



We've Made Some Improvements Behind the Scenes

Earlier this month, we rolled out our brand-new NACRO website (with our new web address: www.nacro.org) and member database system.



As of April 1, we officially transitioned from MemberClicks to Novi AMS, giving NACRO members a simpler, more streamlined place to manage profiles, memberships and NACRO resources all in one spot. [Learn more about how to get started in our new system here.](#)

What This Means for Membership Renewals

If you were expecting a renewal reminder, members with a March 31 expiration date should have received their invoice shortly after this transition (beginning April 1). Renewals can be paid online by credit card or ACH, by check, or over the phone.

We've also made a helpful change to how memberships work — NACRO has moved to an anniversary-based membership model. Memberships now renew one year from the date you join or renew (with the same 60-day grace period), making things easier to track and allowing new members to join at any time during the year.

Membership Renewals No Longer Tied to Conference Registration

We've opened NACRO's 2026 Annual Conference registration (learn more below)! *One important note:* membership renewals are no longer part of the conference registration form, so you'll want to make sure your membership is renewed beforehand. You can still submit payment for both together.

2026 NACRO Annual Conference Registration is Open (Salt Lake City, UT)

Registration for the 2026 NACRO Annual Conference and Corporate Engagement Bootcamp are open (taking place July 14- 16 in Salt Lake City, UT)! Plus, now's your opportunity to be a part of history in Salt Lake City as we kick off a year-long celebration of NACRO's 20th anniversary!

Conference registration is officially open! As noted above, you can no longer renew your membership through the conference registration form. You will want to renew your membership **BEFORE** completing your conference registration to capture the NACRO member rate. (Note you can still pay for both conference and membership in one transaction.)



To pay your membership and conference registration together, select the "Invoice" payment option in the conference registration form. The invoice for your membership is already in your profile. Once you register for conference, you'll see an option to pay all invoices together within your member profile.

[Learn more about the 2026 Annual Conference agenda.](#)

[LEARN MORE AND REGISTER](#)

A "Quick Text With..." the University of Illinois Urbana-Champaign's Desiree Clayton!

For our next "Quick Text With . . .," we're delighted to present [Desiree Clayton](#), Assistant Director of Marketing and Communications, Office of the Vice Chancellor for Research and Innovation – Administration, with the [University of Illinois Urbana-Champaign](#)!



NACRO: "Hi Desiree! What's a new CR project or recent good news at the University of Illinois CR Office?"

Desiree: "Hi! I'm balancing several fun projects lately. I'm wrapping up a couple of large stewardship reports for some corporate partners, finishing our annual report, curating a thematic workbook, and exploring updates to our newsletters. One of the many exciting things happening at Illinois is that we are celebrating the grand opening of the Dow Delivery Center on campus next week."

NACRO: "Fantastic – thank you Desiree – and congratulations with great news about the Dow Delivery Center!"

NACRO Member Profile: Anthony Koltenuk, Pledged

This month we're delighted to feature [Anthony Koltenuk](#), NACRO

Communications Committee member and Co-Founder and CEO of [Pledged](#), a company that provides a data platform designed to allow universities to easily manage university data in one place from across different platforms. Anthony shares the value of NACRO membership, especially the friendly people and the collaborative, mission-driven NACRO community.



[WATCH THE VIDEO HERE!](#)

Calling NACRO Members: Help Shape the Future of Academic-Industry Partnerships

The [2026 Industry Perspectives Survey](#) is open through this month, and we invite NACRO members to help amplify this important initiative by sharing it with your corporate partners.

This 15-minute survey gathers critical insights from industry leaders to benchmark trends, elevate partner perspectives, and strengthen data-informed practices across our institutions. We encourage each member to invite **at least two corporate partners** to participate — together, we aim to reach **100+ respondents**.



Check out [this supporting letter from our co-presidents](#) that can be shared with your senior-level contacts.

Thank you for your partnership and continued commitment to advancing the corporate relations profession during this time of evolving priorities.

[TAKE THE SURVEY](#)

Corporate Relations Reimagined - "Campus Coordination by Central Corporate Relations"

With our new NACRO white paper report — "[CORPORATE RELATIONS REIMAGINED: How Academic Institutions Can Build Sustainable Industry Partnerships](#)" — we're highlighting each month one of our "seven essential elements" for successful corporate engagement.

#3 — Campus Coordination by Central Corporate Relations: To successfully serve as the primary liaison for corporate partners – a one-stop shop – the CR Office must build strong working relationships with offices across campus, whose engagement with the business sector can advance or hinder university-wide relationship building. Unlike the philanthropic corporate relations model (which is only asking for gifts), a successful holistic corporate relations program is not only dependent on the CR Office, but also upon their ability to find willing partners across the campus. [Read more.](#)



NACRO Blog: Mayo Clinic's Tammy Eickhoff and University of Illinois's Tracy Parish

In the [NACRO Blog](#) this month, [Mayo Clinic's Tammy Eickhoff](#) and the [University of Illinois Urbana-Champaign's Tracy Parish](#) explore how venture philanthropy principles offer an innovative, new path for academic corporate relations by shifting partnerships away from one-off sponsorships toward long-term, mission-aligned engagement.



Drawing on examples from Mayo Clinic and the University of Illinois' Carl R. Woese Institute for Genomic Biology, Tammy and Tracy show how philanthropic capital can be used strategically to support early discovery, de-risk innovation and strengthen institutional readiness for future industry collaboration. [Read more.](#)

NACRO: Corporate Relations Roundup



[Penn State University](#) recently convened a cross-campus workshop bringing together more than 30 colleagues from research, corporate engagement, development, student career services and related areas to examine the future of corporate and industry partnerships. The discussion focused on connecting and coordinating existing strengths across the institution to create a more intentional, integrated model for corporate engagement. The session marked an important step toward

advancing deeper partnerships across research, talent, philanthropy and innovation and included a national perspective from [Priya Baboo](#), NACRO Past President and Senior Director of Corporate and Industry Engagement with the [Penn State College of Engineering](#).

[Erin Clements](#) has been appointed Director for Corporate & Foundation Relations at the [University of Washington Tacoma](#). She brings extensive experience in development and strategic partnerships and joins UW Tacoma following a national search.

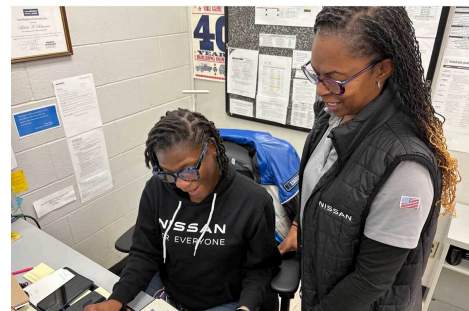
Erin is working with Chad Brown, NACRO Communications Committee Chair and Associate Vice Chancellor for Development with UW Tacoma.



[Vibrant Capital](#) has entered into a strategic partnership with the [University of North Texas \(UNT\)](#) to connect university research and student talent with commercially grounded, real-world projects. The collaboration will support faculty engagement, applied research, internships and micro-internships, student project teams, and early pilot initiatives —initially focused on areas such as artificial intelligence and

information-centered systems — with the goal of advancing innovation, commercialization, and workforce development. [Read more.](#)

[Middle Tennessee State University \(MTSU\)](#) and Nissan North America continue to strengthen their education partnership to support working professionals through flexible, career-aligned degree pathways. Offered through MTSU's Adult Degree Completion Program, the partnership provides Nissan employees with accessible coursework options, recognition of prior learning, and applied leadership curricula designed to build on professional experience while supporting continued career growth. [Read more.](#)



NACRO: More News

[Applied Research Partnership Program Connects University of New Haven with Local Manufacturing Leader](#)

[As Texas A&M towers go up, business partnerships get underway in Fort Worth](#)

[Carnegie Mellon University Launches Deep Tech Venture-Ready Program to Speed Breakthrough Science to Market](#)

[Robots are coming to the 1819 Innovation Hub: And they're bringing a glimpse of the future of AI with them](#)

[ETSU expands efforts to bring research to market](#)

NACRO: 2026-27 Board Elections

Attention NACRO Members! Voting for the 2026-27 Board of Directors will open **May 1**. Be on the lookout for an announcement once voting is live. NACRO members are encouraged to cast your vote by **May 15**. The 2026-27 Board will be announced at the Annual Conference in July in Salt Lake City, UT.



NACRO: Upcoming Programming

Regional Meetups

Topic: Student Talent & Experiential Learning

Wednesday, April 22

Midwest Region:
10:00 AM - 11:00 AM CT
Western Region:
11:00 AM - 12:00 PM PT
Southeast Region:
2:00 PM - 3:00 PM ET

Thursday, April 23

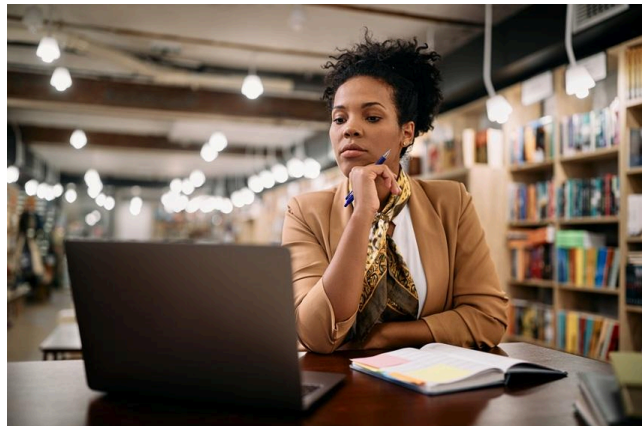
South Central Region:
10:00 AM - 11:00 AM CT
Northeast Region:
1:30 PM - 2:30 PM ET

Webinar

From Efficiency to Strategy: How I Actually Use GenAI in Corporate Relations

Tuesday, April 28

2:00 PM - 3:00 PM ET



[LEARN MORE AND REGISTER](#)

NACRO: Job Postings

[Baylor University - Managing Director of Gift Planning](#)

[Baylor University - Assistant Vice President of Corporate and Foundation Relations](#)

[Foundation for the National Institutes of Health - Strategic Alliances Officer](#)

Interested in posting your open position(s)? The cost is \$50 for members and \$75 for non-members for a one-time posting in our monthly e-newsletter. Should you wish to re-run your ad, simply resubmit the posting, along with payment.

[Job posting forms](#) are due to [Aubryn Shivers](#) no later than the 1st of the month to be included in that month's *NACRO News*.



JOB POSTING FORM

Welcome to Our New NACRO Members!

- **Jenny Abrams**, Vanderbilt University
- **Brad Aldrich**, Florida International University
- **Julia Andridge**, Wayne State University
- **Nicole Barfuss**, Utah State University
- **Gary Bouse**, The University of Texas at Tyler
- **Blue Branton**, The University of Tennessee Foundation
- **Megan Burnett**, Gordon College
- **Katye Daley**, University of South Carolina-Columbia
- **Tammy Donaldson**, The University of Alabama
- **Shawn Farrell**, Texas Christian University
- **Valerie Farrow**, Moravian University and Theological Seminary
- **Kara Forney**, University of Arizona
- **Ximena Gallegos**, Florida International University
- **Jaclyn Gilmour**, Embry-Riddle Aeronautical University
- **Dorean Gordon Williams**, Florida International University
- **Amy Green**, Bentley University
- **Tanya Griffith**, Syracuse University
- **Anna Hyatt**, Texas A&M University Foundation
- **Stan Inman**, Utah State University
- **Morgan Jones-King**, UIDP
- **Kaelyn Loveless**, Utah State University
- **Cheryl McGinnis**, Oakland University
- **Michael McNally**, Appalachian State University

- **Ian Mercer**, Miami University
- **Pinar Ozyigit**, University of Connecticut Foundation
- **Raquel Preston**, University of Toronto
- **Sheila Sal y Rosas**, Florida International University
- **Chris Schmidt**, The University of Alabama
- **Van Sullivan**, Stony Brook University
- **Christine Talbert**, Oakland University
- **David Wootten**, Texas A&M University Foundation

BECOME A NACRO MEMBER!

NACRO: LinkedIn Group

NACRO has launched one of our most frequently requested member resources – a member-only discussion forum, hosted as a private, unlisted LinkedIn group.

NACRO members can request to join the group by clicking on the link below.



JOIN THE LINKEDIN GROUP

Network of Academic Corporate Relations Officers | P.O. Box 2905 | LaGrange, GA 30241 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



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