BUILDING MUTUALLY BENEFICIAL PARTNERSHIPS:
CAMPUS COORDINATION & CORPORATE OUTREACH

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Agenda

- My role
- CR office types
- Building partnerships across campus
- Campus wide strategy
- Corporate outreach strategies
- Success stories
- Q & A
University & Role

• Jessica Watts, Executive Director, Corporate & Foundation Relations, UNT

• Central Role, Report through Advancement

• 4 central CFR staff

• No official CR staff in schools

• University of North Texas
  – Teacher college origins
  – 38k students
  – 250k alumni, 75% in North Texas
University of North Texas

- Founded in 1890 as Texas Normal College
- One of the nation's largest public universities
- UNT is a minority majority institution
- Research expenditures at $37M
- Ranked a Tier One research university by the Carnegie Classification, among the nation’s top 115 research institutions
- Fundraising exceeding $36M
- 72 academic programs ranked in nation’s top 100
- Award more than 9,200 degrees annually
- Mean Green Pride
- Generates $1.65 billion annual economic impact in DFW

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University of Texas at Dallas CR Shop

• Sr Director, Corporate Relations
• Central Role, Report through Advancement
• 3 central CR staff
• 4 official CR staff in schools
  – Eng/CS/Design Projects (2) and Business (~2)
• Most corporate engagement w Eng/CS and Business
• UT Dallas
  – 50 years old
  – grad institute origins, freshman in 1992, commuters
  – 80k alumni, 75% in North Texas
Central vs. Unit Based Offices

Central
• Campus-wide focus
• Company Centric
• Serve units as needed
• Interest and focus span
• 2+ units

Unit based
• Supporting specific department, college/school, center, unit...
• Interest and focus contained in single unit
• Report to/dotted line to a Dean, Dept Chair
UT Dallas University Model

- Central CR
  - Managed Centrally
  - School Based
  - Centers
  - Stay school based
  - Managed Centrally

- Industry Partners
  - School Based

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• Companies free to engage independently with units
• Companies or campus units may engage with OCR as needed
UM Business Engagement Center

Founded in 2007, the Business Engagement Center is sponsored jointly by the U-M Office of Research and the Office of University Development.

BEC facilitates industry relationships with a broad spectrum of University of Michigan resources:

- Faculty Engagement
- Student Engagement
- Licensing
- Strategic Philanthropy

Industry Partners
Establishing Holistic CR at UNT

- Central Leadership
- School Based
- Career Center
- Central CR Staff
- 30 Top Partners

Main Engagement:
- Recruiting
- Student Engagement
- Projects
- Program Support
- Research
BUILDING PARTNERSHIPS ACROSS CAMPUS (INTERNAL)
Building Partnerships in Chaos

- Corporate relations is a campus-wide endeavor
- Institutions are often “siloed” which can make collaboration difficult...
- ...lack of direct reporting lines, centralized database services and standardized processes...
- Sharing information can be difficult
- Creating a challenging environment for everyone,
- including our industry partners
- BUT... we love it, right?
Some of the chaos . . .

Research collaboration  
Talent pipeline  
Federal grants w/ industry  
Business services  
Incubator space  
Working with startups  
Fellowships  
Gift-in-kind  
Material transfer agreements (MTA)  
Confidentially agreements (CDA or NDA)  
Hiring graduates  
Intellectual property (IP) policies  
Consulting  
Equipment loan  
Logo/Use of name  
Clinical trials  
Visiting corporate scientist  
Sponsorships  
Philanthropy  
Fee-for-service  
Space lease  
Licensing patents  
Student internships  
Data transfer agreements (DTA)  
Master research agreement (MRA)  
Core facilities  
Overhead rates

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"Five Essential Elements of a Successful Twenty-First Century University Relations Program", Network of Academic Corporate Relations Officers, 2011
Mastering the Chaos

- Prioritize corporate partnerships
- Coordinate information from resources (alumni, engagements, research, foundation, databases, LinkedIn)
- Create strategic plans
- Convene stakeholders (faculty vs. staff)
- Assemble tools for corporate relationship planning and management (marketing, communications)
- Setting realistic expectations!
Accessing Multiple Revenue Streams

• Philanthropy
  – Scholarships, Programmatic Support, Community Relations, Engage Volunteers
  – Capital projects, Chairs and professorships

• Recruiting
  – Career Events, Student Organizations, Student Events (ex: Hackathons)

• Learning & Development
  – Corporate Education, Professional Programs, Executive Education

• Marketing
  – Naming Opportunities, Sponsorships, Events/Tables

• Research & Development
  – Research Projects, I/U CRCs, Student Research Competition, Student Capstone Projects

• Business Development
  – Branding on campus, Strengthening their business case, Vendor Relationships
Is your campus and Leadership Ready, Willing, and Able To Partner with companies?

Programs/Centers President/VPs/Deans

Make the time in their busy schedules, Respond to industry

Have a fit with Research/Expertise/Students/Programs
CAMPUS WIDE STRATEGY
Campus wide coordination efforts

- Standing Campus meetings (colleges/programs)
- Company focused meetings
- Campus Wide CR Strategy Sessions
- Corporate Relations/Career Center/Recruiting Meeting
- Information sharing meetings
- Corporate Stakeholders Group

- Playing nice in the sandbox
- Creating a culture of collaboration and proactive information sharing
Campus Wide Strategy Sessions

• Planning: What are the key goals, stakeholders and areas opportunity on campus?
• Launching: How to recruit participants and spread the message to university community?
• Executing: scheduling, agendas, topics and follow-up
• Improving: Seeking missing stakeholders, emerging opportunities and better systems
• Rejuvenating: Many groups, even the most successful, begin to lose momentum and focus. How can you reassess efforts and re-launch?
Standing Campus Meetings

• Scheduled meetings with most active colleges and centers
• Led by central CR staff
• Request agenda items
• UTD - Biweekly Meetings
  – Colleges of Business and Engineering
• UNT - Meetings
  – Monthly: College of Business and Student Affairs
  – Bimonthly with other schools
  – Quarterly Corporate Stakeholders Group
Campus Wide Strategy Sessions

• Invitations Across Campus: CR, Research, Career
• Center, School DO’s, Engaged Faculty, Athletics
• Time Commitment: limit to 60 minutes

• Approaches to Format:
  – Highlight particular companies and discuss their current engagement and how to add aspects
  – Invite a speaker to discuss a key industry or topic, ex: D & I needs for companies or an industry prominent in your region
  – Internal education of engagement opportunities
Campus Wide Strategy Sessions

• Company Specific
• Comprehensive Industry Engagement cross-campus meetings
• Monthly meetings to focus on a small number of corporate accounts and will leverage the content of the centralized CRM database.
• The intent is to develop a common understanding of the breadth and depth of engagement for specific corporate entities, and most importantly allow us to discuss potential opportunities to further develop the relationship.
• Published a calendar for year that identifies companies to be discussed at each subsequent meeting.
• KU: 10 meetings a year, 20+ people attend, lunch
Annual Corporate Strategy Sessions

• January:
  – Full day meeting
  – Discussed 30 companies
  – Strategy docs on each company
  – Top, Emerging and New Partners
  – Attendees: CR Staff, Unofficial CR Staff – Assistant Deans, Diversity, Veterans Center, Institute of Innovation & Entrepreneurship
  – Action Item List produced

• July:
  – Two hours followed by lunch
  – Revisited select companies
  – Invited the Career Center
### Strategy Session

- **Jan:**
  - Full day meeting
  - Discussed 30 companies
  - Top partners
  - Emerging
  - New

- **July:**
  - Two hours followed by lunch
  - Revisited select companies

### Areas of Engagement

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For Reference - Previous Legend Used:
- 🆕: Discussion underway
- 🌟: Discussed in 2016/plan to discuss in 2017
- ✓: Funding / Participation secured

### 2017 Discussions

Look at other university models on competitive company giving (i.e. multiple ask from competitive financial/technical companies in one building)

### 2017 Action Steps

- 2017: On Campus Co Op Expansion
  - Alumni Center Ask
  - ECS Room Naming
- Set up meeting with ASU to discuss Hack for Humanities In Dallas In Fall
- UTEACH Funding?
- Engage more with RMI
- Connect Raul with Dawn for Urban STEM Camp
- Start 2018 proposal - due in June 2017
- Funding for Actuarial Science?
UC Davis Strategy Session

• Held strategy session with Development
  – Joint document that captured holistic interactions
  – Update about once a year on top companies of interest (~40-60)
  – (Re)Assignment of Relationship Managers (RM)

• New Preferred Partnership Program (UP3)
  – Meetings with development, corporate relations, athletics, purchasing/business contracts, alumni affairs, association of students, academic senate
  – Sponsorship-based partnerships
CORPORATE OUTREACH
Corporate Outreach

- Top employers
- Top Recruiters
- Large employers in the region
- New companies in the region
  - DFW is booming
  - Strength or challenge (see 2009 and the autos...)
- Starts in a school/center, expand to campus wide
- Existing relationships expand into new initiatives
Corporate Outreach

• Business alignment
• Research initiatives
• Conferences
  – JP Morgan Healthcare Conf. – 10,000 attendees, 450+ companies
  – BIO (Biotechnology Innovation Organization)-16,000 attendees, 5000 companies, 70 countries
  – Using online platforms at conferences (usually a fee)
• Alumni connections
• VP and Dean connections
• And let’s be honest, family, neighbors, cousins...
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<th>Company</th>
<th>Top Prospects - Stakeholders</th>
<th>Total # of Alum Employees</th>
<th>Top Employers</th>
<th>Top Employers in N TX Area (6,000+)</th>
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Giving: FY17-18 to date | School Engagement | Advisory Councils | Executive Engagement | Notes
Tiering Corporate Partners

(1) to rank top corporate partners based on multiple variables in addition to giving
(2) inform university and school leadership
(3) identify areas for further engagement with partners
(4) set goals for further engagement with partners

UIUC Index:
- Giving
- Employment
- Alumni
- Presence in the UIUC Research Park
- Profitability & Growth
- Service
Levels of Engagement

Traditional Engagement

Company A
- Clinical Trials

Company B
- Vendor

Company C
- Sponsored Research

Company D
- Student Groups
- Recruiting
- Gifts

Company E
- Sponsored Research
- Gifts

Company F
- Matching Gifts
- Executive Speaking

Tier 1
- Single Point of Engagement
- Involved in a limited capacity

Tier 2
- Managed Relationship
- Has a few points of interest that require coordination

Tier 3
- Tailored Partnership
- CR works closely with company to identify value-added opportunities for deep relationship

Tier 4
- Broad-Based Engagement
- Engaged across multiple units in a variety of ways, with company leadership participation

Partnership

Company M
- Sponsored Research
- Gifts Across Campus
- Recruiting
- Student Groups
- Trustee
- Master Agreement

Company N
- Master Agreement
- Gifts Across Campus
- Sponsored Research
- Student Groups
- Recruiting

Company O
- Gifts Across Campus
- Sponsored Research
- Trustee
- Recruiting
- Student Groups

Company I
- GIK Across Campus
- Student Groups
- Office of Research
- Vendor

Company L
- GIK Across Campus
- Student Groups
- Office of Research
- Vendor

Source: Metrics for a Successful Twenty-First Century Academic Corporate Relations Program, NACRO, August, 2012
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Internal Corporate Summaries

Corporate Profile FY 2019

HEADQUARTERS: Plano, TX  |  EMPLOYEES: 22,000  |  CEO: Jim Lentz

COMPANY OVERVIEW

Toyota is among the world’s largest automotive manufacturers by revenue, designs and manufactures a diverse product line-up that ranges from subcompacts to luxury and sports vehicles to SUVs, trucks, minivans, and buses. Its vehicles are produced either with combustion or hybrid engines, as with the Prius. Toyota’s subsidiaries also manufacture vehicles: Daihatsu Motor produces minivans, while Hino Motors produces trucks and buses. Toyota makes automotive parts for its own use and for sale to others. Popular models include the Camry, Land Cruiser, Tundra and luxury Lexus line.

SWOT ANALYSIS

Strengths: Strong brand image, Global supply chain, and Rapid innovation capabilities

Weaknesses: Hierarchical organizational structure, Insecurity in organizational culture, effects of recent product recalls

Opportunities: Growing markets in developing countries, rising demand for fuel-efficient automobiles, growing interest in advanced electronics in vehicles, and Weak Japanese Yen vs. U.S. Dollar

Threats: Growing market presence of low-cost competitors and Rapid innovation of competitors

INDUSTRY PEERS

General Motors: $145.8 billion revenue  
Nissan: $97.8 billion revenue  
Honda: $73.8 billion revenue

COMPANY NEWS

TOKYO, Sep. 15 2018 - [DCN Newswire] "Mirai Renewable Energy Fund" to be established by SPARK, Toyota is Investor. The fund aims to invest in renewable energy power facilities. The fund is "driving renewable energy growth and use [...] to further improve regional eco development and Japan’s energy self-reliance. Toyota is searching for future electricity supplies for its plants, electric vehicles, and dealerships, as part of its "Environmental Challenge 2050" goals. The fund aims to support the realization of a low-carbon society that maximizes use of clean energy.

PR Newswire - Texas, Sep. 18, 2018  
Valentino named group vp, revenue management and product profitability. Valentino will be responsible for product cost and profitability analysis, including introduction of enhanced data analytics tools, and leading financial support for Toyota's parts and accessory operations.

PLANO, Texas, Sept. 4, 2018 - PRNewswire "Sales down 2% from August 2017"  
Toyota reported August 2018 sales of 223,055 units. For the same month of selling days in August 2018 compared to August 2017, sales were down 2.0 percent on a daily selling rate and volume basis. Toyota division posted August 2018 sales of 194,353 units, down 1.2 percent, while Lexus posted August sales down 7.1 percent.

KNOWN INTERESTS

- Environmental Sustainability
- Food Security
- At-Risk Youth/Community
- Diversity/Inclusion - including minority groups, LGBT community, Veterans, people with Disabilities

Corporate Profile FY 2019

UNT RELATIONSHIP

GIVING HISTORY
Cumulative cash giving to UNT: 
Cumulative GIF: 
Cash giving to UNT 2017: $ 
Cash giving to UNT 2018: $

RELATIONSHIPS (the list is not inclusive of all Toyota contacts)

Executive Contacts:
President, Toyota USA Foundation
VP Logistics, Toyota North America
VP of Toyota Production System Support Center
Senior Manager Production System Support Center

Technical Contacts:
Senior Manager of Future Mobility Business, Technology for Human Support

Recruiting Contacts:
Campus Programs Manager
General Manager, TMNA Information Systems
Human Resources
HR Analyst, College Programs
Diversity and Inclusion Strategy Advancement Leader at Toyota North America

Community Relations Contacts:
Social Innovation Team
Community Relations Mgr, National Partnerships, Toyota Financial Services (different business line)

Other Connections:
Scott’s daughter and Jamie’s son both attend UNT

High Ranking Alumni:
Product Owner at Toyota North America: MBA’01, BS of Marketing

NUMBER OF ALUMNI: 125

NUMBER OF RECENT HIRES: 2012-2016: 37 hires  |  2017-2018: 17 hires

ADVISORY COUNCILS

- The Center for Logistics and Supply Chain Management, College of Business - member name
- Executive Leadership Development Council - member name
- Career Center Advisory Board - member name
- College of Information - member name
Internal Corporate Summaries

TOYOTA

COLLEGE OF BUSINESS ENGAGEMENT/TPS PROJECT

TPS (Toyota Production System) PROJECT
Synchronous with Lean Manufacturing and Lean Production, the TPS is a manufacturing methodology developed over a 20-year period. In the most simplistic definition of TPS, all manufacturing activities are divided into adding value or creating waste. The goal of TPS is to maximize value by eliminating waste. Toyota Production System Support Center (TSSC) contributes to society by sharing TPS knowledge with public institutions and working to strengthen manufacturing in North America.

December 5, 2018: First UNT/TSSC meeting, sign agreement for business process improvement initiative.

May 18, 2019: Joint Toyota-UNT presentation to UNT Board of Regents regarding faculty on-boarding project by Scott Porter, TSSC, Brand, Rendon, and Polson.

May 6-8, 2016: UNT/Toyota recognized as grand finalists for Southern Association of College and University Business Officers (SACUBO) for Best Practices Award for business process improvement initiative focusing on faculty on-boarding.

September 26, 2016: Jamie Bovini will be a keynote speaker at the Texas Business Deans Conference, COB, UNT.

UNT RECRUITING ACTIVITY
Career Fairs Attended:
- Fall 2018 - College of Business
- Spring 2018 - College of Business & Engineering & Computer Science
- Fall 2017 - Engineering & Computer Science

Toyota Day on Campus - November 14, 2017

Job Postings
- Information Systems, Logistics, Engineering, Supply Chain Management, Procurement, Customer Experience/Guest Service

* The logistics program has several students that have interned or now work at Toyota. * Do we have a feel for how recruiting is going? Going well! Do they like our students?

RECENT RAISERS EDGE ACTIVITY (ADVANCEMENT DATABASE)
9/7/18: TSSC VP Jamie Bovini met with Wes Randall and Mike Bondell to discuss the new curriculum at New College at Princeton. TSSC shared example projects with MIT, Ohio State, and RIT. Toyota expressed interest in applying TPS in meaningful ways for students and to assist with customer experience.

8/10/18: Discovery Meeting with Community Relations at Toyota Financial Services.
Robyn briefed Brittany and Jessica on areas of interest for Toyota on the philanthropy side and discussed how to build a relationship with the University. Jessica will reach out to her contacts to open discussions on partnering.

8/13/18: Jessica Steinkopf & Jessica Wells - F<<12 Strategy
Much has been implemented on COIL Logistics classes regarding improved process management. Strategy will consist of discussions among Dean Miller, Dr. Polson, Jessica S. and Jessica W. to determine proposal creation, time of ask, correct contact for ask etc.

11/17/18: David Broughton met with Equity and Diversity Director of Toyota.
External Engagement Summaries

FIDELITY INVESTMENTS
ENGAGEMENT SUMMARY

UNT AT A GLANCE
38,154 TOTAL STUDENT ENSERGEEES
55 NATIONAL MERIT SCHOLARS
1,800 BUSINESS SCHOOL STUDENTS
4,900 DEDICATED FIDELITY & UNT MANAGERS

STUDENT DEMOGRAPHICS
- White (46%)
- African American (14%)
- Hispanic (21%)
- Asian & Pacific Islander (7%)
- Native American/Alaskan (2%)
- Non-resident (7%)

NATIONALLY-RANKED PROGRAMS
The University of North Texas offers 17 programs that have been named among the Top 15 in the nation by U.S. News & World Report. UNT has been ranked in the nation for being one of the most affordable universities.

TOP TIER FACULTY & RESEARCH
UNT is a leader in research, by the Carnegie Classification. UNT researchers receive a research portfolio of $17 million in research dollars, allowing professors to bring additional intellectually stimulating research opportunities to the university.

DEVELOPING SKILLS TO INNOVATE
Programs like the Professional Leadership Program and the College of Business and corporate sponsors help transform students into business leaders. Industries are looking for.

CONNECTING WITH BUSINESS LEADERS
The University of North Texas has partnered with a variety of organizations to provide unparalleled opportunities for students, both inside and outside of the classroom. Thriving in a competitive local economy.

UNT CONTACTS
- Dr. Kavita H. Wiles
  - Interim Chancellor for Honor
  - wiles@unt.edu
- Jason Walla
  - Executive Director of Foundation Initiatives
  - jwalla@unt.edu
- Dr. Dena Spellman
  - Senior Vice President for Student Affairs
  - spellman@unt.edu

EXT. 1

FIDELITY & UNT
AN INVALUABLE PARTNERSHIP

FIDELITY IS THE TOP CORPORATE EMPLOYER OF UNT ALUMNI.
FIDELITY HIRES MORE UNT COLLEGE OF BUSINESS GRADUATES THAN ANY OTHER COMPANY.

COLLEGE OF BUSINESS ENGAGEMENT
- Sponsored undergraduate College of Business and capstone case competition (3 years).
- Professional Leadership Program (PLP) partner for 10 years.
- Al Ribakove, Fidelity SWP Site Manager, is a current COB Advisory Board member.
- Through support of Mark Fuller and Paul Saeman, Fidelity plays an active and influential role in the lives of UNT students.
- In 2017, approximately 15 Fidelity employees volunteered their time to mentor students of PLP, which led to 10 of the mentees earning employment and the firm.
- Internships with Fidelity: Marketing, Logistics, and Operations Management, Finance, and Professional Leadership Program.

ENGAGEMENT ACROSS CAMPUS
- College of Engineering
  - Established pipeline for Fidelity’s LEAP technology development program.
  - CS and Computer Engineering Majors.
- Al Rowley, former Senior Manager at Fidelity and 1977 UNT alumnus is on the College of Engineering Advisory Board.
- Integrative Studies Major has become a successful hiring pipeline for Customer/Client Services.

PHILANTHROPIC SUPPORT
- Since 1963, Fidelity Investments has contributed $5000 to UNT.
- Fidelity’s most recent contribution was in support of the College of Business Professional Leadership Program.

UNT IS A FIDELITY CUSTOMER
- Fidelity is a vendor and preferred retirement management option for 10,000 employees across the Fidelity systems.
- Based on LinkedIn data, actual number may be higher.

The most rewarding thing about the Fidelity Case Competition was a chance to find my passions I felt passionate about the opportunities came up with. I knew we had a great idea and I wanted Fidelity to hear it.
- Michelle Mallica, 2017 Fidelity Investments Integrated Case Competition winner
Corporate Open House

Purpose: Connect and engage potential industry supporters by showcasing the benefits of engaging with UTD through recruiting talent, research and student engagement.

Event Details
• Campus Wide Planning Committee, Led by Central CR
• Introduction from University President
• Dallas Chamber CEO Keynote
• (2017) Industry panel
• Sessions on recruiting, research, student projects and student organizations
• Created a Corporate Engagement Booklet
• (2017) 100 external attendees/70 companies
• (2018) 150 external attendees/100 companies
• 77% of survey respondents would return

*Borrowed good practice from University of Wisconsin
Corporate Outreach – Communications

• Website
• CR Newsletter
  – Sharing relevant news articles highlighting your school, research, partnerships
  – Save the date for events on campus
• LinkedIn
• Twitter
Corporate Outreach – Communications

- Website
- CR Newsletter
- LinkedIn
- Twitter

We had the opportunity to host Chancellor Robert Jones at AXIS Capital today in NYC. A strategic corporate partner to our campus. **David Hays Barry Dickerson Mark Vonnahme Office of Corporate Relations at the University of Illinois at Urbana-Champaign universities #corporations**
Comprehensive Proposals

The University of Texas at Dallas: Corporate Engagement & Proposal Report

Contents

Summary

The University of Texas at Dallas:

Current Engagement

Navesink Jindal School of Management
- Advisory Council
- JSOM Scholarship Breakfast
- Explore Other Potential Connections
- Academic Bridge Program 2015 MIP
- Multicultural Center
- Galatina Women’s Center

Other Areas
- Veteran’s Services Center
- UT Dallas Partnership Contacts
- 2017 Engagement Calendar

Summary

Blue Cross Blue Shield of Texas (BCBS) and research at the University of Texas at Dallas: goals for recruiting top talent, fostering a better community. We look forward to mutually beneficial partnerships.

The University of Texas at Dallas

UT Dallas serves the Dallas-Fort Worth area's high quality research and education in science at the frontiers of research universities, of a technology-driven society. The University's education in emerging areas of technology partner with local industry, nonprofits, community colleges, and other universities.

UT Dallas has 3,000 degree programs in science attracting some of the brightest young minds. National Merit Scholars currently enroll includes six National Academy members. UT Dallas is the highest ranked "Highly Selective" institution. Historically denoted a doctoral-granting university with the highest placing.

Other Areas

- Center for Vital Longevity
- UT Dallas Partnership Contacts
- 2017 Engagement Calendar

Navesink Jindal School of Management

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UT Dallas Partnership Contacts
- UT Dallas Partnership Contacts
- 2017 Engagement Calendar
Stewardship Reports

The Ericsson Impact

Advising
- 3 advisory council members serve
- 2 schools
- 1 center

Expansions
- More than 200,000 additional square feet
- 2 buildings
  - Used by 13,000+ students

Community
- 160 Academic Bridge Program students served per year
- More than 6,000 attendees at BEST Robotics Competitions
- Supported 54 students in the Young WISE Investigator program

Events
- 5 events over 5 years
- 800+ guests at alumni receptions on Ericsson campus
- Annual corporate visits for scholarship recipients

Scholarships
- Since 2010, contributions greater than $700,000 have impacted more than 300 students

Research and Innovation
- 5 UTDesign projects with IP ownership
- 5 awards at the Business Idea Competition
- Wireless sensor network bike presented at 2009 CTIA Wireless Convention
- OPEx one-day on-site training program

Partnership Contacts

Ericsson Contacts

STACEY BENNETT
North America University Relations Program Manager
Primary Contact

NATHAN HILL
Head of Business Engagement - North America

WENDY WINKLER
Vice President, Project Operations

UT Dallas Contacts

University-Wide

JESSICA SHEPPARD WATTS
Senior Director, Corporate Relations
Primary Contact

PETE ROGOWSKI
Director, Corporate Business Development
SUCCESS (ISH)
STORIES
WHAT? I THOUGHT WE WERE IN THE TRUST TREE IN THE NEST?

ARE WE NOT?
Engaging a New Partner

• What did we learn?
  - Listen
  - Be patient
  - Have multiple internal cheerleaders (people move on)
Engaging a New Partner

• What did we learn?
  - Great connections can be made at career fairs
  - Moving fast pays off
  - Over prepare your faculty
Outside the Box

• What did we learn?
  - Be open to new approaches to existing programs
  - Allow time for conversation in campus briefings
  - Be open to the unexpected
What did we learn?
- Don’t take them for granted
- Treat them like a new partner at times
- Define partner expectations upfront and review them often
- Open relationship and talk about the good, the bad and the ugly
Expanding Existing Partnerships

What did we learn?
- Be clear with expectations of new conversations
- Know when to quit – or at least step back – if both sides aren’t making progress
- Tell your friends!
Companies who should not be named

• What did we learn?
  - Relationships stemming from one person’s interest are not robust
  - Engage multiple, appropriate stakeholders, early on
  - Hard to say no to big company names
  - Value your time
  - It’s ok to demand (ok request), the respect you deserve
Make America Grace Again
JESSICA SHEPARD WATTS
EXECUTIVE DIRECTOR, CORPORATE & FOUNDATION RELATIONS
UNIVERSITY OF NORTH TEXAS
JESSICA.WATTS@UNT.EDU