WSU PRIVATE

Corporate Relations Reimagined:
How Academic Institutions Can Build Sustainable Industry Partnerships

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NETWORK OF ACADEMIC
CORPORATE RELATIONS OFFICERS

The Corporate Relations Imperative

Corporate partnerships are vital to modern academic institutions, driving:

- Research innovation and funding
- Student career opportunities
- Multiple revenue streams from the company
- Regional economic development



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The Opportunity

Well-executed corporate relations programs deliver:

- Sustainable long-term partnerships that grow beyond single-point engagements
- Enhanced institutional reputation through successful industry collaborations and outcomes
- Stronger student outcomes via career placement and industry-relevant experience
- Increased investment and innovation through research partnerships, technology transfer, and philanthropic support



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Evolution of Corporate Relations

Historical progression from CEO-President relationships

Impact of Bayh-Dole Act in 1980s-90s

The Future is Now.



William Rainey Harper & John D. Rockefeller discussing investment for University of Chicago

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Evolution of Corporate Relations

Transformation to Multi-Stakeholder Engagement Model:

- Multiple corporate decision-makers engaging with different university units
- Integration of various university functions and services
- Focus on strategic alignment and mutual benefits
  - ↠ Need for coordinated approach to manage complex relationships



Corporate Relations Reimagined
The Essential Elements

1) Institutional Support:
Presidential endorsement and commitment
Clear institutional strategy
Resource allocation and support

2) Mutual Benefits:
Clear value proposition for both parties
Shared goals and objectives; a win-win outcome focus
Long-term relationship building
Strategic alignment

3) Understanding Corporate Investment:
Comprehensive tracking of all revenue streams
Multiple engagement opportunities
Strategic investment planning
ROI measurement
Long-term partnership development

4) Campus Coordination:
Unified approach to corporate engagement
Clear roles and responsibilities
Information sharing protocols

5) Partnership with Career Services:
Coordinated recruitment strategy
Talent pipeline development
Professional development programs
Alumni engagement
Industry feedback loops

6) Integrated Research Development:
Alignment of corporate and academic research
Joint funding initiatives
Technology transfer support
Government grant collaboration
Innovation partnerships

7) Evaluation Methods:
Comprehensive quantitative metrics
Qualitative assessment
Impact measurement
Regular review process
Continuous improvement

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Why Corporate Partnerships Matter

Key Benefits for Academic Institutions:

Multiple Revenue Streams:

- HR recruitment investments
- R&D funding and contracts
- Marketing and branding partnerships
- Foundation support for programs
- Executive education programs
- Facility usage fees

Philanthropic Opportunities:

- Scholarships and fellowships
- Research funding
- Program support
- Equipment and facilities
- Named professorships
- Laboratory development

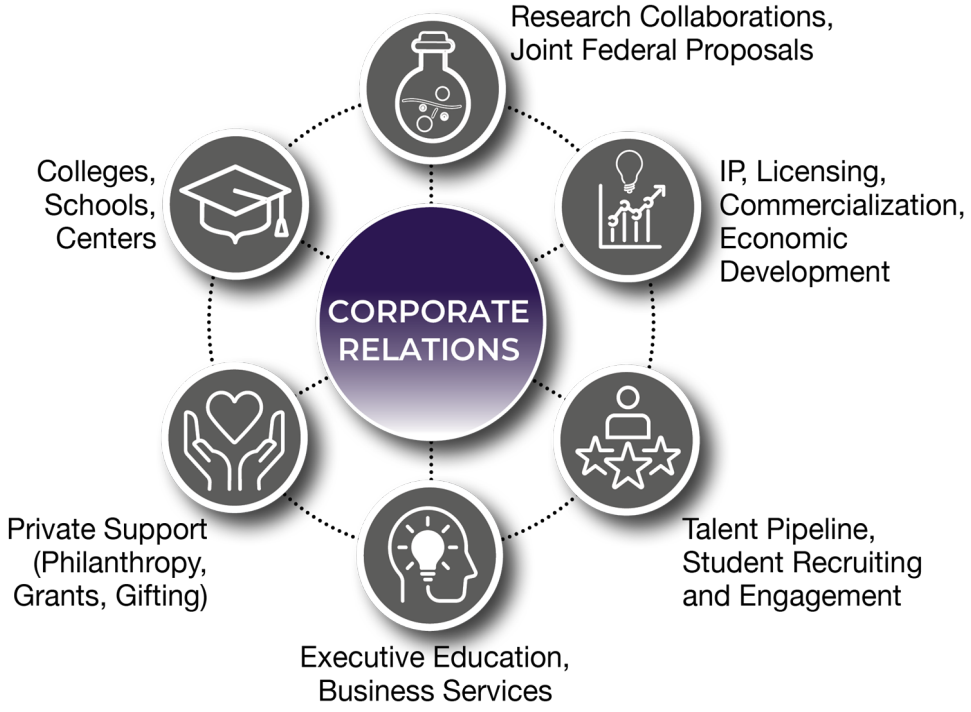
Alumni Engagement:

- Corporate alumni as donors
- Industry advocacy for institution
- Mentorship programs
- Advisory board participation
- Recruitment champions

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Putting the Puzzle Pieces Together

RELATIONSHIP NEXUS



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From Transaction to Transformation

HOLISTIC ENGAGEMENT

3 STRATEGIC PARTNER
- Partnership on Govt. Proposals (NSF, NASA, NIH, etc.)
- State/Fed Lobbying
- Major Gift or Partnership Grants
- Employee Upskilling program
- Education & Curriculum development
- Corporate Adjunct Professors
- Co-recruitment of grad students
- Major corporate sponsor (multi-year, athletics, programs)

2 INVESTOR
- Industry Advisory Board
- Sponsored Research
- Internship/Co-Op
- Student Org Sponsor
- Guest Speakers/ Lectures
- Undergrad Res. Program Support
- Graduate Fellowships
- Corporate Foundation grants
- Faculty Startup Investor

1 TRANSACTIONAL ENGAGEMENT
- Career Fairs
- Event sponsorships
- Executive Education or continuing education for Employees

TRADITIONAL ENGAGEMENT

It is important that campus leadership, from the top on down, buys into the holistic engagement strategy.

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THANK YOU!



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