Approach to University/Industry Partnerships

Which do you choose?
NACRO: NETWORK of Academic Corporate Relations Officers

• Founded in 2007
• Now over 500 U.S. members, plus Canada, Mexico, Chile, Australia, UAE, etc.
• Resources include white papers, such as best practices and metrics
Overview of discussion

(1) Building partnerships

(2) Navigating partnerships
Overview of discussion

(1) Building partnerships

(2) Navigating partnerships
Benefits from University/Industry Partnerships

<table>
<thead>
<tr>
<th>University benefits from...</th>
<th>Company benefits from...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs &amp; internships for students; fellowships</td>
<td>Future employees, recruiting</td>
</tr>
<tr>
<td>Executive education participants</td>
<td>Executive education training for employees</td>
</tr>
<tr>
<td>Expanded research capacity; access to real-world problems</td>
<td>Research expertise not available in-house</td>
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<tr>
<td>Licensing revenue</td>
<td>Licensing technologies</td>
</tr>
<tr>
<td>Equipment &amp; facility fees</td>
<td>Access to specialized equipment</td>
</tr>
<tr>
<td>Event funding</td>
<td>Event sponsorship, publicity and association</td>
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Steps in building external partnership

#1. University assets

• Research and development capabilities; students, etc.

• What differentiates your campus?
Steps in building external partnership

#2. Identify fit with needs of corporate partner

- Research needs
- Workforce needs
Finding a good fit

- Examine a company’s:
  - Location
  - Profitability
  - Size
  - Alumni
  - Previous relationship with universities
  - Research interests
  - What type of degreed positions do they hire for
Not always a match

- Sometimes partnership just don’t align
  - Don’t force it!

- Honest assessment needs to be done

- Must be win-win for both sides
Steps in building external partnership

1. University assets
   • Research and development capabilities,
   • What differentiates your campus?

2. Identify fit with needs of partner
   • Research and workforce needs

3. Align partner interests with campus capabilities

University

Corporate Partner
Steps in building external partnership

1. University assets
   - Research and development capabilities
   - What differentiates your campus?

2. Identify fit with needs of partner
   - Research and workforce needs

3. Align partner interests with campus capabilities

4. Establish and Implement partnering strategy
   - Developing the team
   - Faculty/Students
   - Company Representatives
   - Career Services, etc.
Overview of discussion

(1) Building partnerships

(2) Navigating partnerships: Information and Relationships
Information Management is huge!
Understanding the company and fit with your campus, current engagements, past successes and failures will help you navigate shifts in direction, whether voluntary or imposed.

Relationships, Relationships, Relationships!
Knowing who to work with externally and internally is as important as knowing what to work on.
Information: The Who, What and Why of the University/Industry Interactions

- Research Collaborations
- Colleges, Schools & Centers
- IP, Licensing & Commercialization
- Talent Pipeline
- Private Support (Gifts & Grants)
- INDUSTRY PARTNERSHIP
- Education & Business Services
Develop and Structure Collaborations

- Consider both a company and campus champions
- Define goals of the partnership
- Assess – feedback and check points are essential
- Engage technical experts!
Steward and Grow the Relationship

- Easier to retain existing partners than to acquire new ones
- Stewardship activities are critical to support existing relationships
- Desired outcomes of effective stewardship may include:
  - Increasing company investment
  - Numbers of connections with the university increasing
Challenges for industry investment

- Universities need to remember:
  - Companies often have very short timelines
  - Companies must make money to survive
  - Companies not likely to invest resources if there is no benefit to them
Change
Just Ahead
Corporations no longer consider themselves ‘donors’ to academia; they consider themselves ‘investors. Read about this in the “Five Essential Elements of a Successful Twenty-First Century University Corporate Relations Program”

“Metrics for a Successful Twenty-First Century Academic Corporate Relations Program” provides engagement process models, frameworks and tools for assessment of CR programs, and more

"Engagement of Academic Corporate Relations Officers in University-Industry Centers of Research Excellence" describes a typical Center development cycle, including the five main stages, and examines the role the CR professional in the development of sustainable Centers of Research Excellence.

www.nacroncon.org/resources
Thank you!