150+ years of K-State Corporate Engagement

Recruitment of students
Research collaborations
    Intellectual property and licensing
    Intellectual capital and expertise
Use of specialized facilities
Economic development
Procurement and vending
Executive education
Advisory roles on boards
    ....etc.

Kansas State University | Office of Corporate Engagement
CONFUSION

Internal confusion:
- Culture of decentralization
- Multiple touch points with corporation
- Who “owns” the relationship? (aka “turf protection”)

External confusion:
- Where do I go to find x, y, and z?
- Multiple touch points with university (silos exist in industry, too)
- Why K-State versus another institution?
“The business proposition for higher education is under pressure from increased global competition, raised student expectations, and spiraling costs. Responding to any of these pressures requires institutional change that is hard for most institutions to achieve.”

Abelard to Apple: the fate of American colleges & universities, (© 2011, p. 35)
Richard DeMillo, distinguished professor of computing
professor of management
director of the Center for 21st Century Universities
Georgia Institute of Technology
“Playing By Ear”
Internal relations objective: culture of trust & collaboration
External relations objective: One Stop Shopping

- Central point of entry
- Simplify and accelerate access
- Bypass silos
- Facilitate interactions
- Expand to multiple projects
- Build strategic alliances
Corporate Engagement Continuum

Level of Engagement

**Tier 5**
- Single Point of Engagement
  - Involved with KSU at a limited capacity.

**Tier 4**
- Managed Relationship
  - Has a few points of interest that require OCE coordination.

**Tier 3**
- Tailored Partnership
  - Works closely with OCE to identify value-added opportunities for deep relationship.

**Tier 2**
- Broad Based Engagement
  - Engaged across multiple units in a variety of ways, with company leadership participation.

**Tier 1**
- Strategic Partner
  - Relationship is long-term, with significant, ongoing, financial contributions (sponsored research, gifts). Requires OCE to coordinate with multiple KSU units, departments, etc.

**Traditional Engagement**

- **Company A**
  - Recruiting

- **Company B**
  - Vendor

- **Company C**
  - Sponsored Research

- **Company D**
  - Student Group
  - Recruiting
  - Gifts

- **Company E**
  - Sponsored Research
  - Gifts

- **Company F**
  - Matching Gifts
  - Exec. Speaking

- **Company G**
  - MBA Recruiting
  - Gifts
  - Trustee

- **Company H**
  - Engg. Recruiting
  - Faculty Awards, Gifts
  - Sponsored Research

- **Company I**
  - Student Group
  - Gifts
  - Advisory board member

- **Company J**
  - Sponsored Research

- **Company K**
  - Student Group GIK
  - Sponsored Research

- **Company L**
  - GIK across campus
  - Student Group

- **Company M**
  - Sponsored Research

- **Company N**
  - Master Agreement

- **Company O**
  - Gifts across campus

- **Company P**
  - Recruiting

- **Company Q**
  - Student Groups

- **Company R**
  - Affiliate program

- **Company S**
  - Office of Research

- **Company T**
  - Vendor

- **Company U**
  - Trustee

- **Company V**
  - Master Agreement

- **Company W**
  - Affiliate program

- **Company X**
  - Student Groups

- **Company Y**
  - Recruiting

- **Company Z**
  - Affiliate program

- **Company AA**
  - Student Groups

- **Company BB**
  - Office of Research

- **Company CC**
  - Vendor

- **Company DD**
  - Trustee

- **Company EE**
  - Affiliate program

- **Company FF**
  - Student Groups

- **Company GG**
  - Recruiting

- **Company HH**
  - Student Groups

- **Company II**
  - Affiliate program

- **Company JJ**
  - Student Groups

- **Company KK**
  - Office of Research

- **Company LL**
  - Vendor

- **Company MM**
  - Trustee

- **Company NN**
  - Affiliate program

- **Company OO**
  - Student Groups

- **Company PP**
  - Office of Research

- **Company QQ**
  - Vendor

- **Company RR**
  - Trustee

- **Company SS**
  - Affiliate program

- **Company TT**
  - Student Groups

- **CompanyUU**
  - Office of Research

- **Company VVV**
  - Vendor

- **Company WW**
  - Trustee

- **Company XXX**
  - Affiliate program

- **Company YYY**
  - Student Groups

- **Company ZZZ**
  - Office of Research

- **Company AAAAA**
  - Vendor

- **Company BBBBB**
  - Trustee

- **Company CCCCC**
  - Affiliate program

- **Company DDDDD**
  - Student Groups

- **Company EEEEE**
  - Office of Research

- **Company FFFFF**
  - Vendor

- **Company GGGGG**
  - Trustee

- **Company HHHHH**
  - Affiliate program

- **Company IIICC**
  - Student Groups

- **Company JJJjj**
  - Office of Research

- **Company KKKkk**
  - Vendor

- **Company LLLll**
  - Trustee

- **Company MMMmm**
  - Affiliate program

- **Company NNNnn**
  - Student Groups

- **Company OOOoo**
  - Office of Research

- **Company PPPpp**
  - Vendor

- **Company QQQqq**
  - Trustee

- **Company RRRrr**
  - Affiliate program

- **Company SSSss**
  - Student Groups

- **Company TTTtt**
  - Office of Research

- **Company UUUuu**
  - Vendor

- **Company VVVvv**
  - Trustee

- **Company WWw**
  - Affiliate program

- **Company XxXxx**
  - Student Groups
Student recruitment is often the first step toward developing a comprehensive, holistic corporate partnership.

Daryl Weinert
Founding executive director, Business Engagement Center
Current associate vice president for research
University of Michigan
Questions?
Corporate Engagement Strategic Directions Task Force

Barbara Anderson, apparel textiles & interior design
Kurt Barnhart, aviation, K-State Salina
Amit Chakrabarti, physics
Myra Gordon, office of diversity
Richard Hesse, veterinary diagnostic lab
Curtis Kastner, Food Science Institute
Kerri Day Keller, Career & Employment Services
Debbie Kirchhoff, corporate & foundation relations, K-State Olathe
Stacy Kovar, College of Business Administration
Dirk Maier, grain science & industry
Mary Lou Marino, office of research & sponsored programs
Mitzi Richards, corporate & foundation relations, K-State Foundation
Noel Schulz, College of Engineering
Rebecca (Spexarth) Robinson, K-State Institute for Commercialization
Laird Veatch, K-State Athletics
Chair: Richard Potter, office of corporate engagement
K-State Vision 2025

By 2025, Kansas State University will be recognized as one of the nation's Top 50 Public Research Universities.
Corporate Engagement Vision

Kansas State University is the **partner of choice** for a growing number of strategic corporate relationships that **advance common interests and goals through diverse business solutions and innovative research.**
Mission

To support and advance a university culture that attracts, engages, and cultivates a broad spectrum of strategic corporate partnerships by:

• facilitating a strong, comprehensive university corporate relations network;

• connecting corporations with K-State strengths, expertise, services, and interests; &

• fostering university/industry collaborations that advance our goal to become a top 50 public research university by 2025.
What are the first three words that come to mind as you think about achieving excellence in the Office of Corporate Engagement in 2025?
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March 2014
To be successful, the Office of Corporate Engagement working with key university collaborators must:

• Connect Corporate Partners with K-State Strengths, Expertise, and Services
• Advance Robust Strategic Corporate/Industry Relationships
• Further Cutting-Edge Interdisciplinary Research
• Strengthen Workforce Development Opportunities
• Increase Corporate Philanthropy
• Adopt a Holistic Corporate Engagement Approach
• Foster a Campus Culture That Values Corporate Engagement as a Core Business Strategy
• Build the K-State Corporate Engagement Brand
• Develop a Model Office of Corporate Engagement
Initial feedback

• Are short term outcomes realistic?
  – Collaborative nature of plan is not clear
  – Categorize activities and outcomes with R.A.S.I.C. roles, accountability and responsibility matrix
    • who is RESPONSIBLE
    • who is ACCOUNTABLE
    • who plays a SUPPORTING role
    • who needs to be INFORMED
    • who needs to be CONSULTED
Corporate Engagement Working Committee

• KSU Foundation
  – Mitzi Richards
• K-State Olathe
  – Debbie Kirchhoff
• K-State Salina
  – Amy Cole
• KSU Institute for Commercialization
  – Rebecca Robinson

• Office of Research & Sponsored Programs
  – Mary Lou Marino
  – Joel Anderson
• Career & Employment Services
  – Kerri Day Keller
Initial feedback

• **Mutual Value** must be a central theme
  
  “We should be about *creating value for those we partner with* in balance with *value derived for the University*.”

– Office of Corporate Engagement must
  
  • Help K-State recognize its true, unique strengths (external validation)
  
  • Help vet those areas of strength with industry
  
  • Help prioritize resources by what matters to industry
External Feedback

• Questions, concerns
• What do you like? ...dislike?
• What’s missing?