

University Capabilities Statement Template

INSTRUCTIONS FOR USE

This template is designed to be used in conjunction with the UIDP *Communicating University Research Strengths to Industry Partners Quick Guide* and only offers guidance for the template use.

Capabilities statements can be used to demonstrate a high level value proposition for a current industry partner to expand their relationship with the university. In advance of specific, detailed discussions, or prospective parties involved should consult appropriate offices about the type of information that should or should not be shared and whether a non-disclosure agreement (NDA) needs to be signed.

This design template is available for customization on the Canva platform as an open access document and does not require a professional Canva account. Customization elements include logo, content, and changing the theme with up to three colors for text, headers, and icons.

The diagram illustrates the layout for Section 1: Header Statement. It features a top header area containing a logo placeholder, the text 'BUSINESS & INDUSTRY: RESEARCH PARTNERSHIPS', and a large blue number '1'. Below the header are two side-by-side content boxes. The left box is titled 'OUR RESEARCH' and contains a large blue number '2'. The right box is titled 'OUR VALUES' and contains a large blue number '3'.

Section 1: HEADER STATEMENT

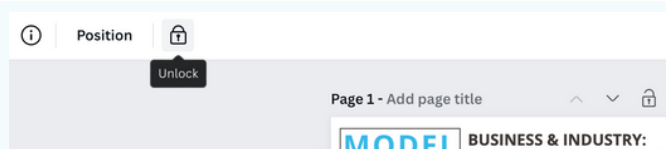
Insert one sentence that captures your value statement. Differentiate your institution here. The one non-negotiable requirement is that the information responds to industry needs or challenges by speaking directly to an industry audience. This sentence should demonstrate why a company should partner with your university. What you write here should tie back to your institution's core values.

Section 2: "OUR RESEARCH"

In this section, include information that tells the story of the overall research endeavor, providing a sense of the scope and scale of research activity.

Note: The text provided here is an example intended to show the layout, but there are countless ways to use this space to give three facts that say something about your research endeavor.

Consider including information about the institution's National Science Foundation's Higher Education Research and Development ranking, specific discipline rankings, Carnegie Classification, annual research expenditures, percent of research expenditures funded by industry, dollar amount funded by industry, number of researchers, number of graduate or undergraduate students involved in research endeavor, core research facilities, percent of year-over-year growth in research expenditures, industry-funded research awards, number of public press mentions of research at the university, and/or active licenses.



Note: Background graphics and section borders are locked in the template. To unlock background components within design, select the object and click the lock icon to edit.

To learn more, visit uidp.org

For specific inquiries, please email:
info@uidp.net or call us at 803.807.3679



Strengthening
University-Industry
Partnerships

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Section 3: "OUR VALUES"

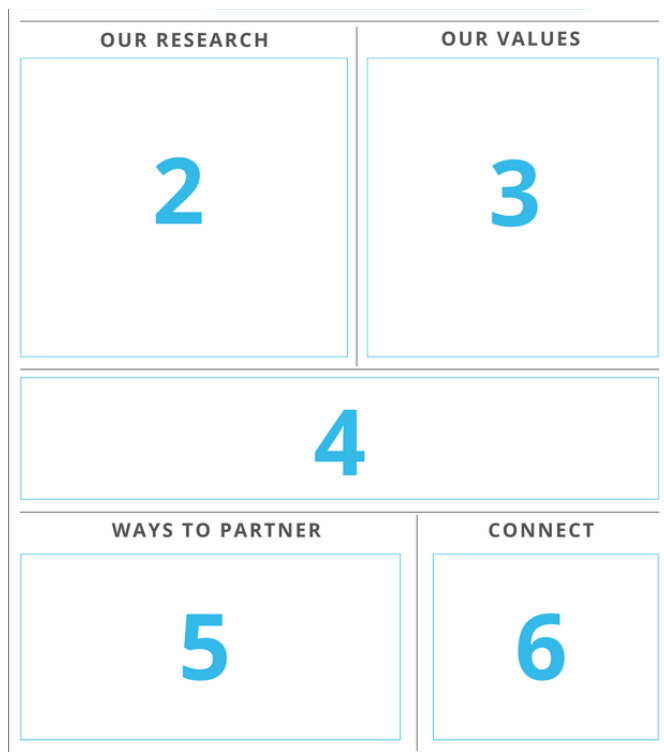
Illustrate the framework of the university research endeavor in 2-3 statistics that support the value statement made in the header. Demonstrate the characteristics that make your university compelling and distinctive. Avoid stating something that does not hold true in all interactions with the university.

Note: There are many ways to utilize this space. The example given here is of a university that places a commitment to diversity, equity, inclusion and belonging at the center of all that it does.

Other frameworks might include jobs creation/economic development; startups creation; a global focus; a strong interdisciplinary focus; a real-world/problem solving focus.

Section 4: QUOTE/FLEX AREA

Use this space to provide information about **specific fields of research** at which your university excels OR to provide a **brief quote from a corporate partner** about how great it was to partner with you.



Section 5: "WAYS TO PARTNER"

Provide examples of partnership opportunities that vary in time and dollar investment. If possible, include range of dollar and time investment. Additional examples include:

- support a PhD candidate;
- provide a gift to a laboratory or a specific researcher;
- join an industry advisory board;
- join a consortium; and
- sponsor or design a capstone project.

UIDP members can log in to **uidp.org** and view the *Avenues for Engagement* publication for a menu of types of engagement and their relative costs.

Section 6: "CONNECT"

Provide contact information to speak with someone in person. Ensure that the email and phone number are monitored daily and that inquiries receive a response within 48 hours. **Provide a link to direct industry representatives to the industry-facing landing page.**

To learn more, visit uidp.org

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