Corporate Engagement

Kara Moore – Associate Director

Northwestern
Corporate Engagement | What We Do

Find & Meet Industry Contacts
- Help faculty and staff find and meet industry contacts in R&D, tech scouting, corporate foundations, university relations and more

Background Information
- Provide background information on current relationships between companies and the entire university

Proposals
- Review proposals and supporting correspondence to formal and informal corporate grant-makers

Campus Visits
- Administer scheduling, space and provisions for campus visits by corporations
Corporate Engagement | Campus Coordination

- Executive Education
- Economic Development
- Student Groups
- Schools
- Career Services
- Sponsored Programs
- INVO

Northwestern
Corporate Engagement | Who We Are

Jim Bray  
Director  
Medill, Pritzker, SoC, SESP, Athletics

Tim Angell  
Sr. Assc. Dtr.  
Farley, FSM, SQI, CLP, Library, Student Groups

Sheila Kessler  
Assc. Dtr.  
The Garage, Segal, DFA

Kara Moore  
Assc. Dtr.  
ISEN, Kellogg, WCAS, NUTC

Kate Rice  
Sr. Assc. Dtr.  
Gift Processing, Web Site, Social Media

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Assc. Dtr.  
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Northwestern
Corporate Engagement  Who We Are

- **Independent from:**
  - McCormick Corporate Relations
  - Feinberg Corporate Relations
  - Kellogg Corporate Partnerships
  - Pritzker External Partnerships

ARD, VP Schools and Programs

VP, Research

Corporate Engagement
Corporate Engagement | Pre-Award

- Identify Industry Funding Opportunities
  - If Research Funding – we work with ORD
  - If Program Funding – we send to all relevant parties
  - Ensure limited submissions coordination

- Help with Proposal Development
  - Help with common (and uncommon) deliverables
  - Indirect costs
  - Collaborate with OSR and ORD
Corporate Engagement | Post-Award

• Appropriate accounting for grants, awards, gifts
  • Checks, Wire Transfers, In-kind
  • Gift vs Grant
  • Coordination with OSR, OGC, ASRSP

• Relationship Management
  • Share appropriate information
  • Find new corporate connections for PIs and Administrators
Corporate Engagement | Dashboards

Dashboard Highlights:
- Metrics
- Philanthropy
- R&D Snapshot
- Key Leaders & Alumni
- Recruiting
- Recent Involvement
- Company Profile

Source: Corporate Engagement Dashboards (Kara Moore)
What We Do: Examples of Highlighting NU Strengths & Faculty Research
Corporate Engagement | Relationship Management & Cultivation

Alignment: Let’s Go Places Together

Northwestern Strengths
- Multidimensional & Adaptive
- Powerful Collaborations
- Pioneering Innovation
- Meaningful Impact

Toyota Smart Mobility
- Interactive Intelligence
- Vehicle Enhancement
- Vehicle Connected Intelligence

Source: Toyota Pitch Deck
Northwestern | Multidimensional and Adaptive

ISEN | INSTITUTE FOR SUSTAINABILITY AND ENERGY AT NORTHWESTERN

• Advancing global sustainability and energy solutions through transformational research, interdisciplinary education and public engagement
• Dozens of affiliated faculty from 5 different schools across the University
• Partnerships with several companies, active participation on executive council

Research areas:
• Creating sustainable cities and managing the risks of climate change
• Solar energy and fuels
• Catalysis and sustainable materials
• Nanotechnology for environmental remediation
Partnering with You
Corporate Engagement

Next Steps

- Reach out to us to brainstorm companies or gather intel on corporate campus information
- Update NU Scholars with PI information
- Sign up for the Foundation Relations & Corporate Engagement RFP newsletter

Corporate Funding Opportunities

Funding Opportunities and Gifts

Below are tables with current funding opportunities for students, faculty and staff. These opportunities include gifts, grants and in-kind goods and services. Please reach out to our team with questions.

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Deadline</th>
<th>Focus Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pfizer: Addressing Attitudes, Beliefs, and Cultural Barriers in Women’s Health Decision-Making</td>
<td>Up to $200,000</td>
<td>7/26/17</td>
<td>Women’s Health</td>
</tr>
<tr>
<td>Pfizer: Vaccine Preventable Diseases in the IBD Patient</td>
<td>Up to $250,000</td>
<td>7/28/17</td>
<td>IBD</td>
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<tr>
<td>Amaq: Research Grants in Prematurity</td>
<td>Up to $75,000</td>
<td>7/31/17</td>
<td>Prematurity</td>
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<tr>
<td>GlaxoSmithKline: Asthma2017B</td>
<td>Up to $300,000</td>
<td>7/31/17</td>
<td>Asthma</td>
</tr>
<tr>
<td>GlaxoSmithKline: Chronic Obstructive Pulmonary Disease</td>
<td>Up to $300,000</td>
<td>7/31/17</td>
<td>Pulmonary</td>
</tr>
<tr>
<td>GlaxoSmithKline: Systemic Lupus Erythematosus</td>
<td>Up to $200,000</td>
<td>7/31/17</td>
<td>Lupus</td>
</tr>
<tr>
<td>Gilead: Research Scholars Pulmonary Arterial Hypertension Program</td>
<td>Up to $100,000</td>
<td>8/4/2017</td>
<td>Hypertension</td>
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<tr>
<td>Volkswagen &amp; BASF: Science Award in Electrochemistry</td>
<td>Up to 100,000 Euros</td>
<td>8/18/17</td>
<td>Battery value chain</td>
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<tr>
<td>Toyota: 2017 TMHNA UNIVERSITY RESEARCH PROGRAM</td>
<td>8/31/17</td>
<td>Material handling</td>
<td></td>
</tr>
<tr>
<td>DHL Robotics Challenge 2017</td>
<td>$15,000</td>
<td>9/17/2017</td>
<td>Innovation, Robotics</td>
</tr>
<tr>
<td>American Chemical Society: Grants for Petroleum</td>
<td>Up to</td>
<td>10/20/17</td>
<td>Petroleum</td>
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</tbody>
</table>
Thank You & Questions