![UIDP - Strengthening University-Industry Partnerships]

Reorganizing Corporate Engagement Offices
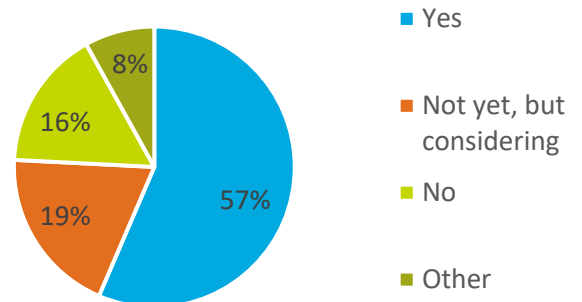
July 9-17, 2020 | n=85

A number of universities have reorganized their corporate engagement offices in the past several years. UIDP was interested to learn about our member representatives' experiences, whether they're part of a university that does corporate engagement or an industry member representative that engages these offices.

The survey used branching to gather separate insights from university-based respondents (77) and industry respondents (8).
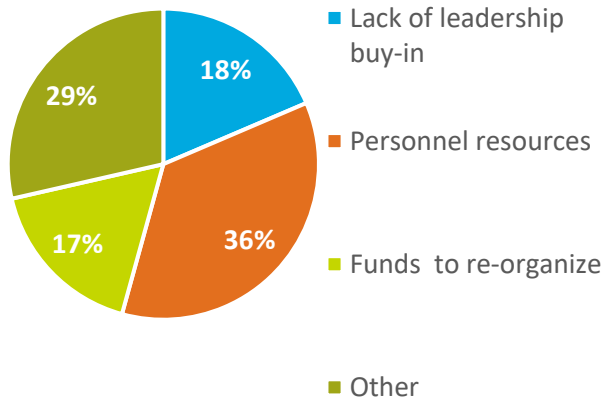
Among university respondents, **a majority (56%) had reorganized their corporate engagement offices within the past five years.** Another 19% said they were considering or planning a reorganization, and only 16% were not considering it.

Personnel resources (having the team on hand to implement the change) was the top challenge cited by this group (54%). Lack of leadership buy-in was cited by 28% as a factor, as well as funds needed to reorganize (26%). Among additional responses, faculty engagement and the nuances of navigating the university's culture and innate resistance to change were also factors.

Have you recently reorganized your corporate engagement office?

- Yes
- Not yet, but considering
- No
- Other

57% / 19% / 16% / 8%

What are or were your primary challenges with reorganization?

- Lack of leadership buy-in
- Personnel resources
- Funds to re-organize
- Other

18% / 36% / 17% / 29%

A majority of industry respondents (56%) said they are working with universities that take a holistic approach to industry engagement. Among these five respondents, the **majority said they realized benefits from working with a centrally-managed corporate engagement office**.

What benefits do you get when working with a centrally-managed corporate engagement office?

Increased visibility to events/ initiatives in the university, 80%

Better strategic partnerships, 80%

Streamlined coordination, 60%

In an effort to get at **challenges for industry**, UIDP also asked those respondents what hurdles they face when working with universities. The nine respondents ranked "difficulty with coordinating across many touch points" first, but "reduced visibility to events/initiatives across the university" was cited by almost as many respondents. "Other" responses included:

- Difficulty coordinating within my company across many touch points at the university.
- Everyone is "zoomed out" –hard to get in front of university clients
- Sometimes too much of information, which is not relevant
- Getting agreeable terms on IP with the tech transfer offices when there is one professor we want to engage

What challenges, if any, does industry face when working with universities?

| Difficulty coordinating across many touch points, 56% | Reduced visibility to events/ initiatives across the university, 44% | Other (please specify), 44% |
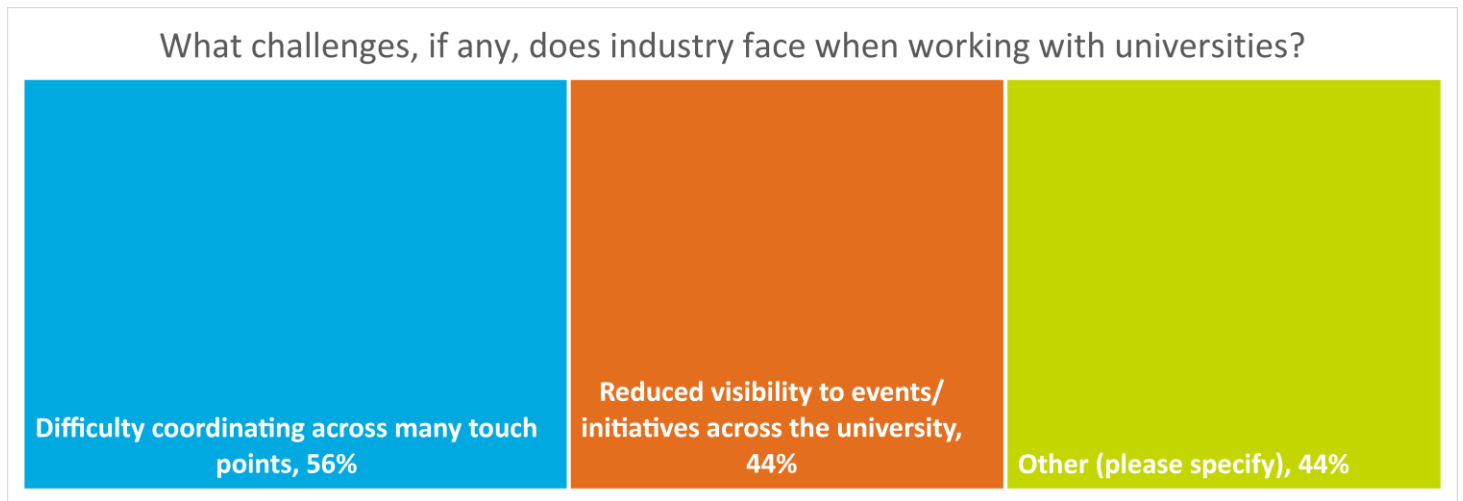
These results will seed the presentation and discussion at the UIDPConnect 2020 workshop, "Corporate Engagement Centers – Internal Models of Organization," led by Penn State University's Priya Baboo. Learn more and register.