

WORKING WITH INDUSTRY MENU

PORTABLE, CUSTOMIZABLE WORKSHOPS

The K-State Working With Industry team has developed a series of workshops to help faculty develop and enhance research relationships with corporate partners. Sessions can be tailored to audience needs and can last from 45 minutes to 2 hours or more. Workshops will be conducted in the location selected and reserved by the requesting unit.

1. Introduction to working with industry

Hear the basics, including an overview of K-State 2025 strategic directions for corporate engagement with a panel discussion including representatives from PreAward Services, KSU Research Foundation, KSU Institute for Commercialization, KSU Foundation Corporate Relations, and Manhattan Knowledge Based Economic Development (KBED).

2. Marketing and promoting your research expertise

An off-campus expert will explore how to market research capabilities and results, how to prepare a strong brand and intentional outreach plan, and how to understand cultural differences between industry and academia. The presentation will include useful tips and resources. Faculty will be asked to fill out brief worksheets in advance.

3. Managing corporate relationships and outcomes

Good relationships require time and effort. Learn how positive relationship models and proactive communication can build a foundation of trust. Then dive into best practices for corporate relationships through stewardship expectations; disposition of sponsor-owned property, materials, and information; the faculty-graduate student interface; and final reports.

4. Budgeting and contracting for industry collaboration

Our contract experts will explain how contractual vehicles can foster collaboration, how industry approaches budget and contract issues, and how to answer tough questions regarding conflicts of interest and the university's intellectual property policy. Includes Strategic Budgeting 101.

5. Timelines and statements of work

Everyone wonders "How long will this take?" Learn how to develop an industry-centric statement of work and avoid "scope creep." Timelines, reporting, payments, publication requirements, confidentiality, and data stewardship are included.

6. Intellectual property and technology transfer

Discover the personal and professional benefits of commercializing your intellectual property (IP) and understand K-State's IP policy. Case studies and sample scenarios will help participants navigate the good, the bad, and the ugly, and better understand IP terms commonly found in industry contracts.

7. Best practices for managing outputs

Explore intellectual property (IP) and inventions, K-State IP policy and sponsor IP rights, disclosure and commercialization processes, and collaborations involving potential licensees. Includes advice on maintaining confidentiality and good data stewardship.

8. Smorgasboard

Stump our panel of experts: Ask questions of representatives from PreAward Services, KSU Research Foundation, KSU Institute for Commercialization, KSU Foundation Corporate Relations, Manhattan Knowledge Based Economic Development (KBED), and the Office of Corporate Engagement. Add experienced faculty members from your department to the panel if you desire.

For more information, contact Becky Plummer at beckyr@ksu.edu or 532-3902.