

# DIGITAL TOOLS TO DRIVE COLLABORATION

UIDP Xurban 2022

6/8/22

# Panelists



**Rebecca Joffrey**  
Cornell  
University

Technology  
Innovation



**Mark VanderZyl**  
Johns Hopkins  
University

Technology  
Ventures



**Doug Little**  
Georgetown  
University

Academic and  
Advancement Systems



**Jeff Dixon**  
Traction on Demand (formerly  
at Queens University)

Education Innovator  
and Data Advocate

# Corporate Engagement

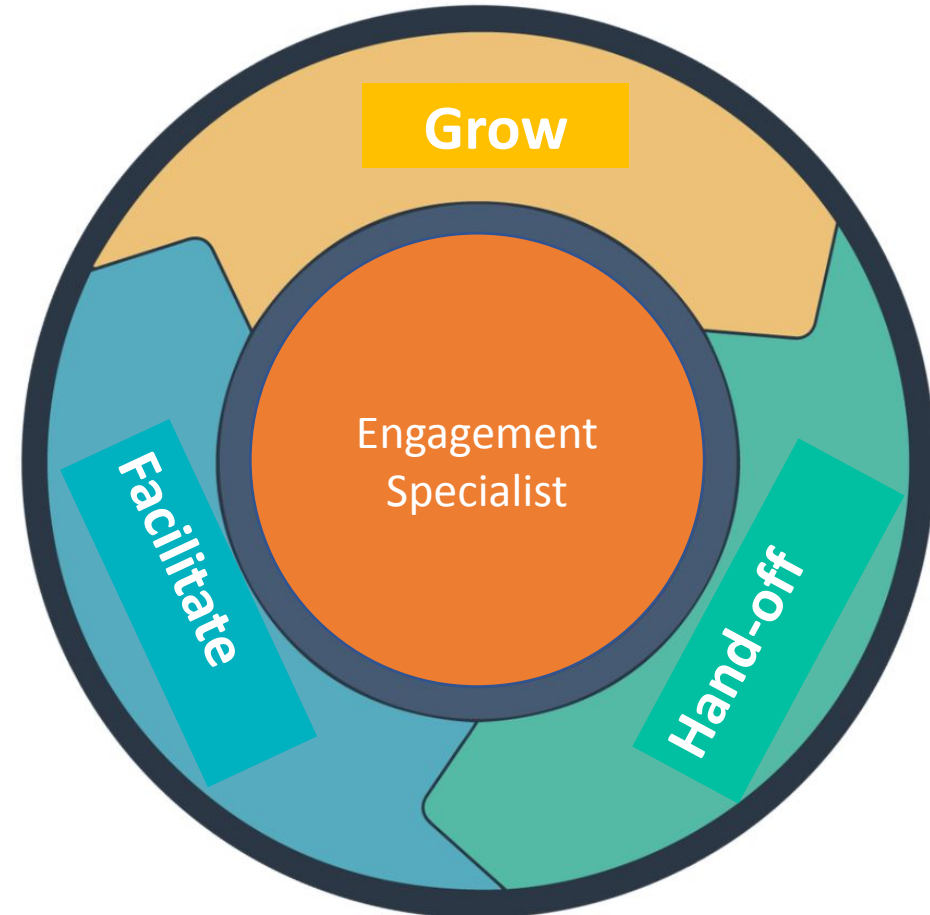
University corporate relations (CR) are the formation of new partnerships and engagements as well as the on-going maintenance of existing relationships. These partnerships are primarily founded on shared goals and missions that are mutually beneficial to both the university and the corporation.

University benefits from...	Company benefits from...
Jobs & internships for students; fellowships	Future employees, recruiting
Executive education participants	Executive education training for employees
Expanded research capacity; access to real-world problems	Campus research collaborations; "R" of R&D;
Licensing revenue	Patent license
Equipment & facility fees	Access to specialized equipment
Event funding	Event sponsorship, publicity and association

Source: "Academic Corporate Relations: Essential Elements," by Sacha Patera, PhD, NACRO Benchmarking Committee Co-Chair and Associate Director of Corporate Relations, Northwestern University; Emily Abbott, NACRO Benchmarking Committee Co-Chair and Associate Director of Corporate Relations, California Institute of Technology; presentation at NACRO Conference 2011.

# Corporate Engagement Technology

Knowing how corporate relationships emerge, the CFR-CRM team must identify core tools to help engagement specialists and relationship managers make partners successful.



Source: Adapted from HubSpot Flywheel Model, <https://www.hubspot.com/flywheel>

# SALESFORCE DELEGATED ADMIN & PROJECT MANAGER

We spent the past six years building a robust CRM solution to address the needs of our Technology Transfer, Corporate Partnerships, and Entrepreneurial Innovation Hub.



**Mark VanderZyl**  
Johns Hopkins  
Technology Ventures

# DIGITAL SOLUTIONS

## Old Way:

- Over-reliance on Excel and Outlook
- Handwritten notes in notebooks

## New Way:

- Cloud-based solutions, with 24-7 access
- Forecasting, reporting, tracking, CRM activity of a sales office
- 15,000+ Contacts consolidated from Outlook, LinkedIn, Business cards, etc.



# GU Faculty 360 Public Profiles

GEORGETOWN UNIVERSITY

Contact GU360 Help

Connect with Advancement

Douglas Little



Georgetown360

Directory

Dashboard

My Profile



## Bio and Featured Works

Teaching

Research and Scholarship

Service

## Douglas R Little

Assistant Vice President - Academic and Advancement Systems  
GU360 Academic Sponsor

[Return to non-public Profile](#)

### Contact

Email: [drl42@georgetown.edu](mailto:drl42@georgetown.edu)

### Personal Website(s)

[NHS](#)

[gu360](#)

### Bio and Featured Works

Douglas Little is the AVP of Academic & Advancement Systems for Georgetown University. Prior to joining UIS, Doug served in a variety of roles across functional areas including serving as the Director of First Year Experience & Student Resource Center at Rollins College, the Director of Orientation & Family Programs and at George Mason University, and the Senior Assistant Dean for the Georgetown University School of Nursing & Health Studies, where he helped launch the university's first online degree program. Within these roles Doug has provided organizational leadership in the areas of technology innovation, advising, enrollment services, admissions, leadership development, and international service learning. Doug presently leads the Student Systems, Educational Technology, BI, Workday and Georgetown360 Salesforce implementation teams.

### Expertise

Emerging Technology, Ethics, Information Technology and Systems, Leadership, Leadership Skills, Management, Online Learning, Public Health Communication Through Technology, Strategic Business & Technology Planning, Teaching and Learning, Technology & Product Development

### Interests

Cross Cultural Leadership, Health Disparities, Leadership, Technology & Product Development

### Education

Miami University-Oxford - M.S., Education Administration

University of Missouri - B.A. with Honors, Psychology

University of Missouri - B.A. with Honors, Communications

### Office Hours

#### Location

2115 Wisconsin Ave. Suite 3000

#### Hours

Mon: 2-5

Tue: 2-5

Wed: 2-5

Thu: 2-5

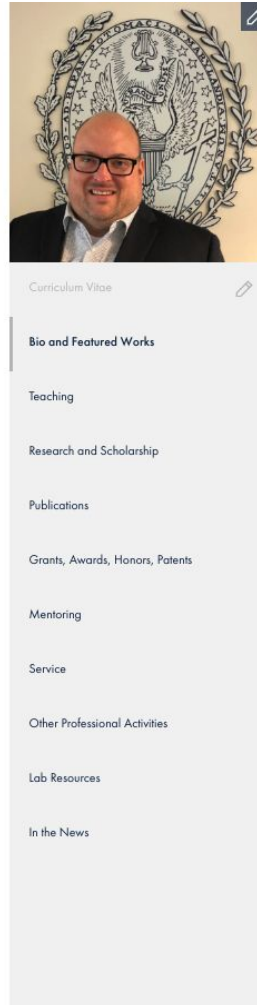
Fri: 2-5

### Available by Appointment

[Book Appointment](#)

# GU Faculty 360 Project

- Easily edited and/or delegated
- Auto populated when possible
- One entry point with many outputs
- Used by multiple disciplines
- Creates connection points both internally and externally
- Broadly applicable to other settings



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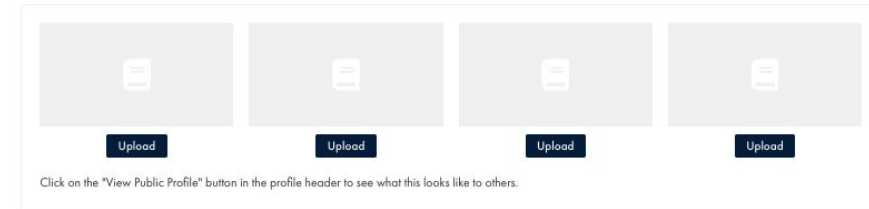
## Research Techniques

## Interests

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## Language(s)

## Featured Works



## Academic Appointment(s)

## Education

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**Available by  
Appointment**

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## Assistant

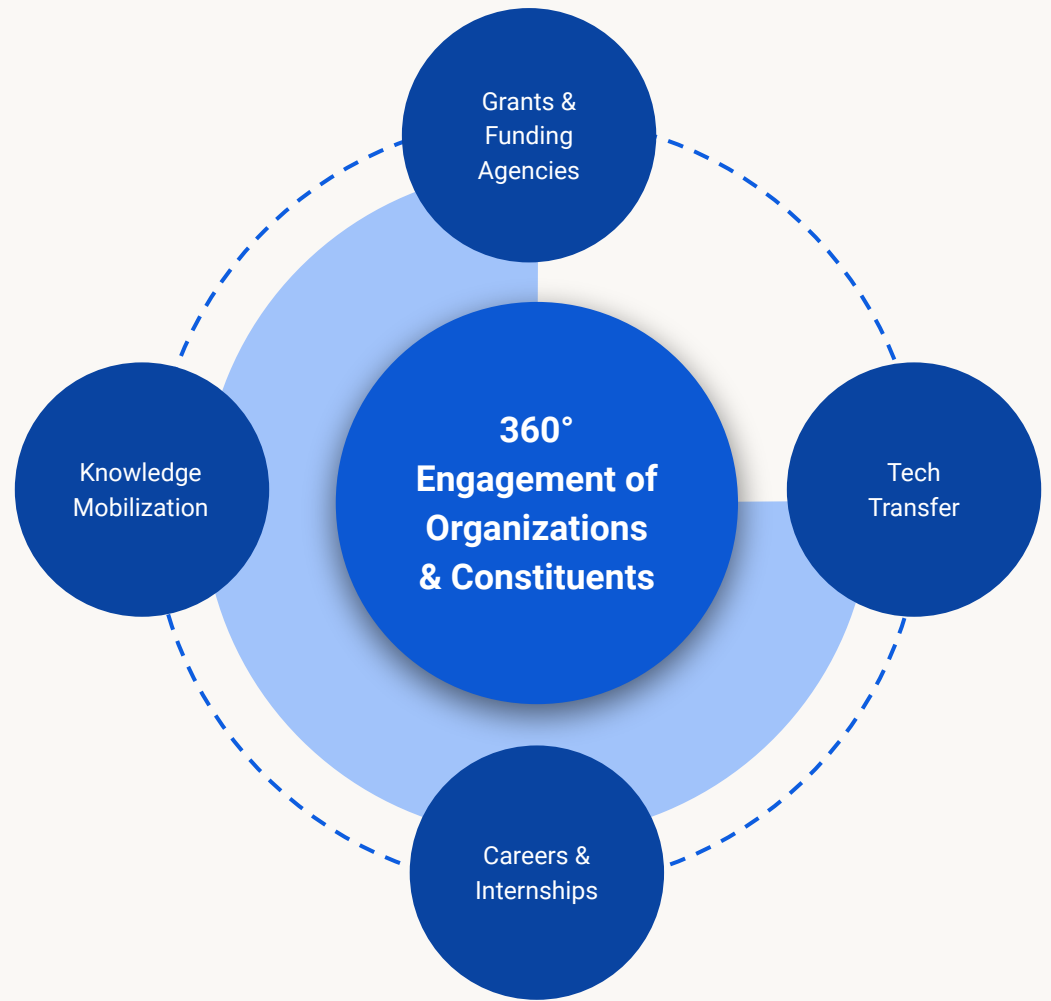
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Email:





# CRM for UI Partnerships

Managing Complexity with Salesforce as a Digital Platform



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### Constituent Management

CRM provides a 360-degree view of constituent engagement

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### Process Automation

The Salesforce platform can drive internal efficiencies through process automation

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### Analytics

Process & interaction data can be summarized in reports and dashboards to drive decision making