



## STRATEGIC ALLIANCES PROFILE

### Network of Academic Corporate Relations Officers (NACRO)

**NORDP Liaison:** Kerry Morris, Kerry-Morris@OUHSC.edu

**Organization Name, Location, and Website:** Network of Academic Corporate Relations Officers (NACRO)  
LaGrange, GA 30241, <http://nacrocon.org>

**Organization Contact Name, Title, and Email Address:** Steena Jimenez, Program Coordinator  
sjimenez@asginfo.net

**Liaison Organization Overview:** Established at roughly the same time as NORDP. A large portion of its membership serve both the corporate and foundation sector. For many years, CASE was the only organization that provided professional development opportunities for this sector. NACRO was born out of that organization by individuals wanting and needing corporate relations specific content.

**Common Interest Areas between NORDP and the Liaison Organization:** Often corporate relations officers perform many duties similar to those of the RD professionals. Likewise, many RD professionals and sponsored program professionals are involved with corporate sponsors or own corporate sponsorships within their area of support. NACRO members develop and advance comprehensive, mutually beneficial relationships between industry and higher education to establish a common language and metrics for peer comparison. NORDP members can grow professionally from their professional offerings and expertise.

#### **Annual Conference and Other Events of Interest; Connection Suggestions:**

**Annual Conference** – Three days each summer featuring university and industry perspectives focusing on corporate relations.

**Corporate Engagement Bootcamp** – Workshop for newcomers to the corporate relations profession.

**Webinars** – Webinars on corporate relations delivered 2-3 times per year on various relevant topics.

**Master Class** – Small-group workshops for mid and advanced career professionals.