 Penn Ave., Pittsburgh, PA 15222

7:45pm Lydia's Pittsburgh, 1400 Smallman St., Pittsburgh, PA 15222

8:00pm Meat & Potatoes, 649 Penn Ave., Pittsburgh, PA 15222
Gauche, 1601 Penn Ave., Pittsburgh, PA 15222
Condado Tacos, 971 Liberty Ave., Pittsburgh, PA 15222