

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

MASTERY SERIES

8:30 AM – 4:00 PM • **Preconference Option: NACRO Mastery Series**

8:30 AM – 9:00 AM • **Registration**

Location: Second Floor Rotunda, Near Butler Rooms

6:00 AM – 9:00 AM • **Mastery 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.

9:00 AM – 4:00 PM • **Mastery Series 5: Developing and Managing your Corporate Relations Portfolio**

Session Leaders: **Stacey Willenborg**, Director of Corporate Relations, Warrington College of Business, University of Florida and **Roger VanHoy**, Director, Life Sciences, Office of Corporate Relations, University of Illinois at Urbana-Champaign

Location: Butler East

Session Description: You find yourself charged with creating an industry relations plan. Although you have assessed your landscape you have too many companies and activities to manage. How do you prioritize? What tools can you use to help you make the case and garner support from leadership/boss/supervisor? These are the questions that this course will enable you to focus on, through dedicated time, peer-mentoring and experienced CR professionals. Workshop deliverables will include methodologies and skills to identify partners, where to focus time and attention, and a framework for managing your industry relations, as well as a richer network of professional colleagues.

9:00 AM – 4:00 PM • **Mastery Series 10: Developing a Strategic Roadmap**

Session Leaders: **Alexa Hansen**, Strategic Partnerships, Heinz College of Information Systems and Public Policy, Carnegie Mellon University and **Brad Fravel**, Director, Business Development, LINK - The Center for Advancing Industry Partnerships, Virginia Tech

Location: Butler West

Session Description: The goal of this course will be to provide you with dedicated concentrated time and peer-mentoring to develop a strategic roadmap for your corporate relations partnerships using a tiering process to include development of criteria, identification of partners, plans for cultivation and solicitation, and scorecard assessment, integrating the strengths of your institution and the interests of all your stakeholders. Workshop deliverables will include methodologies and skills to identify partners, where to focus time and attention, development of strategies, measurement of implementation results (scorecard) and creation of solicitation and stewardship response to share with leadership and internal team, as well as a richer network of professional colleagues.

12:00 PM • **Mastery Lunch**

Location: Pennsylvania East

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

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

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
Gaucho, 1601 Penn Ave., Pittsburgh, PA 15222
Condado Tacos, 971 Liberty Ave., Pittsburgh, PA 15222

Wednesday, July 17

7:00 AM – 4:00 PM • Registration

Location: Allegheny Foyer

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 – 8:45 AM • Opening Remarks and Welcome from the NACRO Co-Presidents

Speakers: **Adam Johnson**, Director of Advancement, Michigan Tech and **Megan Greenawalt**, Director of Corporate Relations, Health Sciences, University of Pittsburgh, UPMC

Location: Allegheny 1&2

8:45 AM – 9:30 AM • Keynote Industry Panel: Pittsburgh's Technology Renaissance – An Academic and Industry Partnership

Speakers: **Bill Flanagan**, Chief Corporate Relations Officer, Allegheny Conference on Community Development; **Laura Ritz**, COO at numo, COO at PNC Fintech Incubator; **Paul Nielsen**, Vice President, Strategic Platforms, Optum/UnitedHealth Group

Location: Allegheny 1&2

9:30 AM – 9:45 AM • Networking Break

Location: 2nd Floor Rotunda

9:45 AM – 10:45 AM • Concurrent Session I

Industry-University Research Collaboration – A Case Study on Successful Engagement Across the Research Lifecycle

This session will give examples of how collaborating with industry for university research requires effective communication and coordination across the full research lifecycle. This includes building faculty/industry relationships, identifying areas of shared research interest, developing proposals/budgets, negotiating IP terms, securing contracts, and potentially commercializing technology. Representatives from CU Boulder will interactively present best practices, unique considerations, and success stories for shepherding industry-sponsored research projects through this lifecycle. **Moderator:** **Chris Muldrow**, *Interim Director of Industry Collaboration and AeroSpace Ventures, University of Colorado, Boulder*

Speakers: **Rich May**, Strategic Contracts Manager, University of Colorado, Boulder; and **Nicole Forsberg**, Commercial Lead in Venture Partners at CU Boulder

Location: Allegheny 3

Audience: Tech transfer/commercialization/research administration; research institutions; industry representatives

Career-level: Mid-Career

Format: Panel

9:45 AM – 10:45 AM • Concurrent Session II

Breaking it down: How to measure to meet institutional objectives

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As a follow-up to last year's session "Measuring. We are doing it wrong," and building off of emerging research and approaches to measuring university business engagement, this roundtable styled session will provide participants an opportunity to collaboratively explore the institutional & organizational contexts in which they work in order to identify potential resource, relationship, and reputation measures that matter in their respective institutions and roles. We will discuss how common metrics used in our profession are evolving, how we might convey and communicate those changes both up and down the organization, the data we might need, and any potential pitfalls or hurdles along the way. Sorry, no kitten on a turtle this time, we have work to do!

Speakers: **Kim Jacobs**, Director of Industry Engagement, Florida Engineering Experiment Station (FLEXStation), University of Florida and **Cameron McCoy**, Assistant Vice President, Office of Economic Engagement, Lehigh University

Location: Pennsylvania East and West

Audience: Fundraisers; research institutions; industry representatives

Career-level: Mid-Career

Format: Panel

9:45 AM – 10:45 AM • Concurrent Session III

Athletics and Corporate Engagement: the untapped partnership

Athletics and Corporate Engagement partnerships can create great value to industry partners but aren't as common as they should be. This panel will offer descriptive examples of opportunities when corporate engagement partners with athletic departments and will discuss overcoming some historical barriers. The result creates a valued opportunity to industry.

Moderator: **Cynthia Sweet**, Associate Vice Chancellor of Economic Partnerships, University of Pittsburgh

Speakers: **Nick Pasquarello**, Employer Relations and Corporate Partnerships, University of Wisconsin-Madison Athletics; **Christian Spears**, Deputy Athletic Director, University of Pittsburgh

Location: Westmoreland

Audience: All attendees; athletics

Career-level: Mid-Career

Format: Panel

9:45 AM – 10:45 AM • Concurrent Session IV

The BioPharma Ecosystem: What do they Want & Need From Us?

This session will be a fireside chat between academia and a representative of the biopharma ecosystem 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. It will also give audience members a deeper look inside of Elanco Animal Health. It will be presented talk show style – with an active moderator for half the session, and the remaining time reserved for interaction with attendees to ask candid questions and get immediate feedback.

Moderator: **Clay Christian**, Business Development Officer, Tulane University

Speakers: **Lucas Huntimer**, Senior Advisor: External Innovation, Elanco Animal Health

Location: Cambria

Audience: All attendees

Career-level: Mid-Career

Format: Panel

10:45 AM – 11:00 AM • Networking Break

Location: 2nd Floor Rotunda

11:00 AM – 12:00 PM • Find Your People: Affinity Group Discussions

In these sessions, NACRO members can 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. To prepare the moderators, we urge participants to submit a question or challenge ahead of time.

Affinity Group: Business Location: Crawford East
Moderators: Tasha Ross, University of California-San Diego and Laura Madden, University of Texas-Dallas

Affinity Group: Engineering Location: Penn East
Moderator: Kim Jacobs, University of Florida

Affinity Group: Education Location: Crawford West
Moderator: Terry Robinson, Kent State University

Affinity Group: Health Sciences Location: Westmoreland East
Moderator: Sarah Bartlett, Emory University

Affinity Group: Research/Economic Development Location: Pennsylvania West
Moderator: Melissa Erekson, Penn State University and Charley Hasemann, Michigan State University

Affinity Group: New Corporate Relations Office (1-3 years) Location: Westmoreland West
Moderator: Michelle Dingwall, University of Wisconsin-Stout and Paul Sturm, Kent State University

Affinity Group: Large Central Office Location: Allegheny 3
Moderators: Jill Abele, Iowa State University and Tracey Wischmeyer, Indiana University

Affinity Group: Small Central Office Location: Cambria
Moderator: Dave Ortendahl, Worcester Polytechnic University

Affinity Group: Industry/Corporate* *By invitation only for industry members
Moderator: David Liaw, Northrop Grumman

12:00 PM – 1:30 PM • Lunch • Past President’s Panel and NACRO Awards

Moderator: Adam Johnson, Director of Advancement, Michigan Tech and Megan Greenawalt, Director of Corporate Relations, Health Sciences, University of Pittsburgh, UPMC

Speakers: Lorena McLaren, Executive Director, Corporate and Foundation Relations, North Carolina State University and Dorothy Kittner, Associate Dean and Director of Business Development and Corporate Relations, Olin School of Business, Washington University in St. Louis (2011-2012); Christine Hoffman, Vice President for Advancement, Tulane University and Michael Ransom, Assistant Vice Chancellor, Development, University of Denver (2012-2013); Sacha Patera, Associate Vice President, Corporate Engagement Center, Rutgers University (2013-2014); Stacey Willenborg, Director of Corporate Relations, Warrington College of Business, University of Florida and Ryan Elias, Associate Vice President of Corporate and Foundation Relations, Miami University of Ohio (2015-2016); Roger VanHoy, Director, Life Sciences, Office of Corporate Relations, University of Illinois at Urbana-Champaign and Todd Cleland, Director, Industrial Relations, University of Washington (2016-2017); Jessica Shepard Watts, Executive Director of Corporate and Foundation Relations, University of North Texas (2017-2018)

Location: Allegheny 1&2

1:30 PM – 2:30 PM • Concurrent Session I

The Corporate Relations Lead in both Industry and Academia: A Case Study

Moderator: *Adam Johnson, Director of Advancement, Michigan Tech*

Speakers: *Amy Skehan, Assistant Vice Chancellor of Corporate and Foundation Engagement, University of California-Davis*

Location: Allegheny 3

Audience: All attendees; Industry representatives

Career-level: Mid-Career

Format: Presentation

1:30 PM – 2:30 PM • Concurrent Session II

University Relations Officers Fireside Chat

This session will bring together a diverse panel of university relations officers from various industry sectors. The moderator will lead panelists in an interactive discussion on their perspectives on strategy, structure, priorities, success stories, and opportunities in working with academic institutions. Panelists will also take questions from the attendees throughout the session.

Moderator: *Roger VanHoy, Director, Life Sciences, Office of Corporate Relations, University of Illinois at Urbana-Champaign*

Speakers: *Gretchen Baier, Associate R&D Director, Dow; Tony Denhart, University Relations Leader, GE; Brenna Keene, Senior Consultant, Deloitte Consulting; David Liaw, Corporate University Relations Manager, Northrop Grumman*

Location: Pennsylvania East and West

Audience: All attendees

Career-level: Mid-Career

Format: Panel

1:30 PM – 2:30 PM • Concurrent Session III

Diversity & Inclusion Programs between Universities and Corporations

The goal of the session is to provide information to NACRO members on diversity and inclusion programs between universities and corporations. University and corporate representatives will provide examples of successful programming including initiatives at the University of Pittsburgh and Wayne State University with BNY and Microsoft Corporation.

Speakers: *DeJuan Woods, Director of Corporate Relations, Wayne State University; Audrey Murrell, Associate Dean and Director of the David Berg Center, Pitt Business at University of Pittsburgh; RJ Rakow, Director of Corporate and Foundation Relations, Pitt Business at University of Pittsburgh; Warren Flood, Corporate Affairs Manager, Microsoft Corporation; Kristi Newton, Global Recruiting Manager, Campus Recruiting & Early Talent Programs, BNY Mellon*

Location: Westmoreland

Audience: All attendees

Career-level: Mid-Career

Format: Panel

1:30 PM – 2:30 PM • Concurrent Session IV

IP 101: Intellectual Property Basics

“MTAs, DTAs, and CDAs...Oh my!” Learn the basics of IP vocabulary, acronyms and the academic technology transfer process to communicate more effectively with your university’s technology transfer office (TTO). We will touch on copyrights, trademarks, trade secrets, patents, licensing, and why it matters to those working in the corporate relations field.

Speakers: *Mike Rondelli, AVP, Innovation, University of North Texas; Victor Haroldsen, IP Analyst, Innovation Access, University of California Davis*

Location: Cambria

Audience: All attendees

Career-level: Mid-Career

Format: Panel

2:30 PM - 2:45 PM • Networking Break

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Location: 2nd Floor Rotunda

2:45 PM – 3:45 PM • Industry Panel***Successful University and Industry Partnerships: An Industry Perspective***

Moderator: **Jamie Shattuck**, Associate Director, Corporate Engagement, University of California, Davis

Speakers: **Nick Pachuda**, Worldwide Vice President, Orthopedic Innovation, Johnson & Johnson Medical Devices; **Peter Balyta**, Vice President, Academic Engagement and Corporate Citizenship and President, Education Technology, Texas Instruments; **Betty Woo**, Vice-President, Scientific Collaborations and Strategy, Thermo Fisher Scientific

Location: Allegheny 1&2

3:45 PM - 4:00 PM • Networking Break

Location: 2nd Floor Rotunda

4:00 PM – 5:00 PM • Concurrent Session I***Navigating and Creating Campus-wide Corporate Sponsorships***

Campus-wide sponsorships are on the rise. Ensure that your campus isn't giving away IP for free and learn how to leverage corporate partners to supplement campus resources. Attend this session to learn about campus-wide sponsorships and how to coordinate with your Finance, Procurement, and Athletics colleagues for a strategy to fit your campus. Representatives from UC Berkeley, University of Michigan, and Indiana University will discuss strategies and what campus-wide sponsorships look like, how they are being structured, and how corporate relations can partner in the process.

Moderator: **Stella Wixom**, Senior Executive Director, Business Engagement Center, University of Michigan

Speakers: **Beth Pickard**, Director Partnerships and Marketing, University of Michigan Athletics; **Amy Gardner**, Executive Director University Business Partnerships and Services, University of California, Berkeley; **Valerie Gill**, University Director of Sponsorships, Licensing and Trademarks, Indiana University

Location: Allegheny 3

Audience: All attendees

Career-level: Mid-Career

Format: Panel

4:00 PM – 5:00 PM • Concurrent Session II***Collaboration in Action: Mayo Clinic and Gentex Corporation***

Mayo Clinic and Gentex Corporation, despite leading in two completely different industries, are discovering that with their similar core values, work ethic, and cultures, they are able to achieve a higher value for both enterprises. Join us as we discuss how, with the right strategic partner, collaborative sharing of best practices, goals and approaches creates a sustainable and mutually beneficial outcome...allowing us to do more together than we can alone.

Moderator: **Tammy Eickhoff**, Strategy Administrator, Corporate and Foundation Relations, Mayo Clinic

Speakers: **Thomas Ferraro**, Associate Chair Corporate and Foundation Relations, Mayo Clinic; **Brian Beardsley**, Director of Business Development, Gentex Corporation

Location: Pennsylvania East and West

Audience: Fundraisers; Tech transfer/commercialization/research administration; Industry representatives, Research institutions

Career-level: Mid-Career

Format: Panel

4:00 PM – 5:00 PM • Concurrent Session III***Do More with Less: Online Resources for Small or Short-Staffed Corporate Relations Offices***

How can a small or short-staffed Corporate Relations office serve an entire university, with faculty members from a variety of schools and units attempting to simultaneously secure corporate partnerships? This presentation will provide an overview of the resources that that can be developed to share with faculty and staff across the entire university, to help address competing requests and priorities.

Moderator: *Stephanie Aboukasm, Assistant Director, Corporate Relations, George Washington University*

Speakers: *Maryam Henson, Senior Associate Vice President, Central Development, George Washington University; Dwayne Gamble, Senior Analyst Digital, George Washington University*

Location: Westmoreland

Audience: Fundraisers; Community Colleges; Research Institutions; Liberal Arts Institutions

Career-level: Mid-Career

Format: Presentation

4:00 PM – 5:00 PM • Concurrent Session IV

Industry Involvement in Academies - Pitt College of Business Case Studies

The goal of the session is to provide information to NACRO members on the Pitt Business Corporate Academy model between the university and corporations. University and corporate representatives will provide examples of successful programming at the University of Pittsburgh with Jones Lang LaSalle Incorporated. The University of Pittsburgh Business Professional Academies Program provides students with the opportunity to develop industry-specific skills that complement their academic major, certificate, and/or minor. Attendees will hear from industry partners who teach these workshops and school leadership, discussing the benefits of collaborating.

Moderator: *RJ Rakow, Director of Corporate and Foundation Relations, Pitt Business at University of Pittsburgh*

Speakers: *Audrey Murrell, Associate Dean and Director of the David Berg Center, Pitt Business at University of Pittsburgh; TBD JLL*

Location: Cambria

Audience: All attendees

Career-level: Early Career

Format: Presentation

6:00 PM – 8:00 PM • Evening Reception sponsored by NACRO

Location: Heinz History Center, 1212 Smallman St, Pittsburgh, PA 15222 - A 5-minute walk from the Westin

8:00 PM • Cocktails with Colleagues in the Strip District

Locations: [Roland's](#), 1904 Penn Ave., Pittsburgh, PA 15222
[Level 7](#), 1126 Smallman St., Pittsburgh, PA 15222
[PA Market](#), 108 19th St., Pittsburgh, PA 15222
[Smallman Galley](#), 54 21st St., Pittsburgh, PA 15222
[Cinderlands Warehouse](#), 2601 Smallman St., Pittsburgh, PA 15222
[Kingfly Spirits](#), 2613 Smallman St., Pittsburgh, PA 15222

Thursday, July 18

7:00 AM – 3:00 PM • Registration

Location: Allegheny Foyer

7:00 AM – 5:00 PM • Luggage Hold Available

Location: Crawford

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

6:00 AM – 8:45 AM • Breakfast and Beverly's Birthdays Local Outreach Activity

During this breakfast session, NACRO conference attendees will have the opportunity to participate in a local outreach activity with volunteers from Beverly's Birthdays, which provides birthday cheer to children experiencing homelessness and families in-need. This hands-on activity will benefit the local Pittsburgh area!

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.

9:00 AM – 9:15 AM • Opening Remarks

Speakers: **Adam Johnson**, Director of Advancement, Michigan Tech and **Megan Greenawalt**, Director of Corporate Relations, Health Sciences, University of Pittsburgh, UPMC

Location: Allegheny 1&2

9:15 AM – 10:15 AM • Plenary Session – Keynote

How the Pittsburgh Penguins collaborate with the community and local universities

Moderator: **Cynthia Sweet**, Associate Vice Chancellor Economic Partnerships, Office of Economic Partnerships, University of Pittsburgh

Speaker: **Kevin Acklin**, Senior Vice President and General Counsel, Pittsburgh Penguins

Location: Allegheny 1&2

10:15 AM – 10:30 AM • Networking Break

Location: 2nd Floor Rotunda

10:30 AM – 11:30 AM • Concurrent Session I

New Discoveries: From Recruiting to Major Partner

Step inside the thinking of diverse, experienced university relations professionals to learn how they formulate recruiting strategies for engagement of students and faculty at key schools. For growing university professionals, the panel will reveal more of the inner workings, metrics, and other factors that influence corporate strategies. For corporate representatives, the panel will offer examples of effective University Relations programs aimed at STEM students and graduates. All participants will benefit from a deeper understanding of the strategic thinking that goes into designing and implementing a successful university relations program.

Moderator: **Dave Ortendahl**, Director, Corporate Relations, Worcester Polytechnic Institute

Speakers: **Joshua Kline**, VP Research & Development, Delsys; **Rachel Berg**, Project Manager, GE Healthcare; **Hugh Allen**, Manager Strategic Initiatives, MAPFRE/Verti Insurance; **Ryan Brennan**, Associate Director, Corporate Partnerships, Worcester Polytechnic Institute

Location: Allegheny 3

Audience: Career Services; Industry representatives; Community colleges; Research Institutions; Liberal Arts Institutions

Career-level: Early Career

Format: Panel

10:30 AM – 11:30 AM • Concurrent Session II

How Pitt and Carnegie Mellon benefit from partnering together

The University of Pittsburgh and Carnegie Mellon University share the Oakland neighborhood in Pittsburgh, but that's not all they share. The two R1 AAU universities partner on everything from research and fellowships to recruiting businesses to their region. This presentation will discuss how and why these institutions partner, and the global recognition and results.

Moderator: **Megan Greenawalt**, Director of Corporate Relations, Health Sciences, University of Pittsburgh and UPMC

Speakers: **Cynthia Sweet**, Associate Vice Chancellor of Economic Partnerships, University of Pittsburgh; **Mark Nolan**, Associate Vice President of Institutional Partnerships, Carnegie Mellon University

Location: Pennsylvania East and West

Audience: All attendees; Economic Development

Career-level: Mid-Career

Format: Presentation

10:30 AM – 11:30 AM • Concurrent Session III

Experiences in Business Engagement from the UK

This session will explore the experience of the Business Engagement team at the University of Birmingham (UK), created just over 5 years ago, and its successes, failures, behaviors and strategies as it has doubled corporate income for research alongside increasing various other financial and non-financial metrics. The session will not only focus on these experiences but also a discussion with global counterparts to look at lessons we can learn from each other.

Moderator: *Joe Matope, Director of Corporate Relations, Kansas State University Foundation*

Speakers: *Andy Newnham, Deputy Director of Business Engagement, University of Birmingham*

Location: Westmoreland

Audience: All Attendees

Career-level: Mid-Career

Format: Presentation

10:30 AM – 11:30 AM • Concurrent Session IV***University Relations 101 – How to Navigate a University***

Who knew universities were so complex? In this session, our industry members can learn how to navigate a university, whom they should get to know and how they can collaborate with different units. Representatives from research, philanthropy, tech transfer and career services will tell you the function of their offices and how they collaborate with industry.

Moderator: *Jill Abele, Associate Director, Iowa State University Foundation*

Speakers: *Victor Haroldsen, IP Analyst, Innovation Access, University of California Davis; Jessica Shepard*

Watts, Executive Director of Corporate and Foundation Relations, University of North Texas; Chris Muldrow,

Interim Director of Industry Collaboration and AeroSpace Ventures, University of Colorado, Boulder; Cher

Stevens, Employer Relations, Arizona State University

Location: Cambria

Audience: Industry representatives

Career-level: Early Career

Format: Panel

11:30 AM – 12:30 PM • NACRO Business Meeting & Lunch

Location: Allegheny 1&2

12:30 PM – 1:00 PM • Networking Break & NACRO Committee Meet & Greet

Location: Allegheny Foyer

1:00 PM – 2:00 PM • Concurrent Session I***Roadmap to a Successful Campus Visit***

A visit from a company can be a wonderful way to showcase your institution, but how can you best poise yourself for success? What do you need to accomplish prior to sending out the invitation to ensure that corporate representatives get the right campus experience? Join us as we discuss the importance of creating a solid strategy, setting up realistic and appropriate goals, preparing internal and external guests, and developing follow up exercises that net results. Presenters will offer insight and share examples of how their institutions have maximized the potential of campus visits with their corporate partners.

Moderator: *Beth Colledge, Director of Corporate Engagement, Penn State University*

Speakers: *Melissa Ereksan, Assistant Vice President, Corporate Engagement, Penn State University; Hope*

Rush, Director of Talent Strategy, Volvo Group North America

Location: Allegheny 3

Audience: Fundraisers; Tech transfer/commercialization/research administration; Career Services; Community colleges; Research institutions; Liberal Arts institutions

Career-level: Early Career

Format: Panel

1:00 PM – 2:00 PM • Concurrent Session II***NORDP overview and benefits*****Moderator:** *Eileen Murphy, Senior Director for Corporate and Foundation Relations, Rutgers University***Speakers:** *Rachel Dresbeck, Senior Director, Research Development, Oregon Health and Science University; Karen Fletcher, Director of Grants Resources & Services, Appalachian State University*

Location: Pennsylvania East and West

Audience: All attendees

Career-level: Mid-Career

Format: Panel

1:00 PM – 2:00 PM • Concurrent Session III***Positioning the Corporate Relations office and our donors as a valued campus partner***

Current Managers share their perspectives on how to position your Corporate Relations office with university leadership for maximum potential. After a brief presentation, smaller groups will discuss case studies with a report out to the full group. Participants will leave with an understanding of positioning the Corporate Relations office based on ROI, and how to manage annual goals without them managing you.

Moderator: *Lorena McLaren, Executive Director, Corporate and Foundation Relations, North Carolina State University***Speakers:** *Anne Borchert, Case Western Reserve University*

Location: Westmoreland

Audience: Fundraisers

Career-level: Mid-Career

Format: Panel

1:00 PM – 2:00 PM • Concurrent Session IV***NACRO Industry Engagement Update***

NACRO is developing a variety of industry engagement activities focused on growing corporate membership, broadening and deepening our knowledge base of current industry thinking and university relations priorities, and increasing the value NACRO can deliver to industry members and partners. This session will provide updates from the Benchmarking Committee's Industry Perspectives subcommittee and the Membership & Alliances Committee's Industry Membership subcommittee, including our industry survey, corporate case studies, and industry membership growth efforts.

Moderator: *Paul Sturm, Executive Director of Corporate Relations, Kent State University***Speakers:** *Elizabeth Lanier-Shipp, Director of Corporate and Foundation Relations, University of Missouri-St. Louis; Eric Dean, Director of Development, College of Science and Engineering, Texas State University;**David Liaw, Corporate University Relationship Manager, Northrop Grumman; Adam Johnson, Director of Advancement, Michigan Tech; Joe Matope, Director of Corporate Relations, Kansas State University**Foundation; Jessica Shepard Watts, Executive Director of Corporate and Foundation Relations, University of North Texas*

Location: Cambria

Audience: All attendees

Career-level: Mid-Career

Format: Presentation

2:00 PM – 2:15 PM • Networking BreakLocation: 2nd Floor Rotunda

2:15 PM – 3:15 PM • Concurrent Session I

Corporate Social Responsibility (CSR) – Positioning University Capabilities for Deeper Partnerships

Companies are pursuing corporate social responsibility plans (CSR) to connect the impact of their strategic priorities with the values and interests of external and internal stakeholders. Universities are uniquely positioned for CSR-related partnerships-initiatives that can draw on a combination of corporate resources: corporate-sponsored research, capstones, internships, grants, gifts, corporate volunteerism-leadership, and in-kind contributions. The session can be seen as a framework for NACRO members to share their lessons learned and promising practices with CSR-related partnerships-initiatives, and influence on universities' other programmatic interests with diversity-inclusion, executive education, undergraduate-graduate coursework, research-development capabilities, and educational outreach programs.

Moderator: **Scott Hudson**, Associate Director, Carnegie Mellon University

Speakers: **Morgan R. Clevenger**, President & CEO, Clevenger & Company Management Consulting, Inc.; **Paul Sturm**, Executive Director, Corporate Relations, Kent State University; **Cindy MacGregor**, Professor, Missouri State University

Location: Allegheny 3

Audience: All audiences

Career-level: Mid-Career

Format: Panel, Interactive Workshop

2:15 PM – 3:15 PM • Concurrent Session II

Corporate Tiering Best Practices

This session will cover the use of tiering methods to distinguish among companies based on their level of engagement and future potential. Tiering can help identify a school's top companies and best new prospects and can be useful for allocating scarce resources for outreach and stewardship. A tiering framework can help corporate relations offices be more strategic vs. reactive. In this session, you will hear from three different schools about how and why they do corporate tiering and have the opportunity to engage in Q&A.

Speakers: **Todd Cleland**, Director, Industry Relations, University of Washington; **Brad Fravel**, Director, Business Development, LINK - The Center for Advancing Industry Partnerships, Virginia Tech; **Danny Yanez**, Senior Director of Corporate Relations, University of Miami

Location: Pennsylvania East and West

Audience: All attendees

Career-level: Mid-Career

Format: Panel

2:15 PM – 3:15 PM • Concurrent Session III

The Elevator Pitch – Crafting a Message that is Right for You

This session covers how to create an elevator pitch. In our presence in the community, it is important for us to have a blurb that is short, impactful and memorable for the times that we are in front of corporate/individual donors. If we meet someone that is pressed for time, we can create interest and ensure a future meeting by delivering a gripping reason why they would learn more about your university or college. This session would be a PowerPoint Presentation and it would be applicable to those of all levels, especially since not many of us have an elevator pitch created. The desired outcomes are for people to walk away with tools on how to deliver cause for support on their next networking encounter. This elevator pitch could also be included in LinkedIn profiles, under the Headline portion.

Speakers: **Wendy Elder**, Corporate Engagement and Foundation Relations, The University of Texas at Austin, McCombs School of Business; **Camille Moughon**, Assistant Director, Corporate and Foundation Relations, The University of Texas at Austin, McCombs School of Business; **Susan Lane**, Alumni Relations & Development, Stetson University College of Law

Location: Westmoreland

Audience: Fundraisers

Career-level: Early Career

Format: Presentation

2:15 PM – 3:15 PM • Concurrent Session IV

Adapt-Migrate-Perish: Exploring a New Value Proposition for CFR

The changing philanthropic landscape presents new opportunities for savvy CFR professionals to be nimble, value-added strategic partners in project visioning and institutional planning. Fail to adapt and we risk stagnation at best, obsolescence at worst. Staking our claim to relevance within this emerging context requires naming and honing the core competencies unique to our work as CFR professionals, as well as demonstrating for senior leaders how they can collaboratively leverage these distinctive talents and abilities for the broader benefit of the institution. Come prepared to learn and practice the art of structured brainstorming during this interactive, outcomes-focused, and guaranteed-to-be fun workshop. Together, we will explore (and claim!) a new value proposition for CFR in higher education.

Speakers: **Ryan Sauder**, Assistant Dean of Academic Advancement and Senior Director of College Grants and Foundation & Corporate Relations, Franklin & Marshall College; **Michelle Wamsley**, Assistant Vice President, Foundation, Corporate and Government Relations, University of Richmond

Location: Cambria

Audience: Fundraisers, CFR officers

Career-level: All

Format: Panel

3:15 PM – 3:30 PM • Networking Break

Location: 2nd Floor Rotunda

3:30 PM – 4:30 PM • Plenary Session – Keynote: Building the Technology We Want

Technology has always played a significant role in our lives, but the changes seem to be faster and larger in recent years. Almost every aspect of our lives is now shaped by the technologies that we use. In this talk, Professor David Danks will discuss the ethical and societal impacts of “advanced” technologies, such as AI and robotic systems. Danks will outline a number of different challenges that are posed by these technologies, as well as many of the answers that researchers and policy designers have found. He will conclude with some thoughts and practical guidance about how to get technology that advances our values and interests.

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

Speaker: **David Danks**, L.L. Thurstone Professor of Philosophy and Psychology and Head of the Department of Philosophy, Carnegie Mellon University

Location: Allegheny 1&2

4:30 PM – 5:00 PM • Concluding Remarks

Speakers: **Adam Causgrove**, Associate Director of Corporate Relations, Dietrich College of Humanities and Social Sciences, Carnegie Mellon University and **Jamie Shattuck**, Associate Director, Corporate Engagement, University of California, Davis

Location: Allegheny 1&2

5:30 PM • Final Farewell Optional Networking Event

Location: Southern Tier, 316 North Shore Drive, Pittsburgh, PA