Working With Industry Boot Camp

Keeping Track of What’s in the Soup

February 12, 2015
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
Keeping track of what’s in the soup

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 1st 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