Institutional Engagement

NORDP NE Conference
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Panelists:

Ryan Brennan (ACE)
Antje Harnisch (VPR)
Lynn Lancaster (Advancement)
David Ortendahl (ACE)
Ellen Piccioli (VPR)
WPI by the Numbers

- **4,500+ UNDERGRADUATE STUDENTS**
- **43% UNDERGRADUATE WOMEN CLASS OF 2021**
- **2,500+ GRADUATE STUDENTS**
- **14 ACADEMIC DEPARTMENTS**
- **50+ ACADEMIC PROGRAMS**
- **530 FACULTY MEMBERS**

Worcester Polytechnic Institute
Offices under the VPR

- Office of Sponsored Programs
- Research Solutions Institute
- Office of Technology Commercialization

How we engage with Companies

- Research grants/contracts/collaborations
- Licenses
- Joint federal and/or state proposals
- Research center memberships
University Advancement

Advancement Departments that Engage Directly with Corporate Partners

- Foundation & Corporate Philanthropy
- Global Strategies & Special Projects
- Leadership Giving
- Office of Lifetime Engagement

How we engage with Companies

- Gifts for capital/naming opportunities
- Gifts/Grants for faculty research
- Gifts/Grants for fellowships/scholarships
- Gifts-in-kind
- Engagement with Alumni in companies
Academic and Corporate Engagement

Offices under the ACE

- Office of Corporate Engagement
- Corporate & Professional Education
- Career Development Center

How we engage with Companies

- Sponsored Capstones, Corporate Days, “In Great Company Celebration,”
- Master Degree Programs, Corporate Onsite & Online Education Programs, & Professional Development Programs
- Career Services- Recruiting, Career Fairs, Networking
“Institutional Engagement” Effort

President

VP A.C.E.
Director, Corporate Relations (CDC/CE)
Associate Director, Corp. Partnerships (CPE)
Sr. Manager Corporate Partnerships (CPE)

VP Research
Assistant VP for Research
Director, Manufacturing Innovation
Research Development Lead

VP Advancement
Director of Foundation & Corporate Philanthropy

IE “Steering Committee” (+ Provost & Deans)

IE “Working Group”
Cross-divisional team
Approach to Inventory and Analysis

Company X

Inventory Dashboard

Network of Academic Corporate Relations Officers (NACRO)
5 Phases with a WPI overlay for Institutional Engagement, 2018

Phase Model for Analysis/Strategy

Worcester Polytechnic Institute
Actions after WPI-internal Process

• Presented to the WPI Steering Committee and got feedback
• Engaged with the companies to
  ─ Get their perspective on the relationship
  ─ Investigate how it can be strengthened, how we can be a better partner
  ─ Get insider-information on company strategic planning
  ─ Create plan for future engagement
• Continued to add to the inventory and shared with appropriate WPI and company representatives
• Explored & identified other companies to dig into next
What we Learned from the Company Side

• Their strategic direction
• Areas of interest in relationship to WPI
• Ideas for strengthening the relationship
  ─ Leveraging existing partnerships, e.g., with UMMS
  ─ Plan events
    ▪ To showcase WPI research areas/researchers
    ▪ To get top executives together from both sides
    ▪ To engage with WPI alumni at the company

• Better understanding: Company Challenges Working with WPI
  ─ Lack of information on research at WPI: no faculty expertise portal
  ─ Long history of working with other universities
IE Team – Where are we now?

- Achievements/challenges
- IE team as working group
- Next steps
  - Re-evaluate strategic partners and target next set of companies
  - Build portal to share information and attract collaborators, students, faculty
  - Continue to identify funding opportunities that lend themselves to collaborations with industry
  - Continue relationship building with companies
  - Specific actions from pilot company mtgs
- Where do we go?
- Is it worth it?
Questions?