



**Demystifying Higher Education for Corporate Partners:  
Building Successful Partnerships**

**Wednesday, July 29, 1:00 PM – 5:30 PM  
Followed by Conference Opening Reception at 6pm  
Room TBD**

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**1:00 – 1:30 PM Welcome & Introductions**

**Speakers:**

**David Liaw, PhD, Enterprise Manager, Strategic University Partnerships, Northrop Grumman Corporation**

**NACRO Co-Presidents**

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

**Jamie K Shattuck, PhD, Senior Director, Foundation and Corporate Engagement, University of California, Davis**

**1:30 – 2:30 PM Universities 101: Lay of the Land**

- Universities 101 includes speakers from a variety of backgrounds and school sizes. University representatives on the panel manage research relationships, economic development partnerships, employer relations, and at times, engagements with all of these areas across campus. Topics include: how universities are structured, funded, and managed; differences between public and private institutions and impacts on funding; gift compliance; and research grants and R&D collaboration.

**Moderator: David Liaw, PhD, Enterprise Manager, Strategic University Partnerships, Northrop Grumman Corporation**

**Panelists: Charles A. Hasemann, PhD, Assistant Vice President for Innovation and Economic Development, Michigan State University Innovation Center**

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

**Cameron McCoy, PhD, AVP for Economic Engagement at Lehigh University**

**2:30 – 3:15 PM      Metrics and Communicating ROI of University Engagement**

- Measuring the success of university partnerships can be a challenge. We all agree return on investment (ROI) is important, but can you place a quantitative value on every part of university engagement? This session will share best practices for measuring and community ROI, including Holistic Partnerships (Research – Recruiting – Philanthropy), Tiering University partners, and how to select/ establish new partners. We will also share best practices for companies in the beginning stages of the process that are standing up a new university relations program.

**Speakers:**

**Tony Denhart, University Relations Leader, Global University Relations, GE**  
**Christina Spotts, Manager, University Relations Program, Deloitte**

**3:15 – 3:30 PM      Break**

**3:30 – 4:30PM      University-Corporate Relations Curveballs: Navigating Negotiations Internally and Externally (Interactive Session)**

- This highly interactive session will combine success stories, tales of woe, essential skill sets necessary for University-Corporate Relations to navigate curveballs, and maybe even a little role-play, to demonstrate proven techniques to close the deal. In small group discussions, we will share success stories, tales of woe, and best practices for navigating complex situations within the University-Corporate relations sphere.

**Facilitator:**

**Jessica Shepard Watts, PhD, Executive Director of Corporate & Foundation Relations, University of North Texas**

**4:30 – 5:30 PM      University Panel – Ask me Anything**

- Attendees will submit questions throughout the sessions and we'll end the workshop with an open discussion wrapping up topics covered throughout the day.

**Moderator: Cynthia Murphy, Manager, University Partnerships and Association Relations, Chevron**

**Panelists:**

**J. Mark Nolan, Associate Vice President, Strategic Business Partnerships, Carnegie Mellon University**

**Sacha (Alexandra) Patera, PhD, Associate Vice President, Rutgers Corporate Engagement Center, Rutgers University & Rutgers University Foundation**

**Marc Gibson, Assistant Vice Chancellor, Corporate & Foundation Engagement, University of Tennessee**

**6:00 PM – 8:00 PM      Conference Opening Reception**