Corporate Engagement

Annalise Robinson– Program Assistant

Northwestern
Corporate Engagement | Who We Are

Jim Bray
Director
Corporate strategy, Coordinate team activities

Kara Moore
Researcher
The Garage, Segal, DFA

Annalise Robinson
Program Assistant
Gift/grant support, Corporate visits, Social media

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

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

Kate Rice
Senior Associate Director
ISEN, Kellogg, Weinberg, NUTC

Maggie Waldron
Senior Associate Director
Biomedical Engineering, Civil & Environmental Engineering
Corporate Engagement | Who We Are

- Independent from:
  - Feinberg Corporate Relations
  - Kellogg Corporate Partnerships
  - Pritzker External Partnerships
How companies interact on campus
Managing relationships: on campus

Campus Engagement is NEVER linear

- Regulatory Support
  - Office of Sponsored Research, Gift and Record Services, Office of General Counsel (OGC)
- Research
  - Faculty, Depts, Research Centers
- Recruiting
  - Northwestern Career Advancement, McCormick Career Development, Medill Career Services, Student Groups
- Tech Transfer & Startups
  - INVO, Faculty, The Garage
- CE
You can’t manage what you don’t measure…

University-Industry Partnership Continuum
Levels of Engagement Activity as a relationship moves through traditional engagement to more holistic engagement

* Source: Wayne Johnson, Former VP, HP

Awareness
- Career fairs
- Interviews
- EDU accounts

Involvement
- Industry Affiliates/Advisory Program
- Research Grants
- Internships/Co-op
- Software Grants

Support
- Student Consultant
- Hardware Grants
- Curriculum Dev/ABET Support & Fundraising
- Workshops/Seminars
- Student Organization Sponsorship
- Philanthropic Support
- Guest Speaking/Lectures

Sponsorship
- University Initiative Sponsorship
- Undergraduate Research Program Support
- Graduate Fellowships
- Collaborative Research Program Support
- Outreach Programs
- Support for Proposals for Education (NSF, NASA, etc.)
- BETA programs

Strategic Partner
- Executive Sponsorship
- Joint Partnership
- State Education Lobbying
- Major Gifts
- Business Development

Northwestern
The Boeing Company

**NU Trustee**
- Dennis Muilenburg

**Board Involvement**
- NUTC BAC
- CHiMaD

**Student Group & Curriculum**
- McCormick Student Groups
  - Car teams, Rocketry, Robotics
  - EXCEL, WiC, NSBE, SWE
  - NUvention Transportation

**Research**
- Master Research Agreement

**Talent: Recruitment**
- EAH: Fall Quarter
- NU a preferred school for Engineering & Data Science
Highlighted MRA

MRA Alliance members
• Corporate Engagement (alliance manager) INVO, OSR, Department staff – RA’s and PI’s

Meeting frequency
• Kick-off then quarterly check-ins with a variety of attendees

Topics covered:
• Introductions (roles and responsibilities), research overview, relationship importance, getting ahead of challenges
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
  - Work with OSR, OGC, ASRSP

- Relationship Management
  - Share appropriate information
  - Find new corporate connections for PIs and Administrators
Data available for CE priority companies

- Northwestern data for recent campus activity/stats
  - Giving
  - Relationship Managers
  - Recent Activity
  - Key Contacts
  - Senior Leaders
- External data
  - Information on new strategy/initiatives
  - Recent press releases
  - News on other school engagements
Partnering with You
Partnering industry with Northwestern talent

LEARN ABOUT WHAT WE DO
Corporate Engagement | Next Steps

- Reach out to us with company research questions
- Update NU Scholars with PI information
- Sign up for the Foundation Relations & Corporate Engagement RFP newsletter
Thank You
&
Questions