

KANSAS STATE

UNIVERSITY



HOLISTIC CORPORATE ENGAGEMENT

The landscape of corporate giving across the country is shifting with industry moving away from traditional corporate philanthropy to a focus on return on investment in their relationship with universities.

Institutions that wish to succeed in sustaining strong industry partnerships are finding that they must listen more closely to the needs of their corporate partners.

Kansas State University will work toward 'holistic engagement' on their respective campuses and share how this approach is adding value to their corporate relationships.

The Changing Face of Academia and its Impact on Corporate Relations

Academia's role in society is rapidly changing. The "ivory tower" is crumbling and the "engaged university" is taking its place. What does this mean for corporate relations and the effort to develop new avenues of interaction between industry and the academy?

INTERFACE WITH COMPANIES FOR

- Recruiting Talent/New Grads & Alumni
- Joint Research Projects
- Technology Utilization/Commercialization
- Faculty Consulting
- Utilizing Lab Space/Facilities



HOLISTIC CORPORATE ENGAGEMENT

Develop, foster and manage strategic relationships with industry in a holistic manner that spans multiple interests across academic disciplines & university functions.

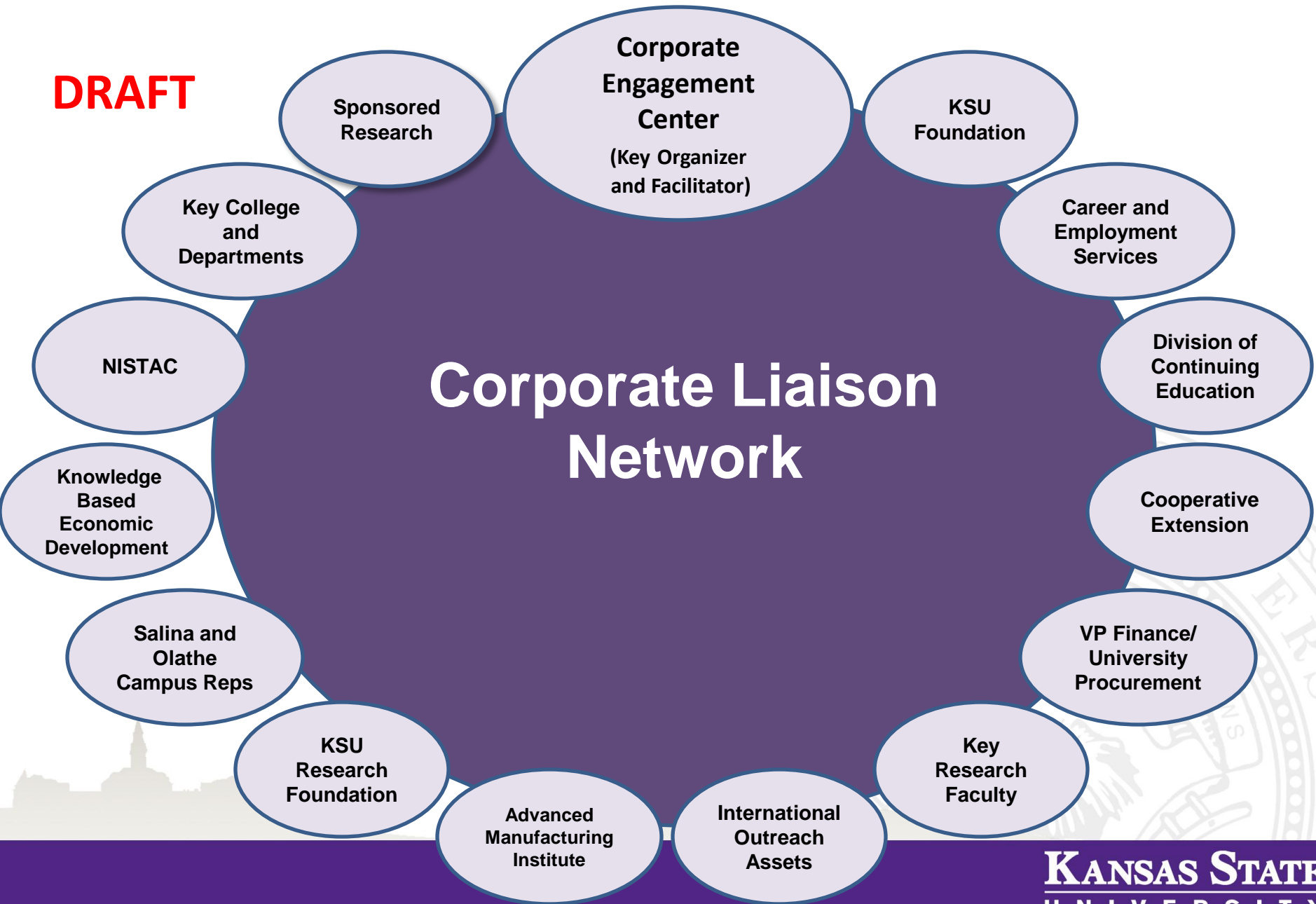
HOLISTIC CORPORATE ENGAGEMENT

FOCUS & APPROACH

- Manage selected strategic companies and grow these relationships in areas of mutual interest
- Collaborate with administrative and academic corporate relations unit representatives to share information on action plans and goals for companies and improve our corporate interaction
- Establish best practices and data infrastructure to develop plans and implement actions that lead to the most successful outcomes
- Produce communications and marketing materials that guide the development of university-industry partnerships and benefit unit-administrative representatives in their respective industry interactions

Corporate Liaison Network Composition

DRAFT



HOLISTIC CORPORATE ENGAGEMENT

RELATIONSHIP DRIVERS

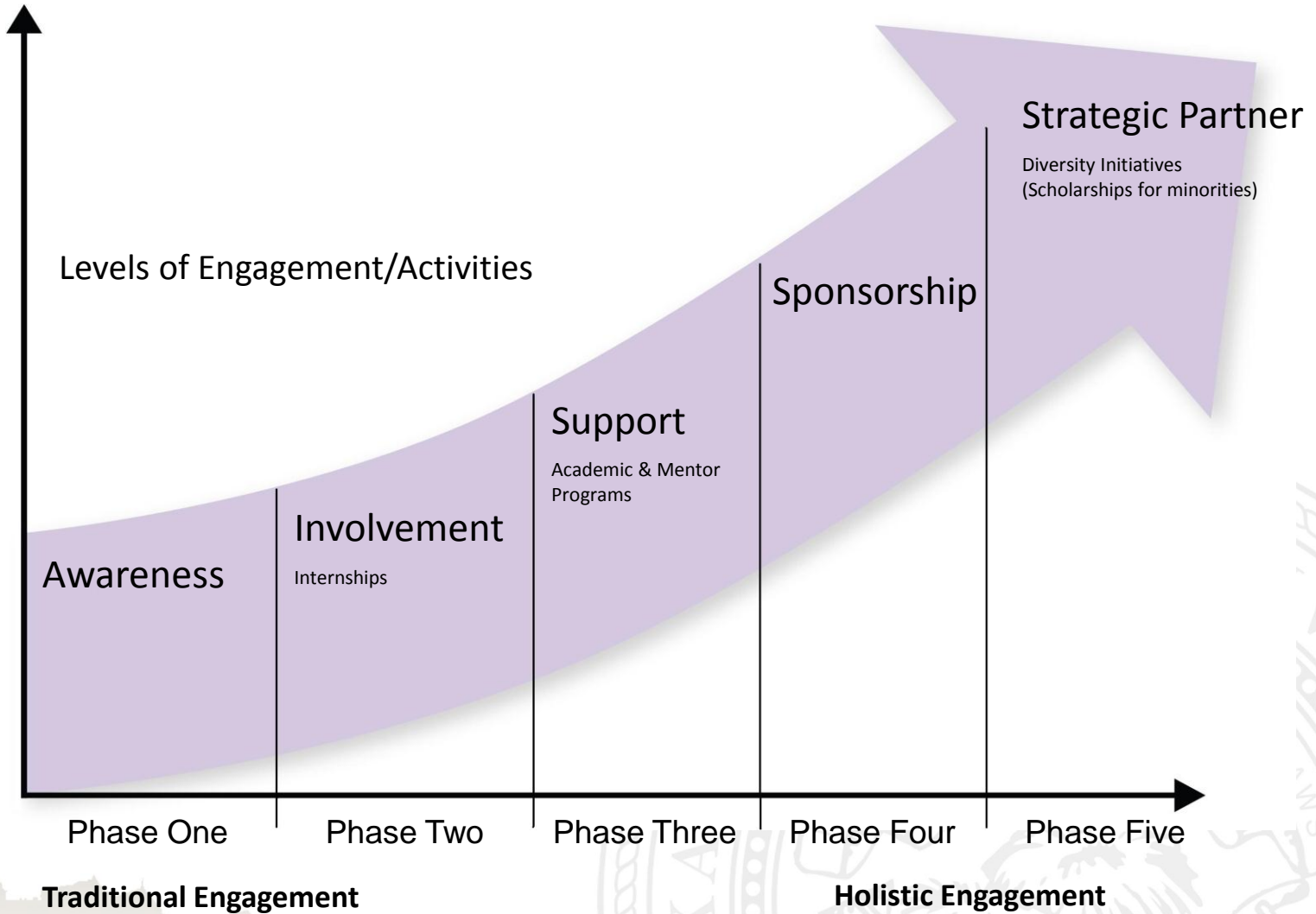
- Primary objective within a successful corporate partnership is understanding that corporate relationships are based on a value proposition
- Research reputation, access to innovation and consistent relationship management are the underpinnings of a research university's ability to sustain successful corporate relationships that realize research partnerships, student recruitment opportunities and **philanthropic support**

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INTERFACE WITH COMPANIES FOR

- Professional Development/Continued Education
- Student Design Projects/Competition Teams
- Industry Advisory Board Participation
- Vendor Relationships
- **Strategic Philanthropy**

Partnership Continuum



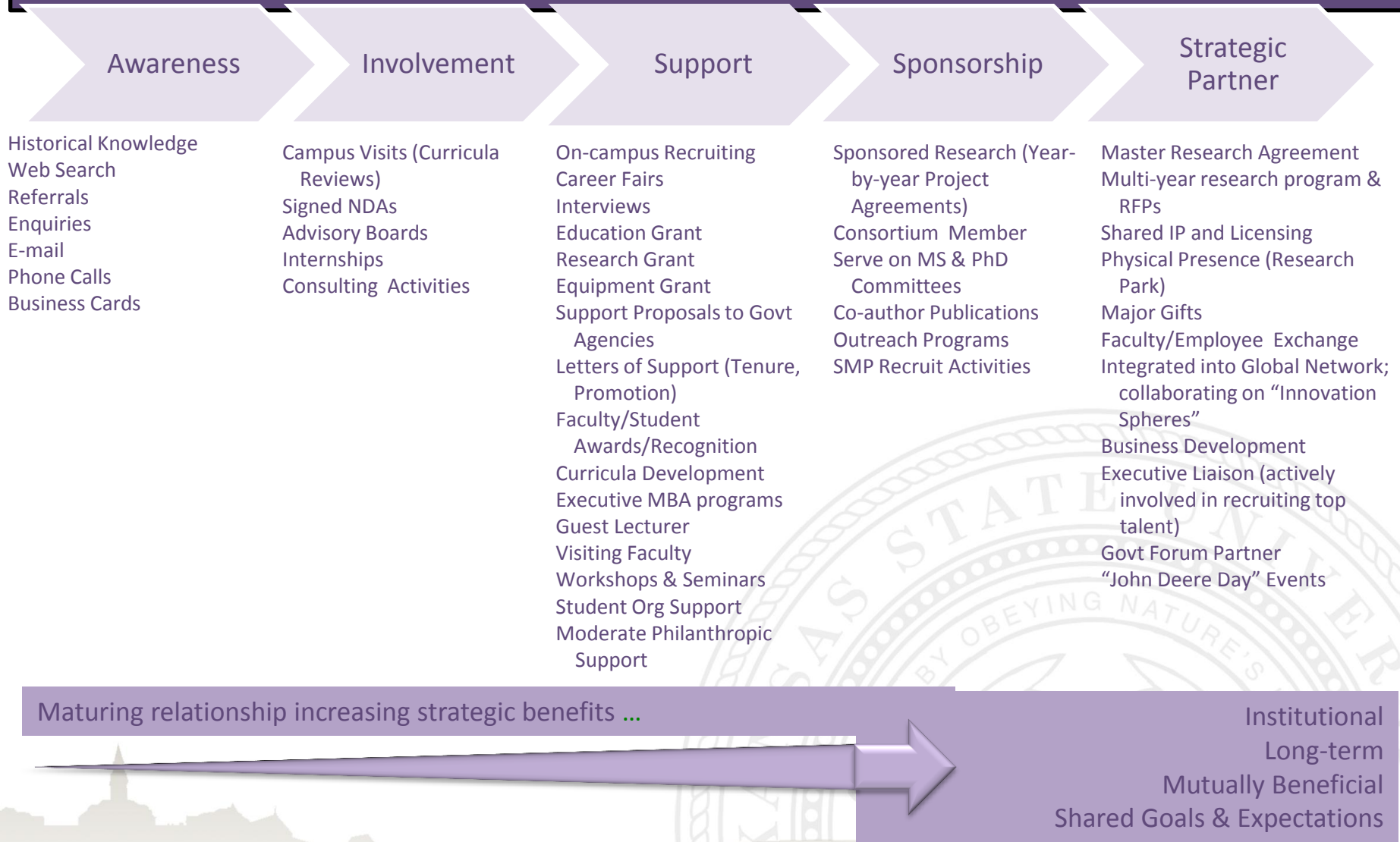
“Value of Relationship” Perspectives

Deere

University



University Relationship Continuum



* Adapted from Hewlett Packard

HOLISTIC CORPORATE ENGAGEMENT

Commitment to Corporate Partners

To make a company's partnership with Kansas State University manageable and effective. We do this by:

- ***Offering a relationship manager*** who oversees corporate engagement
- ***Creating custom engagement packages*** that support corporate goals
- ***Communicating with stakeholders*** across University divisions to maximize connections

HOLISTIC CORPORATE ENGAGEMENT

YOUR FEEDBACK
IS
WELCOME

THANK YOU !!