



2020 NACRO Virtual Conference July 29, 2020

11:30 a.m - 3:30 p.m. EST

11:30 a.m. – 11:50 a.m.

Opening Remarks and Welcome

Conference Moderators, NACRO Conference Programming Co-Chairs

Dana Ulrich, Director of Corporate Relations, Washington State University

Heath Wood, Senior Director of Corporate and Foundation Relations, Georgia State University

NACRO Co-Presidents

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

Jamie Shattuck, Senior Director, Corporate Engagement, Development and Alumni Relations, UC Davis

11:50 a.m. – 12:20 p.m.

Jump-Starting America: How Breakthrough Science Can Revive Economic Growth and the American Dream

In *Jump-Starting America*, the authors tell the story of the first American growth engine and provide the blueprint for a second. It's a visionary, pragmatic, sure-to-be controversial plan that will lead to job growth and a new American economy in places now left behind. In this session, co-author Simon Johnson, will talk about the importance of universities building relationships with both industry and local government and the investments that need to be made by all three partners to build meaningful successes. This is the definition of holistic engagement and can be wildly successful when all partners are equally engaged and invested.

Speaker:

Simon Johnson, MIT Sloan School of Management, Ronald A. Kurtz Professor of Entrepreneurship and Professor, Global Economics and Management

12:20p.m. Break

12:30 p.m. – 2:00 p.m.

Addressing Diversity, Inclusion and Belonging in Higher Education

The Diversity, Inclusion, and Belonging panel is designed to highlight the commitment of universities and industry to diversity and inclusion. The session will focus on recent issues and challenges related to the COVID-19 pandemic and the racial social justice movement. Focus will include partnering with industry to support minority students impacted by the pandemic; developing university-industry research partnerships to study the intersectionality of Covid-19, public health and systemic racism; and how, through Allyship, we can support anti-racist efforts through action.

Speakers:

DeJuan Woods, Director of Corporate Relations, Wayne State University; **Heidi Coates**, Associate Vice President of Corporate & Foundation Relations, Wayne State University; **Warren Flood**, Corporate Affairs Manager, Microsoft

2:00 p.m. Break

2:10 p.m. – 3:10 p.m.

Future of Universities: What will higher education look like in 2040?

Predicting the future is an impossible and futile exercise, hence effective ways of anticipating future events are few and far between. Never has that been more evident than with the events of the last five months. The University Industry Innovation Network (UIIN) recently partnered with leading global organizations -- including NACRO -- to challenge 40 global experts to attempt to predict the future and develop a range of “possible futures” that provide a basis for the better establishment of university and industry strategies. Collectively, the contributions offer a consensus around opportunities and threats facing universities. In this session, panelists will talk about disassembling thinking about the university of the future and offer insights into how we might piece a realistic future view back together through the lens of the corporate relations officer. Facing enormous global challenges, there is an immediate need to better align universities with business innovation supply chains, talent needs of employers as well as regional needs more generally. Moreover, the development of knowledge-driven, ‘smart’ development of our societies needs informed leadership. As boundary spanners, academic corporate relations officers stand to play a leading role in driving stronger alignment between the sectors. Who better to translate challenges and opportunities to university and industry leaders?

Speakers:

Arno Meerman, CEO, University Industry Innovation Network; **Balzhaz Orazabayeva, Ph.D.**, Thoughtbook Editor at Large; **Mason Ailstock**, Eisenhower Fellow; **Courtney Brown, Ph.D.**, VP of Strategic Impact, Lumina Foundation

Moderator: Cameron McCoy, Vice President & Vice Provost for Strategic Initiatives, Lehigh University

3:10 p.m.

NACRO Business Meeting & Awards

NACRO Co-Presidents

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

Jamie Shattuck, Senior Director, Corporate Engagement, Development and Alumni Relations, UC Davis

NACRO Co-Vice Presidents

Kimberly Jacobs, Director of Industry Engagement, University of Florida

Megan Puzey, Director of Operations, Office of Corporate Relations, University of Illinois Urbana-Champaign

3:30 p.m. **Meeting Concludes**