Dancing With The Stars
Faculty are the stars,
Staff (coaches) are here to help
THE CORPORATE ENGAGEMENT PROCESS

Engage internal, external stakeholders, marketing, websites, articles

Build awareness of academic programs & offerings

Referrals

Generate & qualify new leads

Identify mutual needs & engagement opportunities

“Leads” → “suspects” → “prospects” with needs

Cultivated Leads

Research, visits, correspondence

Steward & Grow Existing Relationships

Move companies along a continuum of engagements

Develop & structure collaborations & partnerships

Close Deals, $

Flow of $$, resource commitments, gift stream

Assess & improve

Mutual interests, benefits, risk tolerance, rewards

Working with Industry Boot Camp

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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)
• 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
• 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?
“GO TO” RESOURCES

“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?

1. Will funding originate from a government source?
   - Yes: Corporate Philanthropy: contact KSU Foundation
   - No: Are conditions or stipulations placed on the intended use of the funds?
     - Yes: Does funder intend for contribution to be a charitable gift?
       - No or not sure: Will funder be promised specific deliverables?
         - No: Fee for Service, schedule of charges required: contact Div. of Financial Services
         - Yes: Sponsored Research: contact PreAward Services
     - No: Are both of these statements true?
       - Yes:
         - The activity does not require the execution of a grant, contract, agreement, Memorandum of Agreement or Understanding, term sheet, or other such legal instrument which binds the parties to terms stated therein.
       - No:
         - The approved activity involves the standard routine analysis, evaluation, classification, diagnostic, or interpretation of a client’s data, samples, mechanisms, procedures, or products, and no applied or basic research by the University will be involved in the preparation of or in the conduct of the proposed activity.

Contact information:
- KSU Foundation: Mitzi Richards, Senior Director, Corporate & Foundation Relations; mitzi@found.ksu.edu, 785-532-7507
- Division of Financial Services: Julie Huff, Assistant Controller, jhuff@k-state.edu, 785-532-1853, see also: http://www.k-state.edu/fnsvcs/financialreporting/schofrhe.html
- PreAward Services: Paul Lowe, Asst. Vice President/ Director; plowe@ksu.edu, 785-532-6804; Katie Small, Manager, Contract Negotiations; kmsmall@ksu.edu, 785-532-6804

For additional details, see “PROJECT-GIFT-FEES” brochure, published by the Kansas State University Office of Research & Sponsored Programs, http://www.k-state.edu/research/preaward/propinfo.html.
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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