Industry University Collaborations Matter
Building Sustainable Partnerships

March 12, 2018
ASEE ERC Meeting
Arlington, VA
U-I collaboration poses challenges and opportunities
How do you measure ROI from a partnership?
University-Industry Relationship Continuum

Level of Engagement

Traditional Engagement

Awareness
• Career Fairs
• Interviews

Involvement
• Research Grants
• Internships/Co-op
• Consortia
• Capstone Courses

Support
• Research Support
• Workshops
• Student Org Funding
• Philanthropic Support

Sponsorship
• Endowed Positions
• Collaborative Research
• Outreach Programs
• Technology Licensing
• Curriculum Support

Holistic Engagement

Strategic Partner
• Affinity Sponsorship
• Joint Partners
• Major Gifts

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Company R&D strategy – often turbulent
We spend too much time worrying about things that are unlikely to happen
Students, not patents, are the greatest source of technology transfer.
Universities perceived as vendors and much work is transactional
Universities don’t create products. They serve as catalyst for product development.
Companies have to think globally
Positioning yourself to maximize collaboration
Develop a realistic identity
Expand your approaches to partnering
Questions

What is your university’s identity and philosophy when it comes to working with industry?
Thank you