



Strengthening
University-Industry
Partnerships



FY2019 Annual Report

By the Numbers

1,849

UIDP MEMBER
REPRESENTATIVES

154

MEMBERS

23

NEW MEMBERS:
15 INDUSTRY, 6 UNIVERSITY,
2 RESEARCH INSTITUTIONS

22

WEBINARS WITH
1,185 ATTENDEES

4

IN-PERSON EVENTS
WITH 831 ATTENDEES

11

ACTIVE PROJECTS
WITH 150+ VOLUNTEERS

"A meeting dedicated to sharing best practices and successful models that improve how we collaborate was so important for university leaders who are working to develop a talented and nimble workforce and to improve the economic prosperity of our citizens."

PETER K. DORHOUT,
VICE PRESIDENT FOR RESEARCH
KANSAS STATE UNIVERSITY



From Our President

So much has changed over the past five years since UIDP evolved into the independent, non-profit membership hub we are today—in terms of size, scope and impact. And yet, our core principles endure: mutual respect and commitment to develop new, more productive ways to work together and to address common issues affecting university-industry collaboration.

When we started UIDP, I could not have imagined the success we've found as a solutions-oriented forum where academic and industry representatives learn from each other and find better ways to work together. Our members' contributions have developed an expansive portfolio of university-industry partnership resources. Every meeting brings new avenues for our members to address common issues.

IN THIS REPORT, YOU'LL READ ABOUT UIDP'S ACTIVITIES IN FY2019. A FEW HIGHLIGHTS:

We hosted our first meeting for Xurban universities in FY2019. It generated a toolbox full of tips and best practices for universities in non-metro areas to maximize the benefits from academic-industry partnerships. The strong response to our first event sparked interest in adding Xurban workshops on a recurring basis; Cornell University will host the next Xurban in 2021.

We're on track to extend our international presence. We added the University of Waterloo to our membership in FY2019 and will continue to carefully evaluate and extend membership to top universities around the world in a step-wise fashion. We also experienced the ramp up to our first international meeting in FY2019, and we're excited to follow our UIDP Oxford experience with another international conference there in 2021.

Members like you are invested. We're fortunate to maintain a strong financial position, but our members are UIDP's chief asset; *you are our brain trust*. We are grateful for your continued trust and honored to be associated with such visionary professionals and influential organizations.

Thank you for sharing your time and expertise with us and your peers through initiatives such as events and projects. The critical role of university-industry partnerships is garnering more attention with federal agencies and in governments and circles around the world. We know that many eyes are on us. Doing this well means that all participants achieve their goals and society benefits from our advancements. And that fuels our drive to engage and empower our members—to share, collaborate, and solve, in partnership with you.

As we go to publication, the COVID-19 pandemic is dramatically altering the way we all do business. UIDP, like you, is working to adapt to the changing landscape. Together, we will continue to achieve ambitious goals for strengthening university-industry partnerships.

Tony Boccanfuso
UIDP President

What We Do

Responsiveness to member needs is our highest priority, from launching new projects or a new type of event. FY2019 featured plenty of “new” in terms of projects, member resources and events.

UIDP Projects

UIDP projects address issues and opportunities in four areas that address the breadth of our work:



Contracting



Workforce Development and Student Engagement



Partnership Management and Research Administration



Government Engagement and Economic Development

More than 150 volunteers were active stakeholders in 11 project work groups in FY2019. You asked for—and UIDP began—**five new projects** in FY2019. With insight and the hard work of these volunteers, we produced **four new quick guide resources** for our membership.

First Xurban Workshop

In addition to exceptional national conferences hosted by Northwestern University and North Carolina State University, UIDP initiated an NSF-funded workshop tailored to the needs of universities located outside major metropolitan areas. Hosted by the University of Arkansas in May 2019, our first Xurban event attracted 174 participants to address unique challenges and to craft solutions to university-industry partnership issues particular to rural and suburban institutions.

To extend key learnings, UIDP produced the first elements of its Xurban Toolkit, an evergreen, ever-growing best practices resource that resides on the UIDP website. The strong response to our first event sparked interest in adding Xurban workshops on a recurring basis; **Cornell University will host the next Xurban in 2021.**

Cultivating Our Community

Relationship powers collaboration, and UIDP sets the stage for members to connect. **In FY2019, UIDP sponsored seven networking events** in addition to the receptions enjoyed at our national conferences and workshops.

Receptions held in:

Austin, TX
Fayetteville, AR
Mountain View, CA (2)
Nashville, TN
New Orleans, LA
Pittsburgh, PA



New Projects Launched

- Strategic Roadmapping
- Corporate Affiliate Programs
- U-I Collaborations in Pursuit of Public Funding Opportunities
- Closing Curriculum Gaps: Integrating Industry Training Needs into University Curricula
- Creating & Maintaining High Impact Industry Days

Publications Completed

- Innovation Centers
- Industry Sponsored Capstone Projects for Academic Credit
- Ph.D. Student Internships in Industry
- Compliance Learning Module

UIDP's Resource Center is packed with reports, quick guides, recorded webinars, meeting presentations, and other resources to serve member needs 24/7.

1,230+

resources were accessed each month in FY2019



“UIDP28 [dine arounds] provided a way to really get to know people and their institutions that is not enabled in any other setting. This is where I believe (and in industry have seen) that most of the real innovation happens and meaningful relationships are formed.”

MARK ORTIZ, MANAGER,
STRATEGY AND PLANNING, SONY

Member Insight

EMD Group on the value of UIDP membership

Member: EMD Group

Joined: FY2018; participated with active attendance at six events over two years



MIKE MATTHEWS

Director, Partnerships



JELENA SEPA

Director, Partnerships,
& Scouting

ON UIDP EVENTS

Mike: We do technical scouting, and the network of people that go to UIDP events are “our people.” They’re industry peers and, very often, the people at universities that we want to see.

So UIDP events are our front door to going into the universities. The networking we do there is very valuable.

The high quality of both the industry and university network has been one of the early returns over the last two years.

Jelena: It’s also good to hear best practices from other companies—how they do partnership scouting and figure out metrics, for example. UIDP is a nice forum to bounce ideas off of each other and talk about challenges we all face and how to solve them.

Mike: We’re in California, so having the right people from the universities at one event, from different regions, is very valuable.

Jelena: Even for some of the local entities where I already had a network established, you always meet new people at UIDP conferences. In December, when we attended the event in Palo Alto, we made new connections to parts of the university systems that I didn’t even know existed.

ON THE VALUE OF MEMBERSHIP

Mike: Number one, it’s a very well-run organization. The curation of what organizations are members (and who attends events) is done in a very effective way.

There’s a certain seniority in the member organizations that makes the environment productive.

Our industry sector peers are members, too. The topics handled through UIDP projects are also relevant, because members propose them, and we all share common issues.

UIDP is a non-competitive forum where we can talk about new technology and about stimulating innovation. The right players from government and industry collaborate in a very effective, organized structure. I never feel like I’ve wasted my time.

ON MAXIMIZING MEMBERSHIP VALUE

Mike: I brought one of our more junior staff members to a UIDP conference as a training opportunity. He got to learn first-hand how to engage at this level. For people that are new to the field, UIDP resources are a great way to accelerate their understanding of what topics are relevant, and to see what a consensus view might be, even if individual companies have their own particular view.

Membership in UIDP has helped me understand the university perspective on all of these topics. Universities have completely different goals, and UIDP gives us exposure to that way of looking at the world.

We also did a webinar last year that UIDP organized on our behalf. It was beneficial for us to connect with others and share a wealth of information. Doing a UIDP member webinar helps you organize your thoughts and connect with people who have struggled with the same issue.



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Our Mission: The UIDP supports mutually beneficial university-industry collaborations by developing and disseminating strategies for addressing common issues between the two sectors.