

Maximizing Impact in the Face of Resource Scarcity

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Brief overview

Approaches to maximize resources focus on leveraging people throughout the institution with contacts with corporations; leveraging free resources to get the message out; and leveraging external funds from philanthropy or state government entities.

Use in U-I engagements outside of major metropolitan areas

Building a team can be accomplished at any location. When the location is remote, partnering to get the largest exposure of all university resources during a corporate visit is even more important. Using social media serves to lengthen reach and enlarge exposure, and local groups that share a common economic development goal, like chambers of commerce, can be leveraged to the benefit of all. Philanthropy is often locally directed, and the ability to include student opportunities and economic development can make university-industry partnerships more attractive for funders. State programs, if available, can be key, as these programs need to demonstrate statewide impact and, therefore, should be receptive to all universities.

Key features

- **Making the most of available resources**, including looking to state resources through economic development authorities and philanthropic organization.
- **Developing a collaborative group** without the necessity of funds to establish a dedicated office.
- **Balancing management across the group**. This involves corporate engagement that doesn't also need control and finding creative ways to tell the partnership's story through other channels.

Key takeaways

- **Leverage scarce resources** by bringing together people across the university to work as a team, while developing trust and relationships between players within the university,
- **Get the message out** without internal resources. This can be made possible with social media and leveraging community partners, such as the chamber of commerce and economic development entities.
- **Develop and leverage outside funding** such as entrepreneurial-focused philanthropy funds and state agencies with aligned missions.



This toolkit is a product of the May 21-23, 2019 event hosted by UIDP and the University of Arkansas, "University-Industry Engagement Outside Major Metropolitan Areas and Megacities: Identifying Issues and Finding Solutions."

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Resources required

Resources required for success include the ability to identify the network of corporate-facing individuals and offices at the university, as well as cooperation with state agencies or donors and creative thinking on funding strategies.

Best practice examples

- State resources need to be expended to serve all residents, an advantage for universities. The State of Michigan offers several programs via the Michigan Economic Development Corporation and the Michigan Corporate Relations Network. Ohio has a program that works with innovative startup companies across the state, Ohio Third Frontier.
- Philanthropic dollars can be directed to support an entrepreneurship environment, e.g., the Chancellor's Fund at the University of Arkansas.
- Bringing people together over lunch offers an opportunity to tap into their knowledge on interactions with industry (an example offered by Kansas State University).
- Universities can develop an organizing unit to direct companies across the university that develop their own funding as they mature via corporate partnerships/sponsorships (an example offered by the University of Waterloo).
- Organizations can use the give-and-get model to bring people together to share what they can offer and what they need and can facilitate matching aligned entities.
- Empower those with an interest in corporate interactions and entrepreneurship to use these skills, which are not always valued in an academic environment. This creates a place to belong and contribute (an example offered by the University of Missouri).
- Chambers of commerce provide a conduit to local business and share information. They can also support partnership building by surveying members about needs.
- LinkedIn has produced results and supports follow up for sharing university strengths (an example offered by Mississippi State University).
- Organizations can use attendance at professional meetings to engage with potential corporate sponsors (an example offered by Michigan Technological University).
- Although university websites need exposure beyond the campus community to be effective as partnership-building resources, they can provide leadership to refer people to other corporate-facing parts of the university.