Corporate Engagement

Emma Walsh – Program Assistant II
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 | Who We Are

- **Jim Bray**, Director
- **Tim Angell**, Senior Associate Director
- **Kate Rice**, Senior Associate Director
- **Sheila Kessler**, Associate Director
- **Kara Moore**, Associate Director
- **Emma Walsh**, Program Assistant II
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
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
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>Cyagen Animal Model Award</td>
<td>$5k-$20k</td>
<td>5/31/2017</td>
<td>Biomedical Research</td>
</tr>
<tr>
<td>US Bank: Work pillar application</td>
<td></td>
<td>5/31/2017</td>
<td>small businesses</td>
</tr>
<tr>
<td>Pfizer: Advances in the Treatment of Renal Cell Carcinoma</td>
<td>Up to $750k</td>
<td>5/31/2017</td>
<td>Renal Cell Carcinoma</td>
</tr>
<tr>
<td>National Center for Responsible Gaming Grants</td>
<td>$150,000</td>
<td>6/1/2017</td>
<td>Psychology, Psychiatry, Epidemiology, Public Health, Sociology, Economics,</td>
</tr>
</tbody>
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Thank You & Questions