Corporate Engagement

Kara Moore – Associate Director

Northwestern
Corporate Engagement | What We Do

Find & Meet Industry Contacts
- Help faculty and staff find and meet industry contacts in R&D, tech scouting, corporate foundations, university relations and more

Background Information
- Provide background information on current relationships between companies and the entire university

Proposals
- Review proposals and supporting correspondence to formal and informal corporate grant-makers

Campus Visits
- Administer scheduling, space and provisions for campus visits by corporations
Corporate Engagement | Campus Coordination

- Executive Education
- Economic Development
- Career Services
- INVO
- Sponsored Programs
- Schools
- Student Groups

Northwestern
Corporate Engagement | Who We Are

Jim Bray
Director

Tim Angell
Sr Associate Director
Medill, Pritzker, SoC, SESP, Athletics

Sheila Kessler
Associate Director
Farley, FSM, SQI, CLP, Library, Student Groups

Kara Moore
Associate Director
The Garage, Segal, DFA

Kate Rice
Sr Associate Director
ISEN, Kellogg, WCAS, NUTC

Annalise Robinson
Program Assistant
Corporate Engagement | Who We Are

Independent from:
- McCormick Corporate Relations
- Feinberg Corporate Relations
- Kellogg Corporate Partnerships
- Pritzker External Partnerships
Corporate Engagement | Pre-Award

• Identify Industry Funding Opportunities
  • If Research Funding – we work with ORD
  • If Program Funding – we send to all relevant parties
  • Ensure limited submissions coordination

• Help with Proposal Development
  • Help with common (and uncommon) deliverables
  • Indirect costs
  • Collaborate with OSR and ORD
Corporate Engagement | Post-Award

- Appropriate accounting for grants, awards, gifts
  - Checks, Wire Transfers, In-kind
  - Gift vs Grant
  - Coordination with OSR, OGC, ASRSP

- Relationship Management
  - Share appropriate information
  - Find new corporate connections for PIs and Administrators
Corporate Engagement | Dashboards

Dashboard Highlights:

- Metrics
- Philanthropy
- R&D Snapshot
- Key Leaders & Alumni
- Recruiting
- Recent Involvement
- Company Profile

Source: Corporate Engagement Dashboards (Kara Moore)
What We Do: Examples of Highlighting NU Strengths & Faculty Research
Corporate Engagement | Relationship Management & Cultivation

Alignment: Let’s Go Places Together

Northwestern Strengths
- Multidimensional & Adaptive
- Powerful Collaborations
- Pioneering Innovation
- Meaningful Impact

Toyota Smart Mobility
- Interactive Intelligence
- Vehicle Enhancement
- Vehicle Connected Intelligence

Source: Toyota Pitch Deck
Advancing global sustainability and energy solutions through transformational research, interdisciplinary education and public engagement

- Dozens of affiliated faculty from 5 different schools across the University
- Partnerships with several companies, active participation on executive council

**Research areas:**
- Creating sustainable cities and managing the risks of climate change
- Solar energy and fuels
- Catalysis and sustainable materials
- Nanotechnology for environmental remediation
Partnering with You
Corporate Engagement

Next Steps

- Reach out to us to brainstorm companies or gather intel on corporate campus information

- Update NU Scholars with PI information

- Sign up for the Foundation Relations & Corporate Engagement RFP newsletter
Thank You & Questions