



Now for some group work...

- Just two questions for small group discussions
- Share your answers and perspective with the group & use the form provided at your table to record your answers, as your group discusses each question
- Discussions are facilitated by volunteers from the Benchmark Committee in the room

NACRO

NACRO:

NACRO is a network of over 500 U.S. and international professionals that are dedicated to providing professional development opportunities and sharing best practices to those interested in university-industry corporate relations. Members develop and advance comprehensive, mutually beneficial relationships between industry and higher education to establish a common language and metrics for peer comparison.

LEARN MORE: NACROcon.org

"NACRO's atmosphere naturally facilitates collaboration between higher education and industry. I have found that NACRO members come to the table prepared and understand what it takes to grow the collaboration. This drives efficiency on both sides of the table and ultimately provides better return for the university and industry."

Tony Denhart, GE University Relations Manager and NACRO Member



What Does **NACRO** Have to Offer?

PROFESSIONAL DEVELOPMENT—NACRO provides education, training and leadership development opportunities for early, mid and advanced career professionals in a variety of formats including:

- **Annual Conference:** Three days each summer featuring university of industry perspectives focusing on corporate relations
- **Corporate Engagement Bootcamp:** Workshop for newcomers to NACRO and the corporate relations profession
- **Webinars:** Webinars on corporate relations delivered 2-3 times per year on various relevant topics
- **Masters Class:** Small-group workshops for mid and advanced career professionals
- **NACRO Committees:** Contribute to the advancement of the field year-round through service on the board of directors and committees (Benchmarking, Conference Programming, Marketing & Communications, Professional Development, Membership & Alliances)

THOUGHT LEADERSHIP—NACRO creates and disseminates new knowledge about corporate relations to members through:

- **White Papers:** “Five Essential Elements of a Successful Twenty-first Century University Corporate Relations Program” (2011); “Metrics for a Successful Twenty-first Century University Corporate Relations Program” (2012); “Engagement of Academic Corporate Relations Officers in University-Industry Centers of Research Excellence” (2015)
- **Conference Presentations:** Materials presented at the NACRO Annual Conference archived on-line
- **Member Surveys:** Demographic and strategic data collected about the evolving field of corporate relations

NETWORKING—NACRO encourages member communication and camaraderie through:

- **Monthly NACRO News:** eNewsletter
- **LinkedIn Group:** Includes a job board and opportunity to connect broadly with corporate relations professionals
- **Affinity Groups:** NACRO members from similar disciplines and institutions meet at the annual conference and periodically through the year
- **NACRO Web App:** Access conference updates, speaker information, room locations, directions around town, social features, push notifications, and the ability to interact in real-time to conference sessions.
- **Member Directory:** Exclusive access to member contact information

ADVOCACY—NACRO raises the profile of the academic corporate relations profession by providing:

- **Data and Materials:** Empowering our members to influence institutional leadership
- **Best Practices:** Member-shared content on all stages of the corporate engagement process. Best practices are disseminated through our member website and on our LinkedIn group
- **Strategic Alliances:** Alliances with other organizations that support successful corporate relations

Join Us!

FULL MEMBERSHIP is available to anyone from industry, academia, government, non-profit or other fields, who work in or are interested in learning more about corporate relations, university/industry partnerships, and our organization. Annual membership dues are \$199.

JOIN TODAY: NACROcon.org/apply