

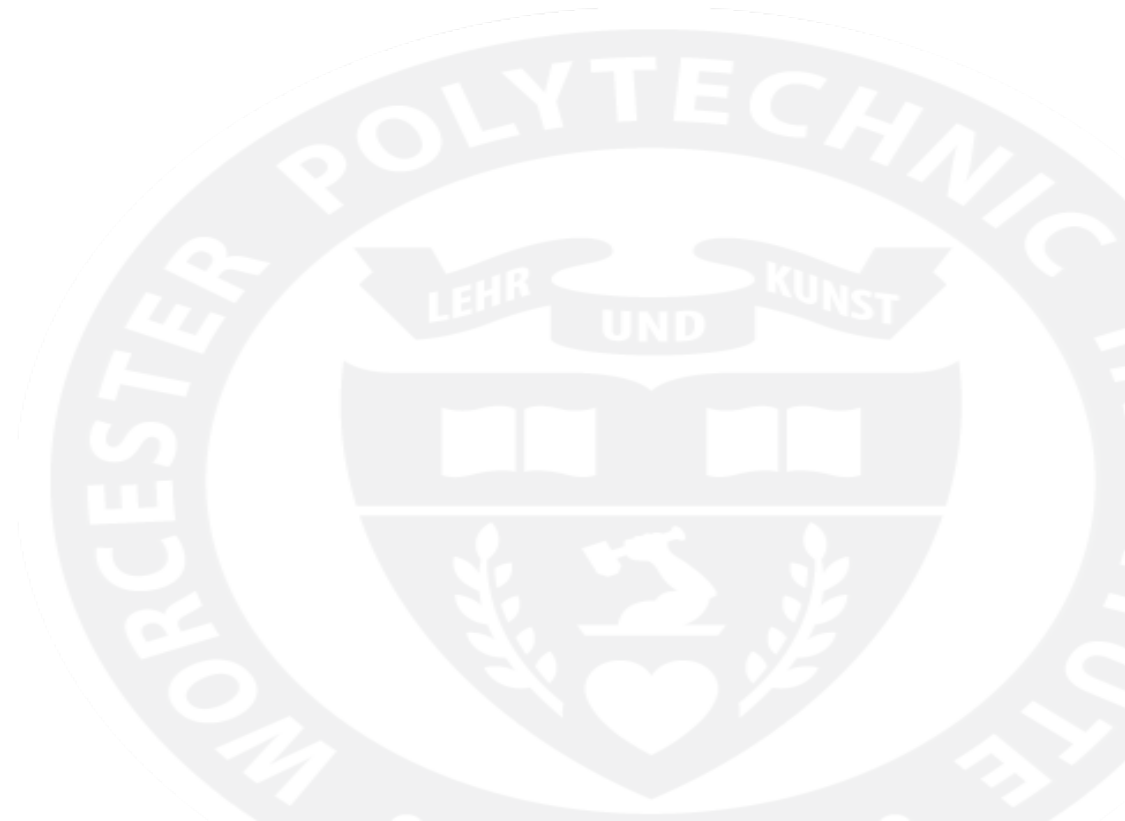
Institutional Engagement

NORDP NE Conference

July 25th, 2019

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

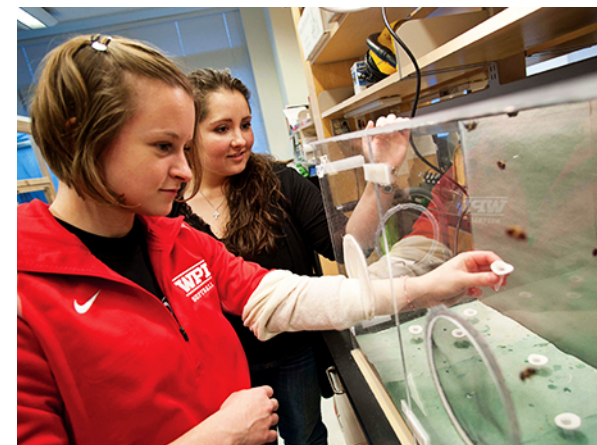
ACADEMIC
DEPARTMENTS

50+

ACADEMIC
PROGRAMS

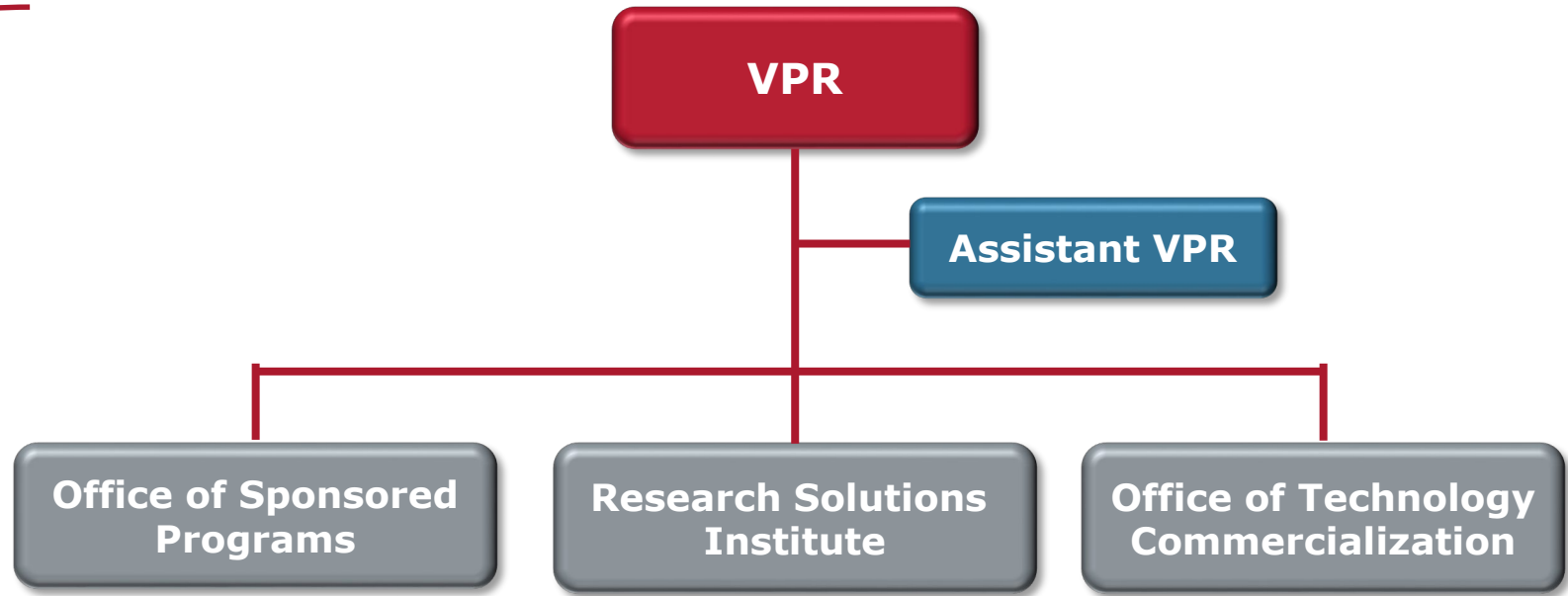
530

FACULTY
MEMBERS



Office of the Vice Provost for Research

Offices under the VPR



How we engage with Companies

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

University Advancement



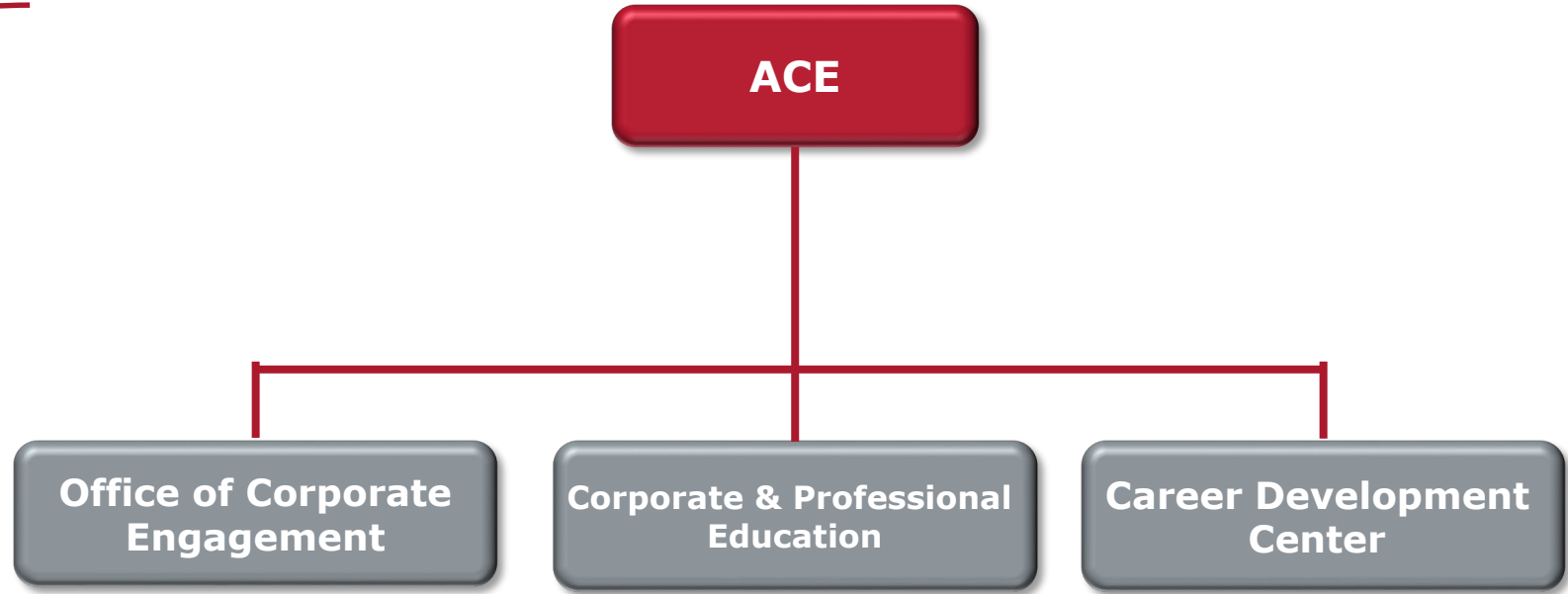
Advancement Departments that Engage Directly with Corporate Partners

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

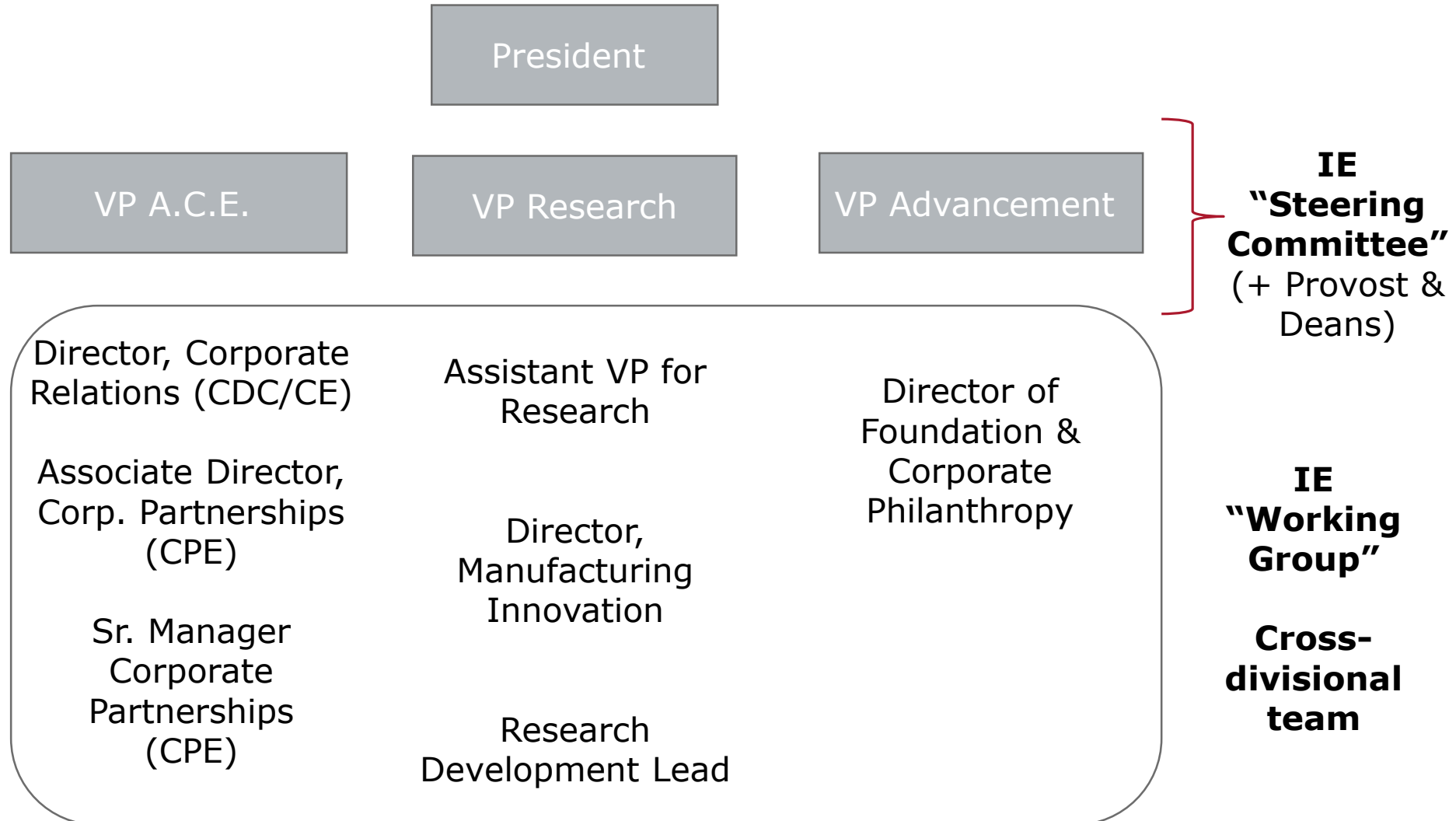
Offices under
the ACE



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



Approach to Inventory and Analysis

Company X



Inventory Dashboard

Sponsored Research Awards
Joint Federal Proposals
Master Research Agreement
Research Grants / Gifts
Graduate Fellowship
Licenses
Membership Centers



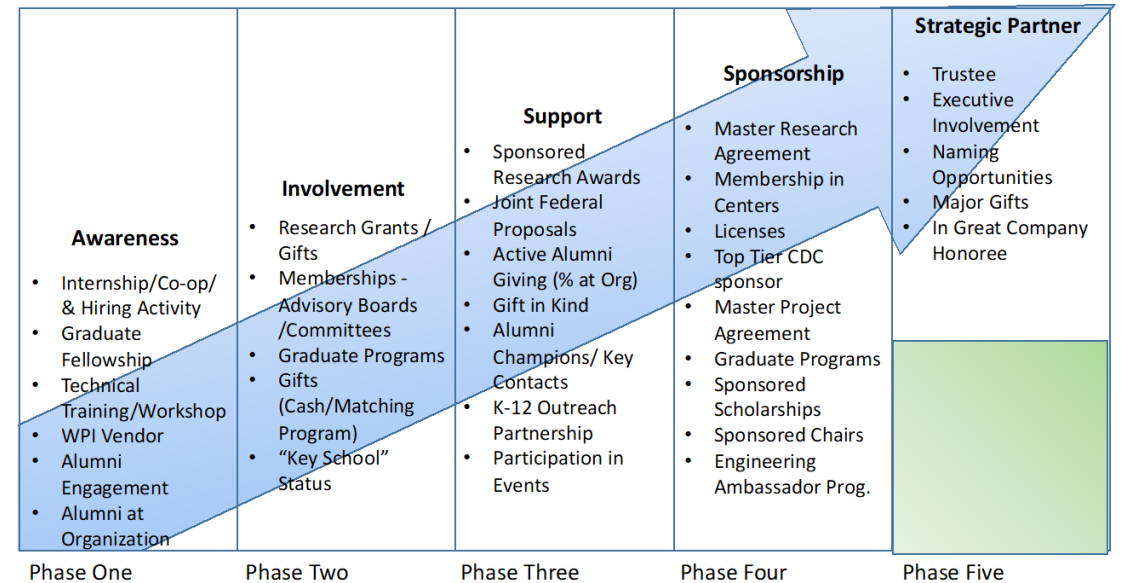
Executive Involvement
Alumni Champions/Key Contacts
Participation in Events
Membership- Advisory Bds./Comms.
In Great Company Honoree
Trustee
WPI Vendor

Internship/Co-op/Hiring
"Key School" Status
Top Tier CDC Sponsor
K-12 Outreach Partnership
Ambassador Program
Alumni at Organization
Master Project Agreement
Graduate Programs
Technical Training/Workshops

Gifts (Cash/Matching Program)
Major Gifts
Gift in Kind (Donations)
Sponsored Chairs
Sponsored Scholarships
Naming Opportunities
Alumni Giving (% at Org)
Alumni Engagement

Phase Model
for Analysis/Strategy

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



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?

