



Leveraging Mission, Structure, & Partnerships to Deliver Impact

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Director of Corporate Relations, Planned and Major Gifts
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FAMU

**FLORIDA
AGRICULTURAL AND
MECHANICAL
UNIVERSITY**

Why FAMU? Why Not FAMU?

- **FAMU is the Number 1 HBCU Producer of African-American Baccalaureate Degrees**
- **No. 2 Top HBCU for STEM Majors**
- **No. 23 for Social Mobility per U.S. News and World Report**
- **No. 103 out of 400+ universities per U.S. News and World Report**
- **FAMU the No. 1 ranked public HBCU by U.S. News and World Report** *(four consecutive years)*

Internal/External Partnerships

Continue to expand relationship building with key stakeholders, including students, faculty, staff, Boards, alumni, elected officials, (local, state, national), corporations and the local community to accomplish FAMU's mission and strategic priorities in FAMU's 2022-2027 Strategic Plan: Boldly Striking.

37 New
Industry Cluster
Partners since '21

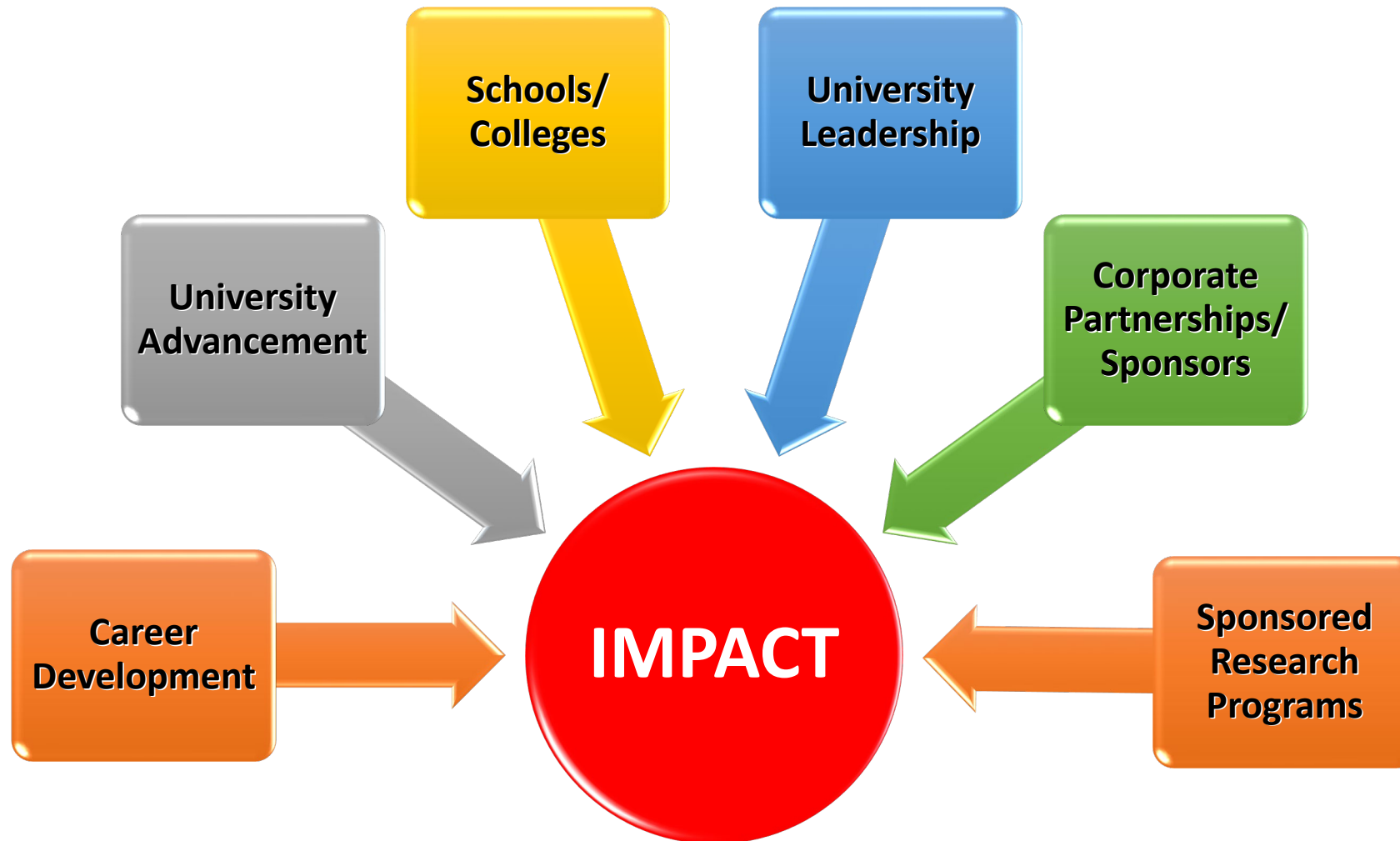
Approx. 500
Corporate
Engagement and
Recruitment
Activities

135 C-Suite
Corporate Visits
(Fall-Spring)

Federal, State and
National
Engagement
Activities

\$49M Research

FAMU's Structure for Delivering Impact



FAMU's Successful Partnerships

- Build on relationships to garner and strengthen engagement opportunities
- Make an investment before you benefit or expect an immediate ROI (return on investment)
- Stay the course even through bad times; readjust if needed
- Change the narrative from pipeline to pathways; it's game a changer.
- Be a Champion
- Provide constructive feedback
- Make corrective action(s)
- Positions of Influence can't be afraid to make some noise.
- Unblock resources internally (unrestricted for greater impact)
- Mentoring
- Hold Yourself Accountable
- Highlight the mutually beneficial, strategically aligned outcomes

FAMU Industry Cluster Partners



“At FAMU,
great things are
happening
every day!”



FLORIDA A&M UNIVERSITY

Founded in 1887 as the State Normal College for Colored Florida Agricultural and Mechanical University (FAMU) is historically state supported educational facility for Americans in Florida. It has always been co-educational. the second Morrill Act was passed. This enabled the become the Black Land Grant College for the State of In 1891, the college was moved from its original location town to its present location which was once the "Highwood," Territorial Governor W.P. Duval's slave plantation. The site is one of the highest hills in Tallahassee. The school was known as Florida A&M College from 1909 until 1953, when it attained university status. Students. the only African In 1890, school to Florida. west of site of of

On May 6, 1996, the historic Florida A&M University campus was listed in the National Register of Historic Places. The school's historic significance and buildings. The design and



Industry Collaborations





Career Advancement
& Engagement



Corporate Partnerships

Industry Collaborations

Licensing & Tech Transfer

New Ventures

Wond'ry (Innovation Center)

Office of the Vice Provost for Research and Innovation

Center for Technology Transfer and Commercialization | Division of Industry Collaborations



Establish new long-term, comprehensive partnerships with corporations in line with Vanderbilt's priorities and needs; administer, nurture, and augment current partnerships with corporations; support and help manage close interactions with academic division leadership, faculty, research groups, and centers.

Recruit

Assess

Educate

Advocate

Office of the Vice Provost for Research and Innovation

Center for Technology Transfer and Commercialization | Division of Industry Collaborations



Partner with the university research ecosystem; maintains open lines of communication and mutual support with CTTC to leverage broader resources for robust corporate and industry partnerships.

- Schools
- Centers and Institutes
- Sponsored research
- Development and alumni relations
- Career advancement and engagement
- Individual faculty members

Pfizer Worldwide Research, Development and Medical (WRDM)



Pfizer is a **purpose-driven** organization



Pfizer is committed to delivering first-in-class science to change patients' lives



Pfizer maintains an **innovative, world-class pipeline**



Pfizer is one of the world's premier biopharmaceutical companies and is committed to creating new therapies that have the largest impact for patients



Pfizer looks to strengthen its pipeline with **the best available resources**



Pfizer seeks to harness external innovation to continue bringing breakthrough therapies to patients



Industry Perspective

Main motivator for engaging with universities: access the most cutting-edge science to bring near-term pipeline impact

- ▶ Barriers commonly faced:
 - ▶ Lengthy agreement review times
 - ▶ Misalignment on expectations
 - ▶ Lack of communication
 - ▶ Access to internal science
- ▶ Approaches that make a difference:
 - ▶ Opening doors
 - ▶ Match-making
 - ▶ Two-way street



- ▶ Understands and provides visibility into the internal processes at their organization
 - ▶ What needs to take place operationally to get a collaboration off the ground?
- ▶ Navigates and overcomes internal barriers
 - ▶ Unifies institutional interest
 - ▶ Creative problem solving
- ▶ Identifies ways for relationship to be mutually beneficial
- ▶ Provides consistent access
 - ▶ Reciprocal communication

The Champion



PARTNERSHIPS @
NC STATE

Our Partnership Philosophy

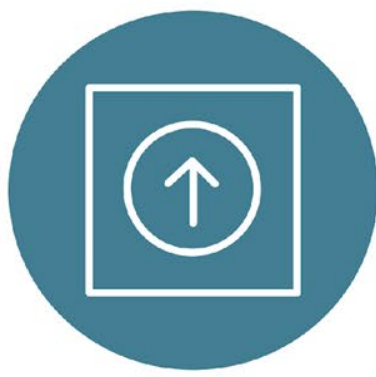
NC State develops partnerships locally and globally; providing real-world opportunities to faculty and students. We thrive at the intersection of industry, academia and government. Together, these relationships lead to increased innovation, workforce development and economic impact.



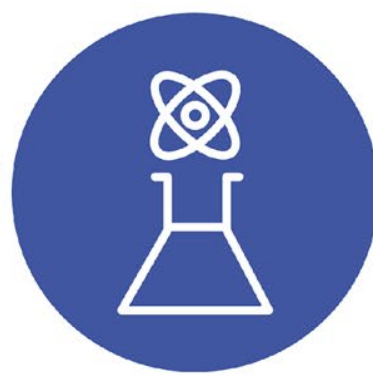
Why Companies Partner



Talent



Entrepreneurship



Co-location



Research

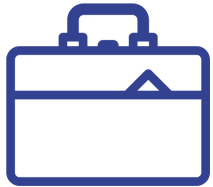


Branding

Partnership Process

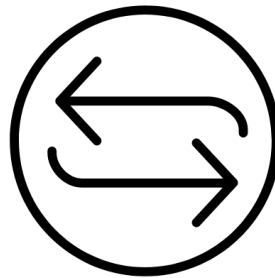


Exploring the Value Proposition



Industry Partner

- Positive brand recognition
- New talent identification
- Workplace skill development
- Emerging research identification
- New concept testing
- Subject Matter Expert access
- Long-term project collaboration
- Knowledge base growth
- Laboratory/equipment utilization



NC State

- Enriched student experience
- Enhancement of teaching
- University funding diversification
- Industry network access
- Identify and collaborate on industrial challenges
- R&D discovery opportunities
- Understand industry needs
- Enhanced university reputation

Partnership Portal

[Partner With Us](#)

[For Existing Partners](#)

[For Faculty](#)

[Centennial Campus](#)

[Case Studies](#)

[Contact](#)

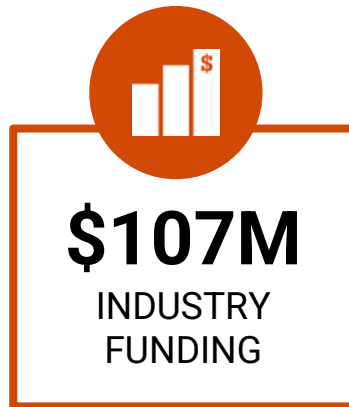


Why Partner With NC State?

Unparalleled access to cutting-edge research and world-class brainpower — plus a seamless partnership process.

[Stop Video](#)

Over the last 5 years, NC State's Office of Partnerships established **60 new partnerships**, resulting in:



NC State Partnerships Office

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