Corporate Engagement

Jim Bray—Director
Kate Rice—Senior Associate Director
Maggie Waldron—Senior Associate Director
Sheila Kessler—Associate Director

URIC Administration Meeting
May 8th, 2019
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 | Who We Are

Jim Bray
Director

Tim Angell
Sr Assoc Director

Kate Rice
Sr Assoc Director

Maggie Waldron
Sr Assoc Director

Sheila Kessler
Assoc Director

Evangeline Semark
Comms Lead

Annalise Robinson
Prog Asst

Vacant
Researcher

Northwestern
Corporate Engagement | Reporting Structure

**Independent from:**
- Feinberg Corporate Relations
- Kellogg Corporate Partnerships
- Pritzker External Partnerships
Managing relationships: on campus

Campus Engagement is NEVER linear

Office of Sponsored Research, Gift and Record Services, Export Control

Northwestern Career Advancement, McCormick Career Development, Medill Career Services, Student Groups

INVO, Faculty, The Garage
Corporate Visits

Tracking Activity

<table>
<thead>
<tr>
<th>Year</th>
<th>Volume</th>
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<tbody>
<tr>
<td>2016</td>
<td>67</td>
</tr>
<tr>
<td>2017</td>
<td>112</td>
</tr>
<tr>
<td>2018</td>
<td>125</td>
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Source: CATracks
Data available for CE priority companies

- Northwestern data for recent campus activity/stats
  - Giving
  - Relationship Managers
  - Recent Activity
  - Key Contacts
  - Senior Leaders
  - Board Activity

- External data
  - Information on new strategy/initiatives
  - Recent press releases
  - News on other school engagements
Fall Quarter Events

- Wibbit Welcome Week
- Fall Quarter Begins
- Solar Showdown: HSW
- NCA (Fall Internship & Job Fair 9/26-9/27)
- Kickoff Fall Hire Recruiting
- McCormick Career Exploration: Transportation
- NIH Symposium
- Networking with Northwestern Student-Athletes
- Northwestern Career Advancement
- Career Media
- SWT Industry Day
- McCormick Interview Day
- McCormick Career Exploration: Career

Notational Timeline

- Shared with portfolio companies
- Developed, Summer Quarter
- Inclusive of all Schools, Programs, Centers, & Institutes

Spring Quarter Events

- CTSA Industry Assembly event
- Robotics Design Competition
- Computational Research Day
- Startup Career Expo
- WR Rebellion Marathon
- The Garage – Wibbit Event
- McCormick Career Exploration: Finance
- McCormick Engineering Challenge
- Chemistry Industrial Associates
- SIMB handles for SIMB
- NSP Day Website Manager Competition
- CBESE & Physics
- McCormick Lecture

Ongoing Events

- Women in Computing (WIC) event sponsorship
- McCormick TechEx events
- The Garage workshops
- Northwestern Information Technology (NIT) Mobile Workshops at The Garage
- Segal Fall Design Expo
- BEE: Seven Minutes of Science

Northwestern
Who’s on deck?

CE prepares company specific decks to highlight Northwestern to plan or follow up on campus meetings.
Partnering industry with Northwestern talent

LEARN ABOUT WHAT WE DO
Board Best Practices

- Developed Board Best Practices document to provide guidance to board leaders

- Incorporates info from other sources and interviews

- Rolled out first to McC department boards

- Multiple success stories of new recruits and activity
The Boeing Company

Board Involvement
- NUTC BAC
- CHiMaD

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

Philanthropy
- FUSE Studios at CPS

Talent: Recruitment
- EAH: Fall Quarter
- NU a preferred school for Engineering & Data Science
FRAMING THE RELATIONSHIP

Board Involvement
- ISEN Executive Council

Student & Entrepreneurship
- VentureCat
- Intra-preneurship internships

Research
- Master Research Agreement

Philanthropy
- Endowed Sustainable Speaker Series at Kellogg

Exelon
FRAMING THE RELATIONSHIP

Board Involvement
- Biomedical Engineering
- MEM

Student & Entrepreneurship
- KSM Student Clubs
- NUvention Medical

Research
- Master Research Agreement
- Master Services Agreement

Philanthropy
- Baxter Center for Science Education
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
Master Research Agreements

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 Next Steps

- Reach out to us with company research questions
- Let us know about corporate activity and how we can help
- Sign up for the Foundation Relations & Corporate Engagement RFP newsletter
Thank You & Questions
## Connect with us

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