

KICKOFF LUNCH & LEARN



# Working With Industry Boot Camp

## *Keeping Track of What's in the Soup*

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**KANSAS STATE**  
UNIVERSITY | Institute of Commercialization

**KANSAS STATE**  
UNIVERSITY | Office of Research  
Sponsored Programs

**KANSAS STATE**  
UNIVERSITY | Office of Corporate Engagement

**KANSAS STATE UNIVERSITY**  
**FOUNDATION**



## K-State 2025 Strategic Action Plan for Corporate Engagement \*

- Key Activity #9: Collect and track information on all aspects of corporate engagement across the university by deploying a robust and secure Customer Relationship Management (CRM) system.

\* See [www.k-state.edu/corporate](http://www.k-state.edu/corporate)



## **Traditional corporate relations**

- Philanthropy-based, relationship data tracked in fundraising system (e.g. K-State Alumni Association's ONE system)

## **Strategic corporate engagement**

- Multi-faceted, relationship data tracked in Customer Relationship Management (CRM) System



## **Corporate engagement CRM: track and analyze metrics to measure progress**

- Site visits: corporate to campus & vice versa
- Research opportunities
- Employment data
- Continuing education data
- Licensing & technology transfer
- Individual executive and faculty engagement



**Why is this important to K-State?**

**How does it impact you and your interactions with industry?**



## Eastman Kodak Company

- 1975: Kodak develops 1<sup>st</sup> digital camera, drops product line for fear it will threaten core business
- 1976: Kodak has 90% share of USA photographic film market
- ***“Kodak executives cannot fathom a world without traditional film.”***
- 1990: marks beginning of film sales decline, Kodak initiates 10-year transition to digital photography
- 2012: Kodak files for Chapter 11 bankruptcy protection



## NOBODY WANTS TO BE THE NEXT “KODAK CASE STUDY”

- Pace of disruptive technology is accelerating
- Corporations want to partner with K-State; they are reaching out to us
- You may already have relationships with these corporations



## Sharing information is essential to strategic corporate partnerships

- Office of Corporate Engagement CRM System: source of truth for strategic partnerships
- Security levels dictate access to information
- Focus limited K-State resources on greatest potential for return on investment