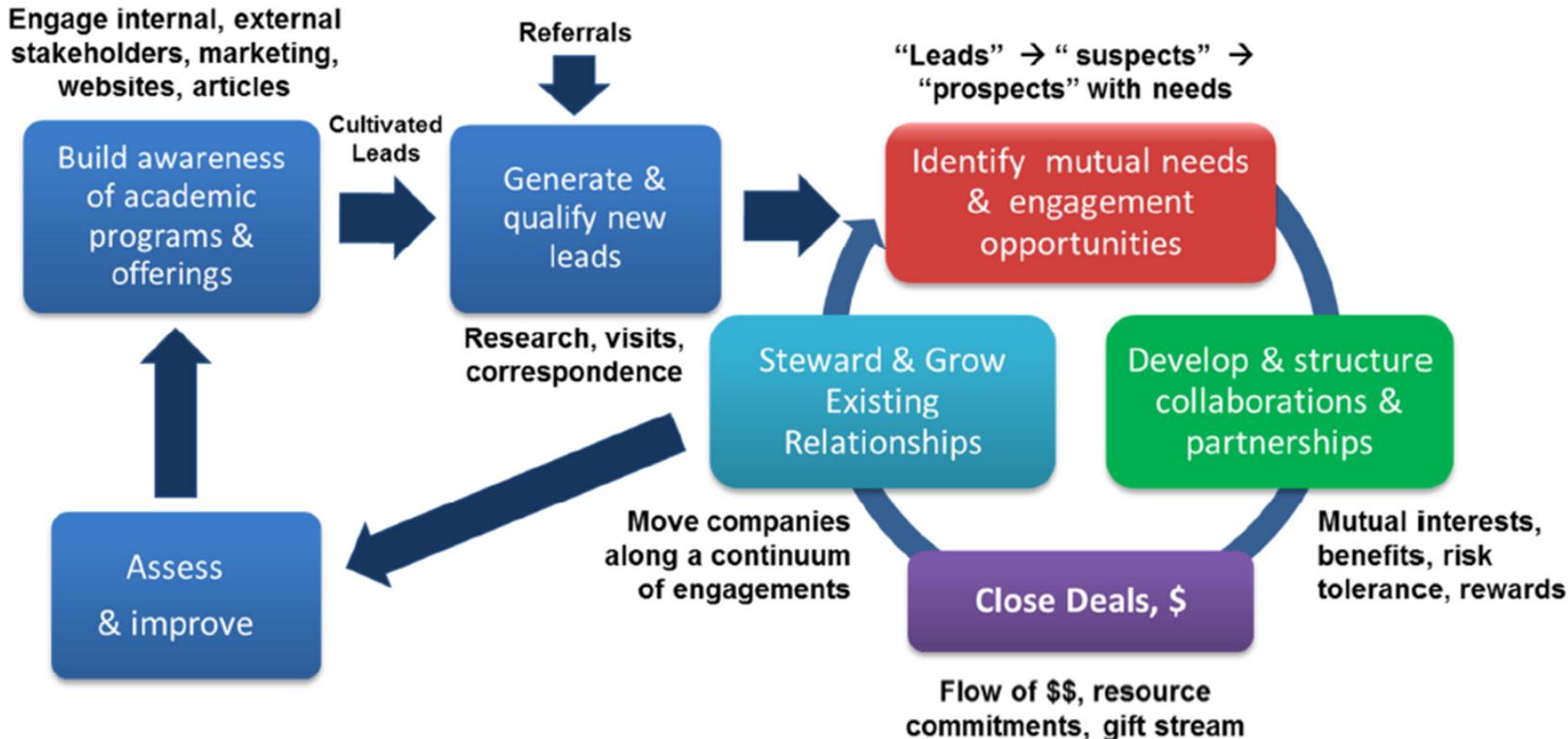


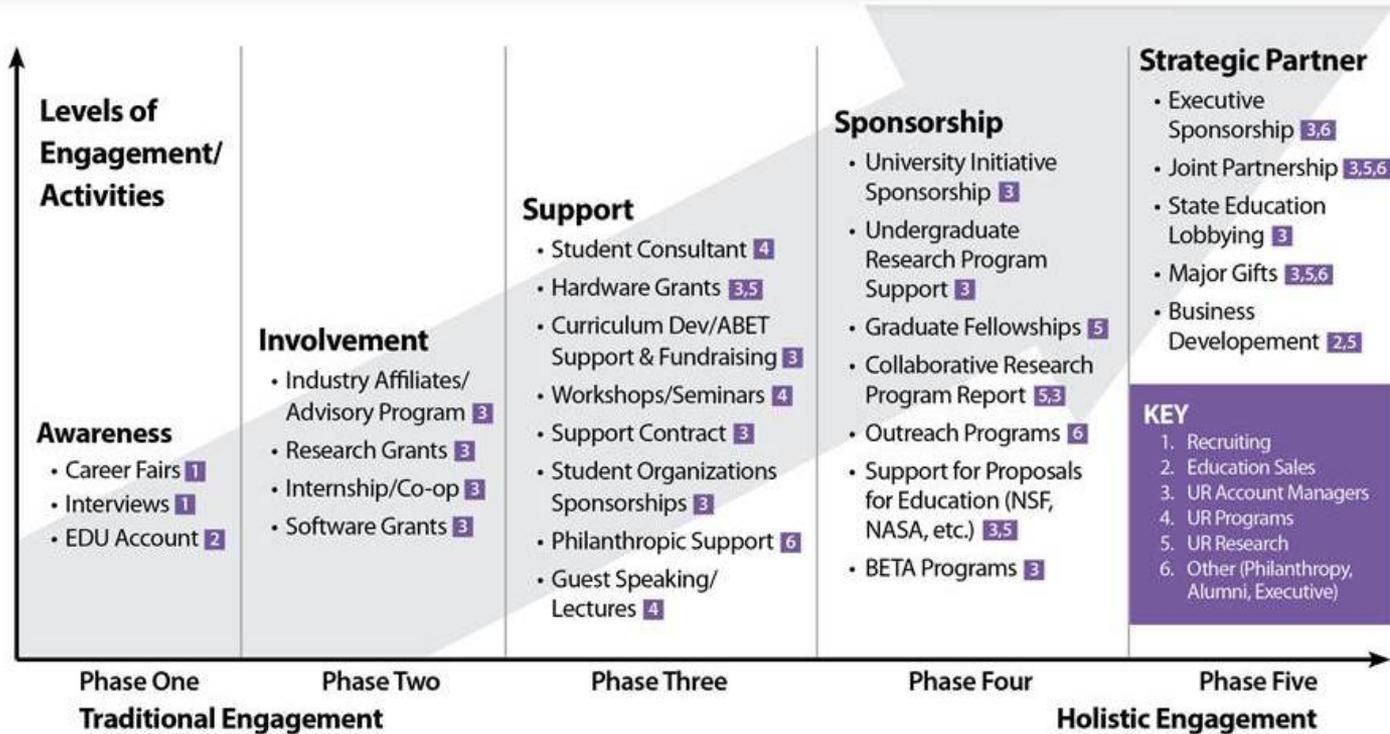
Dancing With The Stars

Faculty are the stars,
Staff (coaches) are here to help

THE CORPORATE ENGAGEMENT PROCESS



THE PARTNERSHIP CONTINUUM



Courtesy Hewlett Packard



Looking for opportunity

- Professional association meetings, trade shows
 - Conference for Researchers of Animal Diseases
 - American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)
 - Petfood Forum (Kansas City, April 27-30)
 - IFT Annual Conference (Chicago, July 11-14)

BE PREPARED

- Meet with your Associate Dean for Research
 - What is the protocol for securing corporate sponsored research in your college?
- Meet with your Department Head
- Get to know other faculty who are working with industry

- Meet with Communications & Marketing
 - Develop your personal marketing materials
- If you have a lab, develop an approved Schedule of Charges
 - <http://www.k-state.edu/finsvcs/financialreporting/schofchgs.html>



- Looking for opportunity
 - Mutual Discussion Places at Meetings
 - Hallway Talk
 - Bar Room Talk
 - Informal Dinners
- But how do I start up a conversation?*



Networking questions:

- Tell me about your company
- What are you working on?
- Listen for Alignment
 - This is where your elevator speech comes in
 - How does your work help to solve their problem?
- Exchange business cards and follow up

WHEN YOU MAKE THE CONNECTION

- Industry scientist is interested in your research
- Ask permission to share your relevant scholarship
- Forward your One Page Overview (tailored to the specific conversation)
- They respond and want to know more ...

Now What?



Socialize within your department and college

- How does the potential project fit with overall goals & objectives?
- Where does it fall among department/college priorities?
- Understand the landscape and decide how you want to move forward



When the stars are aligned, start dancing!

- Due diligence: determine if and where current relationships exist at K-State
- Contact Office of Corporate Engagement
 - www.k-state.edu/corporate
- Contact sheet in WWIBC binder

When the stars are aligned, start dancing!

- Research & Sponsored Programs, PreAwards
 - <http://www.k-state.edu/research/staff.html>
- KSU Foundation: advancement team
 - <http://www.found.ksu.edu/corporate-partners/>
- KSU Institute for Commercialization
 - <http://www.k-state.edu/ic/about/team.html>
- Career & Employment Services
 - <http://www.k-state.edu/ces/students/contacts.html#employerrelations>

Sponsored Research

Fee for Service

Philanthropic Gift

How can I tell which is what?

“Sponsored Project? Fee for Service? Gift?”

Session II in WWIBC binder

“KSU Corporate Funding Workflow”

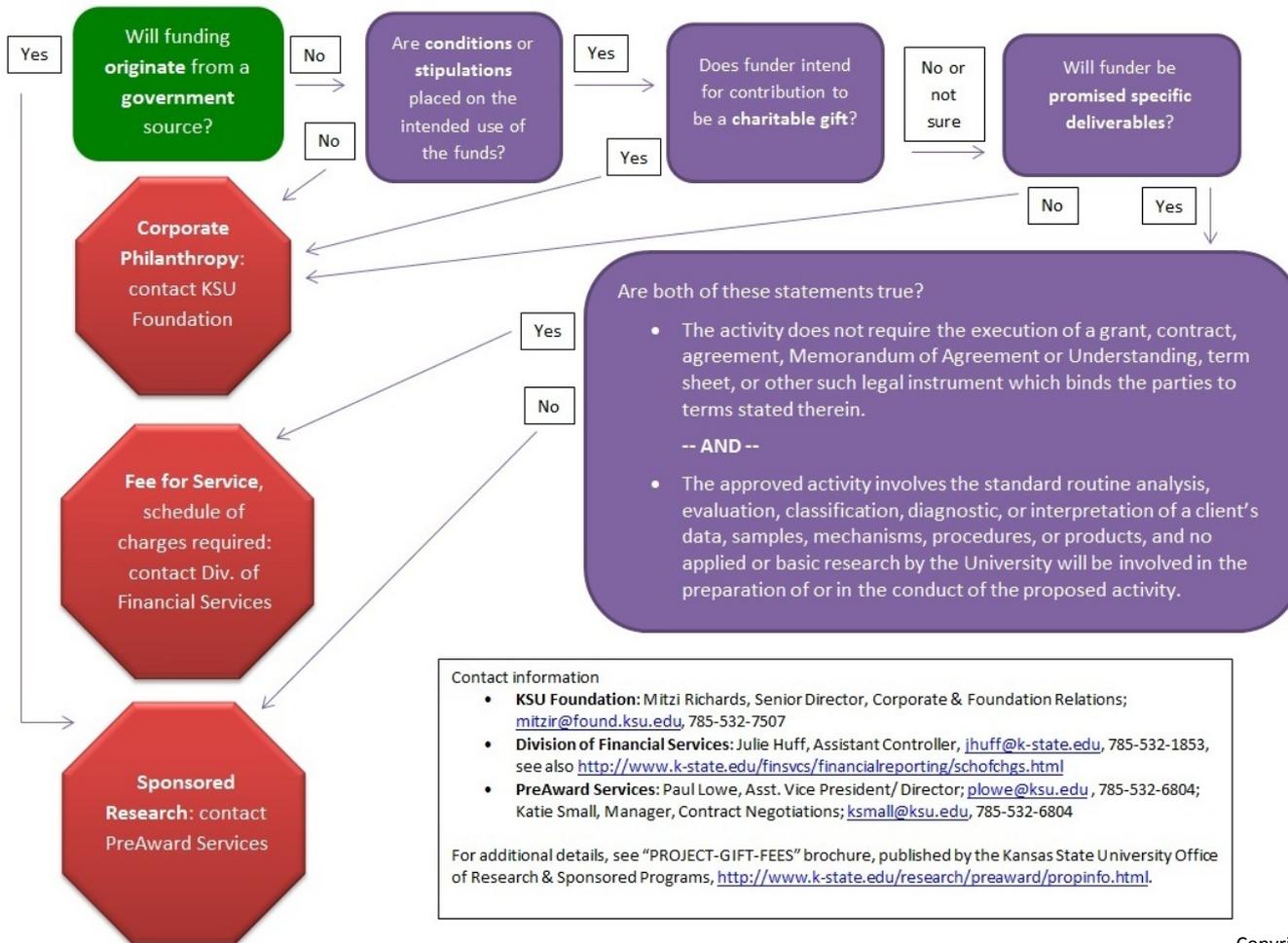
See today’s handout

Both documents available for download on

Working With Industry Session II page:

<http://www.k-state.edu/corporate/wwibc-session2/session2.html>

Kansas State University Corporate Funding Work Flow: Sponsored Project, Corporate Philanthropy, or Fee for Service?





Top 10 Tips

1. 80/20 rule: listen and ask
2. Under Promise, Over Deliver
3. Lead/Assist Capstone Courses
4. Understand campus resources & how to partner
5. Leverage success – share your publications with your network



Top 10 Tips

6. Read industry peers' journal articles, patent disclosures
7. Visit face-to-face at the corporate location
8. Invite corporate contacts to campus, introduce to campus leaders
9. Recommend campus engagement: advisory councils, student mentors, career fairs, etc.
10. Stay in touch



Questions?

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- [@kstatecorporate](#)