The landscape of corporate giving across the country is shifting with industry moving away from traditional corporate philanthropy to a focus on return on investment in their relationship with universities.

Institutions that wish to succeed in sustaining strong industry partnerships are finding that they must listen more closely to the needs of their corporate partners.

Kansas State University will work toward 'holistic engagement' on their respective campuses and share how this approach is adding value to their corporate relationships.
The Changing Face of Academia and its Impact on Corporate Relations

Academia’s role in society is rapidly changing. The “ivory tower” is crumbling and the “engaged university” is taking its place. What does this mean for corporate relations and the effort to develop new avenues of interaction between industry and the academy?

INTERFACE WITH COMPANIES FOR

• Recruiting Talent/New Grads & Alumni
• Joint Research Projects
• Technology Utilization/Commercialization
• Faculty Consulting
• Utilizing Lab Space/Facilities
Develop, foster and manage strategic relationships with industry in a holistic manner that spans multiple interests across academic disciplines & university functions.
HOLISTIC CORPORATE ENGAGEMENT

FOCUS & APPROACH

• Manage selected strategic companies and grow these relationships in areas of mutual interest

• Collaborate with administrative and academic corporate relations unit representatives to share information on action plans and goals for companies and improve our corporate interaction

• Establish best practices and data infrastructure to develop plans and implement actions that lead to the most successful outcomes

• Produce communications and marketing materials that guide the development of university-industry partnerships and benefit unit-administrative representatives in their respective industry interactions
RELATIONSHIP DRIVERS

• Primary objective within a successful corporate partnership is understanding that corporate relationships are based on a value proposition

• Research reputation, access to innovation and consistent relationship management are the underpinnings of a research university’s ability to sustain successful corporate relationships that realize research partnerships, student recruitment opportunities and philanthropic support
HOLISTIC CORPORATE ENGAGEMENT

INTERFACE WITH COMPANIES FOR

• Professional Development/Continued Education

• Student Design Projects/Competition Teams

• Industry Advisory Board Participation

• Vendor Relationships

• Strategic Philanthropy
Phase One

Traditional Engagement

Awareness

Involvement

Internships

Support

Academic & Mentor Programs

Sponsorship

Strategic Partner

Diversity Initiatives

(Scholarships for minorities)

Levels of Engagement/Activities

Partnership Continuum

Phase One

Phase Two

Phase Three

Phase Four

Phase Five

Traditional Engagement

Holistic Engagement
“Value of Relationship” Perspectives

**Deere**
- Access to Talent
- Collection of Competencies
- Global Alliances
- Proximity to JD Units
- Responsiveness
- Cultural Fit
- Sustainability and Continuity
- Innovation to Commercialization
- Potential Government $s

**University**
- Graduate Placement
- Creating Distinctive Capabilities
- Global Stature
- Distance Learning

John Deere | Global University Relations 19 - April 2010
University Relationship Continuum

**Awareness**
- Historical Knowledge
- Web Search
- Referrals
- Enquiries
- E-mail
- Phone Calls
- Business Cards

**Involvement**
- Campus Visits (Curricula Reviews)
- Signed NDAs
- Advisory Boards
- Internships
- Consulting Activities

**Support**
- On-campus Recruiting
- Career Fairs
- Interviews
- Education Grant
- Research Grant
- Equipment Grant
- Support Proposals to Govt Agencies
- Letters of Support (Tenure, Promotion)
- Faculty/Student Awards/Recognition
- Curricula Development
- Executive MBA programs
- Guest Lecturer
- Visiting Faculty
- Workshops & Seminars
- Student Org Support
- Moderate Philanthropic Support

**Sponsorship**
- Sponsored Research (Year-by-year Project Agreements)
- Consortium Member
- Serve on MS & PhD Committees
- Co-author Publications
- Outreach Programs
- SMP Recruit Activities

**Strategic Partner**
- Master Research Agreement
- Multi-year research program & RFPs
- Shared IP and Licensing
- Physical Presence (Research Park)
- Major Gifts
- Faculty/Employee Exchange
- Integrated into Global Network; collaborating on “Innovation Spheres”
- Business Development
- Executive Liaison (actively involved in recruiting top talent)
- Govt Forum Partner
- “John Deere Day” Events

Maturing relationship increasing strategic benefits ...

* Adapted from Hewlett Packard
Commitment to Corporate Partners
To make a company's partnership with Kansas State University manageable and effective. We do this by:

• **Offering a relationship manager** who oversees corporate engagement

• **Creating custom engagement packages** that support corporate goals

• **Communicating with stakeholders** across University divisions to maximize connections
HOLISTIC CORPORATE ENGAGEMENT

YOUR FEEDBACK IS WELCOME

THANK YOU !!