BUILDING BRIDGES:
SETTING A FOUNDATIONAL FRAMEWORK FOR UNIVERSITY-INDUSTRY PARTNERSHIPS AND EXPERIENTIAL LEARNING

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On February 6, 1928, two very important questions were asked.
The Bayh-Dole Act of 1980
Part 1: BUILDING BRIDGES
SETTING THE FRAMEWORK:

6 practical and strategic ways to strengthen your university + industry partnerships.
1. Leverage **diverse** human resources at your university and build a strong stakeholder team.
2. Universities have brands too. Know yours.
3. Develop an impactful, consistent and concise **Comms** plan.
Caltech and Boeing Partnership

**Innovations in the Air**

Sure, Google’s driverless car is pretty cool. But according to key leaders in the aerospace industry, much of the world’s most innovative work is happening not in Silicon Valley but in the laboratories at their companies, where researchers are expanding the boundaries of everything from space travel to deep-sea exploration.

At the “Innovation in Aerospace” forum held at Caltech on Friday, January 22—part of the Idea 2 Innovation series cosponsored by Innovate Pasadena and Caltech—three of the aerospace industry’s biggest companies discussed some of their most exciting new ventures. Northrop Grumman’s Starshade project could help find life on other planets. Boeing’s new unmanned Echo Seeker submarine is capable of diving 20,000 feet below sea level. Lockheed Martin’s new

**Designing a Smaller, Lighter Airplane Tail**

With engineers from Caltech, Boeing and NASA, Israel Wygnanski is ushering in a new era of fuel-efficient airplane design.
What does your Comms plan look like?
4. Maximize every opportunity to connect with your industry partners.
Increase value of partnerships by implementing streamlined negotiations and contractual processes.
6. Create more opportunities for long-term industry partnerships.
UNIVERSITY NEEDS
INDUSTRY NEEDS
A LOOK AT EXPERIENTIAL LEARNING:

How can we maximize the student and trainee experience in preparation for a competitive global workforce?
60%

National Association of Colleges and Employers (NACE)
WHAT ARE YOUR CURRENT PROCESSES TOWARDS EXPERIENTIAL LEARNING?
A BIG IDEA:
Connect university-industry partnerships with creative opportunities for strategic Experiential Learning.
Examine the strengths and strategic goals of your university

Identify companies that may align with your university strengths

Set a longer-term path agreement (3-5yr minimum), outlining mutual goals and results, with a set sponsorship amount term

Build a foundational relationship, create pilot events, introduce mutual stakeholders (1 yr)

Here’s the cool part!

Within the long-term agreement, include a recruitment clause!
Facebook’s Hardware Development division in December 2016 announced a new partnership with Harvard, Princeton and 15 other universities intended to allow swifter collaboration on technology research projects.
Ohio State University announced a partnership with Apple that will see the two establish a Digital Flagship University. The initiative will focus on education innovation for students and economic development opportunities for the community, featuring an iOS design laboratory.
Questions?