WORKING WITH INDUSTRY BOOT CAMP

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Orientation: January 21, 2015

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President Schulz Remarks

KANSAS STATE

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



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.



- 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



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



- 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

Levels of Engagement/ Activities

Awareness

- Career Fairs 1
- Interviews 1
- EDU Account 2

Industry Affiliates/ Advisory Program 3

Involvement

- Research Grants 3
- Internship/Co-op 3
- Software Grants 3

Support

- Student Consultant 4
- Hardware Grants 3,5
- Curriculum Dev/ABET
 Support & Fundraising 3
- Workshops/Seminars 4
- Support Contract 3
- Student OrganizationsSponsorships 3
- Philanthropic Support 6
- Guest Speaking/ Lectures 4

Sponsorship

- University Initiative
 Sponsorship 3
- Undergraduate Research Program Support
- Graduate Fellowships 5
- Collaborative Research Program Report 5,3
- Outreach Programs 6
- Support for Proposals for Education (NSF, NASA, etc.)
- BETA Programs 3

Strategic Partner

- ExecutiveSponsorship 3,6
- Joint Partnership 3,5,6
- State Education Lobbying 3
- Major Gifts 3,5,6
- BusinessDevelopement 2,5

KEY

- 1. Recruiting
- 2. Education Sales
- 3. UR Account Managers
- 4. UR Programs
- 5. UR Research
- 6. Other (Philanthropy, Alumni, Executive)

Phase One

Traditional Engagement

Phase Two

Phase Three

Phase Four

Phase Five

Holistic Engagement



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