

WORKING WITH INDUSTRY BOOT CAMP

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Orientation: January 21, 2015

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Orientation - January 21, 2015

President Schulz Remarks

KANSAS STATE

UNIVERSITY

Office of the President

MEMBERS OF THE PLANNING COMMITTEE

- **Paul Lowe**, Assistant Vice President/Director, Pre-Award Svcs
- **Katie Small**, Manager, Contract Negotiations, Pre-Award Svcs
- **Mary Lou Marino**, Development Director, Research & Sponsored Programs
- **Mitzi Richards**, Senior Director, Corporate & Foundation Relations, KSU Foundation
- **Rebecca Robinson**, Economic Development Director, KSU Institute for Commercialization
- **Ken Williams**, Director of Licensing, KSU Institute for Commercialization
- **Richard Potter**, Director, Office of Corporate Engagement

CORPORATE ENGAGEMENT AND K-STATE 2025

VISION:

Kansas State University is the partner of choice for a growing number of strategic corporate partnerships that result in innovative research and diverse business solutions, and advance common interests and goals.

CORPORATE ENGAGEMENT AND K-STATE 2025

- Increasing industry engagement – a common thread in the K-State 2025 action plans
- Corporate relationships will help supplement lagging/declining federal and state support
- Corporate relationships will contribute to metrics in each of the seven Thematic Goals

CORPORATE ENGAGEMENT AND K-STATE 2025

1. Research, Scholarly and Creative Activities, and Discovery (RSCAD)
2. Undergraduate Educational Experience
3. Graduate Scholarly Experience
4. Engagement, Extension, Outreach and Service

CORPORATE ENGAGEMENT AND K-STATE 2025


5. Faculty and Staff
6. Facilities and Infrastructure
7. Athletics

MOVING FROM TRADITIONAL TO HOLISTIC ENGAGEMENT

- Increasing industry engagement requires change in how we engage with industry:
 - New infrastructure to support industry relations, provide resources to support your outreach.
 - Modeled after University of Michigan program.
 - View corporations as investors, not just recruiters or donors.

MOVING FROM TRADITIONAL TO HOLISTIC ENGAGEMENT

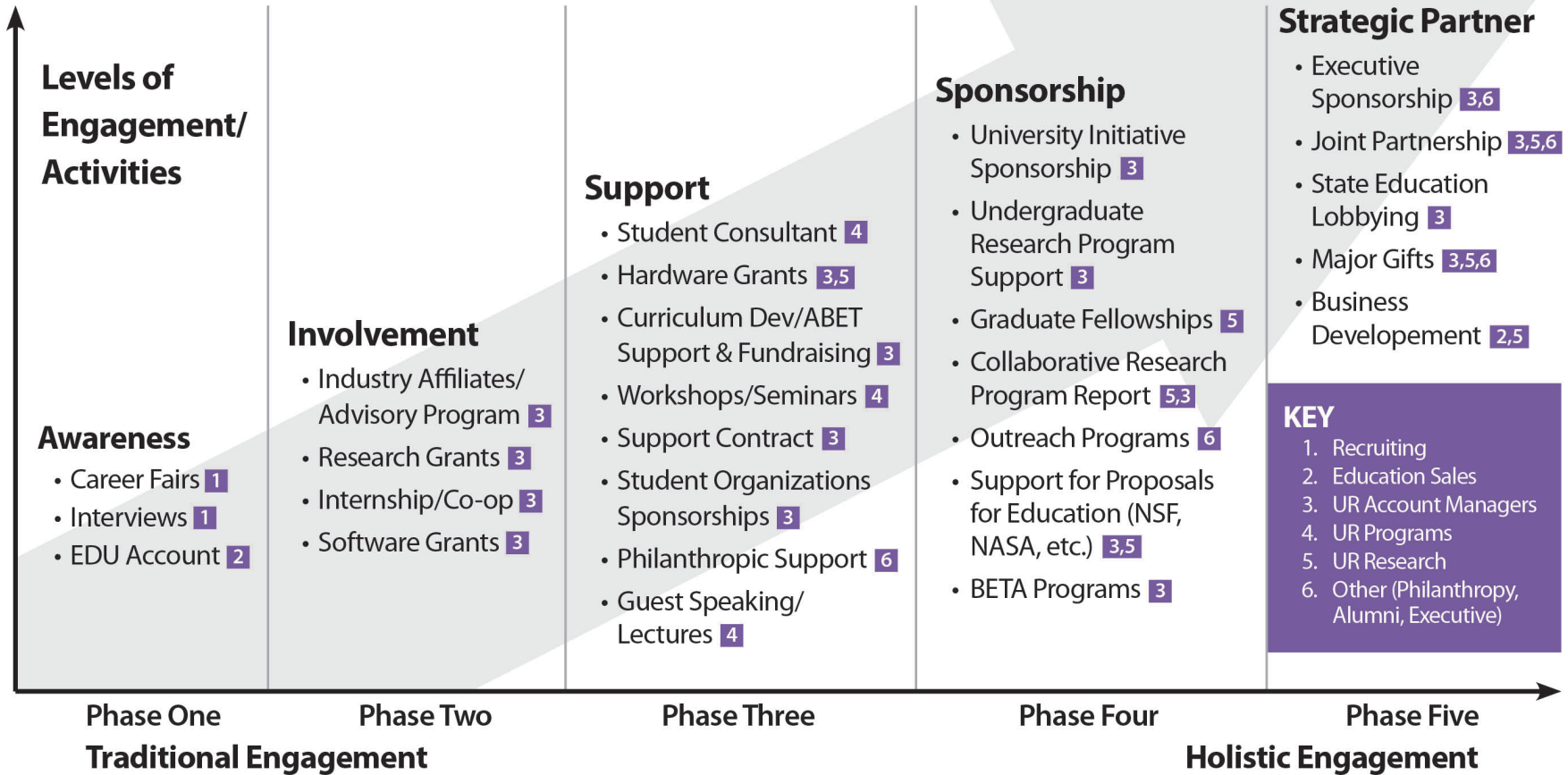
- Shift focus from *transaction* to *relationship*
- Foster long-term, mutually beneficial partnerships that:
 - advance both university and industry goals and objectives.
 - support the university as a long-term business strategy.



Identifying, establishing and maintaining long-term strategic relationships with industry and corporations is essential to achieving K-State's 2025 goals and outcomes.

THE PARTNERSHIP CONTINUUM

UIDP | uidp.org



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