



UIDPCONNECT
2020

The Procurement Piece: Innovative Academic Business Partnerships in Support of Research, Philanthropy and Students

September 23, 2020 4:30-5:45 PM EDT



Moderator
Melissa Erekson
Penn State University



Val Gill
Indiana University



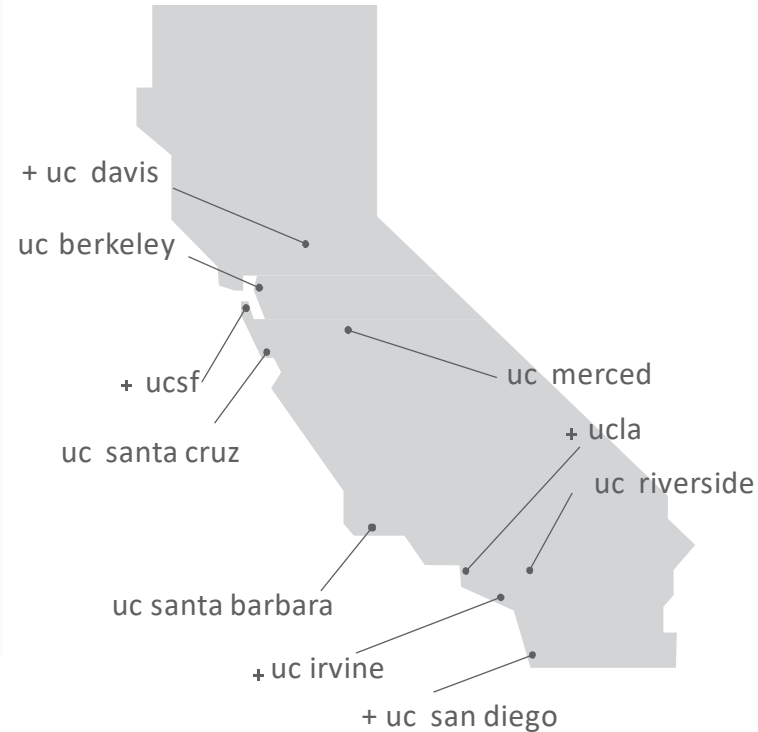
Heather Vinograd
UC San Diego



Christopher Boyer
NC State University

UNIVERSITY OF CALIFORNIA

- 10 campuses
- 280K students, and 2M alumni
- 3rd largest employer in CA
- 228K faculty, postdocs and staff
- Awarded more NIH and NSF funding than any other institution in the country



UC SAN DIEGO

- Founded in 1960
- Total Campus Enrollment Fall 2019: 39K
- Faculty & Staff: 39K
- \$1.33B in secured research funding
- \$5B+ in fiscal year revenues
- Known for Bioengineering, Biological Sciences and Scripps Institution of Oceanography



UC SAN DIEGO CAMPUS PARTNERSHIP PROGRAM

Chancellor
Pradeep Khosla

VC and CFO
Pierre Ouillet

Business &
Financial Services

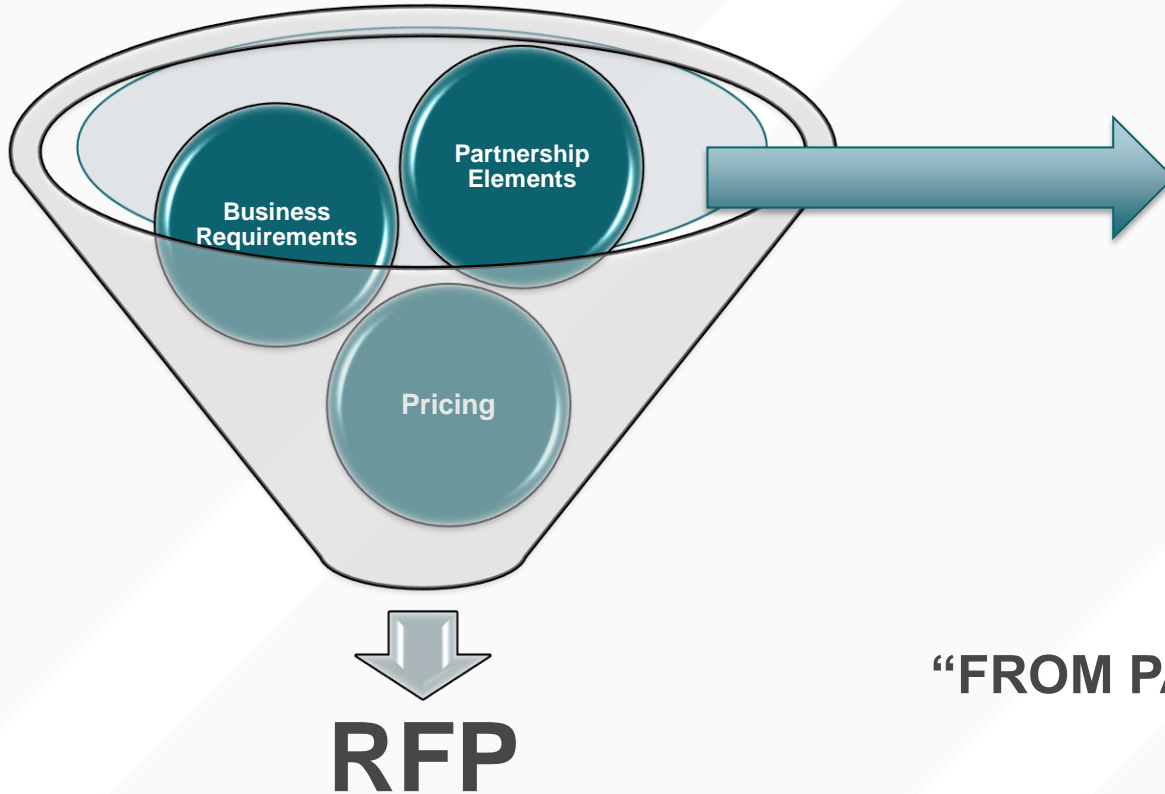
Integrated Procure
to Pay Solutions

UC San Diego
CAMPUS PARTNERSHIP PROGRAM



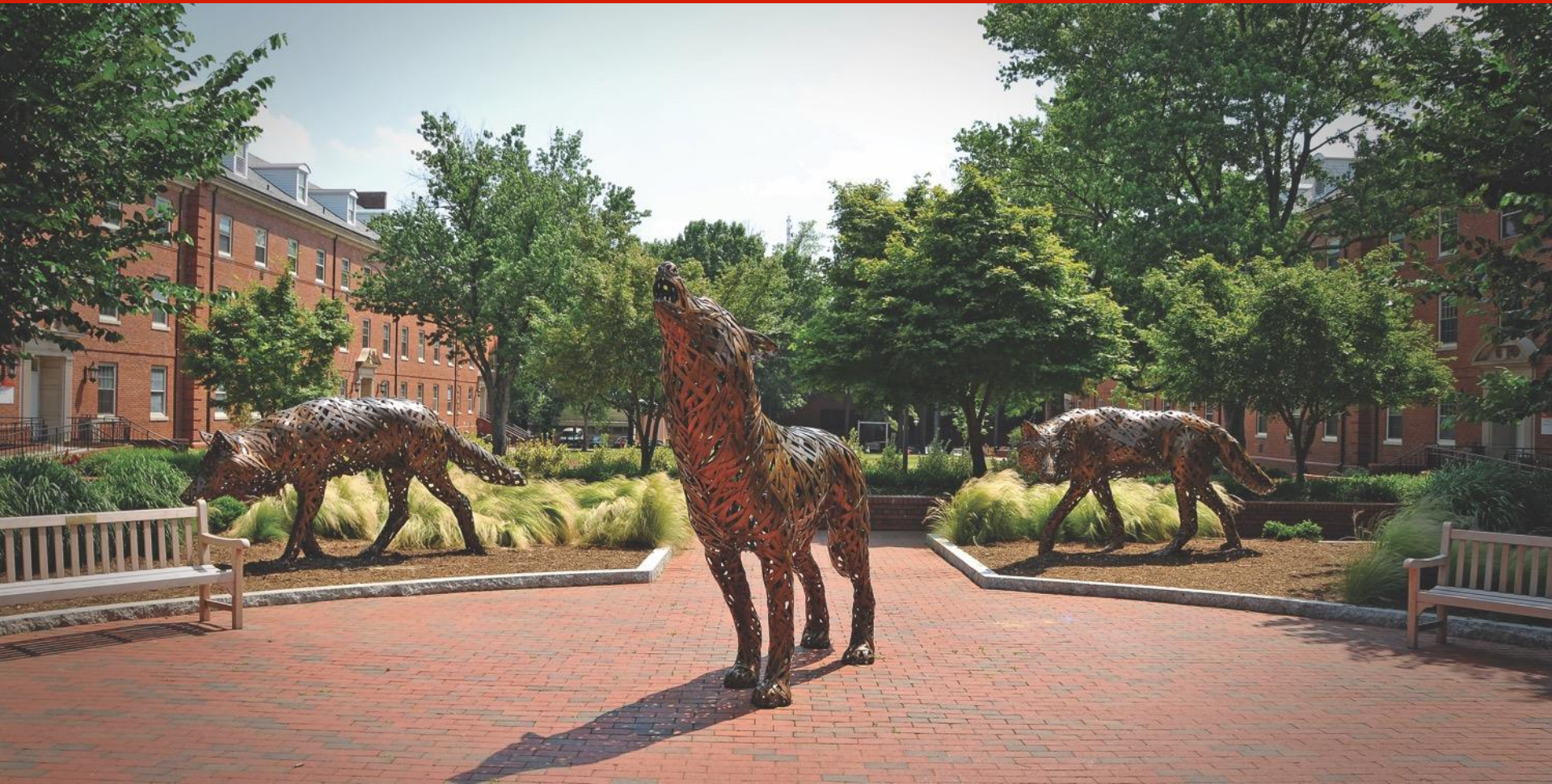
PARTNERSHIPS WITH PURPOSE

DRIVE PARTNERSHIPS BY EVOLVING THE RFP PROCESS



- Scholarships
- Athletic Sponsorship
- Recruitment
- Speaker Series
- Event Sponsorship
- Internships
- EDI Initiatives
- Training

“FROM PARTS TO PARTNERS”



A photograph of a red sign with white text that reads "NC STATE UNIVERSITY". The sign is mounted on a building facade and is illuminated from below. The background shows a blue sky with some clouds.

NC STATE UNIVERSITY

NC State's Brand

- Only within the last few years has NC State focused significantly on identifying, protecting and advancing its brand more strategically for the overall benefit of the institution.
- NC State's strong brand has proven effective in helping to improve rankings, attract the brightest students and best faculty, raise money, enhance employee and alumni pride, etc.
- NC State's strong brand helps attract and secure partnerships, sponsorships and licensing agreements with private-sector businesses that want to be associated with the university.

Overview

- The Office of Strategic Brand Management brings together several formerly dispersed and overlapping responsibilities, including:
 - Management and protection of the university brand;
 - Management of logos, trademarks, licensing programs and retail merchandising;
 - Management of commercial university sponsorships with outside business partners;
 - Other brand and revenue-generating opportunities



Big Brand Opportunities

- NC State's brand momentum and impact are just beginning to take hold.
- NC State has a tremendous opportunity to elevate brand awareness, facilitate investment from businesses, enhance its partnerships, and improve external revenue support.
- The Office of Strategic Brand Management will capitalize on our strong and rising brand awareness to help the university accomplish its goals and achieve its potential.

PNC

PERSONAL SMALL BUSINESS CORPORATE & INSTITUTIONAL ABOUT US Customer Service Locate ATM/Branch Security

PRODUCTS & SERVICES LEARNING SUPPORT OFFERS SEARCH LOGIN

NC State

PNC Student Banking makes managing your money while you're at school one less thing to worry about.

Students Virtual Wallet® Virtual Wallet Student® has the resources to help you keep track of your money. [Apply Online](#)

Faculty & Staff Get money management tools, benefits & more with PNC WorkPlace Banking. [Learn More](#)

NC STATE

New Belgium Brewing @newbelgium · Jul 3

Introducing Old Tuffy, a crisp and refreshing lager brewed in partnership with NC State strutting into North Carolina in cans and draft August 2019. #OldTuffy

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OFFICE OF BUSINESS PARTNERSHIPS

OUR MISSION

We help you connect to the IU Community: Office of Business Partnerships is IU's front door for partnership with faculty, researchers and students.

INDIANA UNIVERSITY

93,000

Students

700,000+

Graduates

20,000+

Faculty, staff, and other employees

WORLD CLASS

Schools of business and music

LARGEST

Medical school in the country

- Established in 1820 with core campuses in Bloomington and Indianapolis and 5 regional campuses
- Global gateway offices to support our relationships in Bangkok, Beijing, Berlin, Mexico City and New Delhi
- Storied and National Championship-level athletics
- Supported by \$854M in external research funding (2020), and \$200M+ being invested by IU in the Grand Challenges Research Program
- Rich student-led philanthropic events, such as the Little 500, and the IU Dance Marathon



IU campuses

IU Bloomington, IUPUI (Indianapolis), IU East (Richmond), IU Kokomo, IU Northwest (Gary), IU South Bend, IU Southeast (New Albany)



HOW WE WORK WITH BUSINESS PARTNERS

Our team works closely with industry partners to develop mutually beneficial partnerships that advance the mission of both organizations.

| WE SUPPORT BUSINESS PARTNERS BY:



COLLABORATION



CONNECTION



STUDENT PROGRAMS
& TALENT PIPELINE



RESEARCH



COMMERCIALIZATION



SPONSORSHIP
SUPPORT



STRATEGIC GIVING
& PHILANTHROPY



CONTINUING
EDUCATION

- Cultivating strategic relationships and mission-aligned opportunities to partner with IU's **112,000** students, **8700+** faculty, and **700,000+** graduates.
- Providing a central point of contact to facilitate partnerships across all of IU's campuses.
- Arranging for opportunities to engage IU faculty, staff, and students through research, targeted philanthropy, internship programs, scholarships, recruiting events, on-campus events, sponsorships, and more, based on interest and opportunity.
- Supporting the activation, fulfillment, and stewardship of partnership agreements.
- Introducing companies to professional development and educational opportunities.
- Creating opportunities for IP commercialization, new technologies, and licensing.



OFFICE OF

BUSINESS PARTNERSHIPS



Governance

The Advisory Committee:

- Reviews partnership opportunities and guide objectives
- Creates a University-first approach
- Recommends working group members
- Assesses the risks and rewards of partnership or other monetization

Advisory Committee

Joint Chairs: VP & Chief Financial Officer and VP for Research

VP for Capital Planning & Facilities

VP and Director of Intercollegiate Athletics

VP and General Counsel

VP for Government Relations and Economic Engagement

VP for Information Technology & Chief Information Officer, and VP for Communications & Marketing

Chief of Staff, Office of the President

IUF Senior Vice President for Finance & Administration

Kelley School of Business Executive Associate Dean of Academic Programs and Professor of Operations & Decision Technologies

Associate Vice President Business Partnerships

