The University-Industry Engagement Book of Best Practices
Proven Strategies for Building, Managing, and Expanding Corporate Partnership Activity
Editor's Note: The contents of this book are derived from articles previously published in University-Industry Engagement Advisor newsletter. Every effort has been made to update information regarding individual titles and positions for those quoted in these articles. The editor and publisher acknowledge that in some cases, despite these efforts, inaccuracies in current titles and positions may remain. In addition, some results and data presented may have been updated since they were first published.
# TABLE OF CONTENTS

## CONTRACTING

- OK State launches Fast Track agreement to reduce barriers common in IP negotiations ........................................... 3
- Experts offer guidance for navigating the choppy waters of data use agreements ......................................................... 6
- Universities: Get up to speed on agreements involving data sharing .............................................................................. 10
- MagCorp creates “Shared IP Model” to help simplify partnership structure ................................................................. 14
- UT Dallas’ contracting model attracts industry partners with IP-friendly terms ......................................................... 18
- SRA or RSA? They’re more than just acronyms ............................................................................................................. 23
- In “new model,” UIUC and IBM launch 10-year deal worth more than $200 million ................................................ 27
- Fine-tune policies to better support student-industry collaborations .............................................................................. 30
- AI tools can help address greater contract volumes and finite resources ................................................................. 34
- Georgia Tech’s corporate contract ‘continuum’ stands the test of time ........................................................................... 39
- Cornell seeks to build upon early success of industry-friendly GateWay program .................................................... 43
- In industry contracting, careful risk analysis can produce more flexibility ................................................................. 46
- Standardized contracts could strengthen partnerships, but they’re easier said than done ........................................ 51
- Ohio University introduces three “flexible options” for sponsored research .............................................................. 53
- Automatic licensing in industry-sponsored research: Does it pay off? ................................................................. 56
- ACTA model streamlines contracting for sponsored multi-center clinical trials ..................................................... 61

## PARTNERSHIP DEVELOPMENT AND STEWARDSHIP

- Corporate Affiliates Program at Texas A&M speaks industry’s language ................................................................. 67
- WSU dedicates an entire week to celebrate highly valued industry partnership ......................................................... 70
- Ohio State spinoff helps universities evaluate strength of industry partnerships ..................................................... 73
- U Buffalo helps transform start-up and nurtures a holistic partnership ..................................................................... 76
- U Minnesota, Cisco go fast and go big in their first partnership .................................................................................. 80
- Engagement office signs up ‘founding partners’ and builds deep collaborations ......................................................... 83
- Metrics can play a significant role when evaluating success of partnerships ............................................................. 86
- University offers scholarships to employees and family members of industry partners .......................................... 91
- Adding industry judges to student competition results in a ‘win-win’ ........................................................................ 93
- Transactional to strategic: When is the time right to make the transition? ............................................................... 96
- Alliance management an integral part of successful industry engagement ............................................................. 101
- “Pilot” collaboration helps partners assess likelihood of long-term relationship ....................................................... 105
- Dublin City U’s open access model goes beyond fee -for-service .......................................................................... 108
- Rice annual reports strengthen engagement with top industry partners .............................................................. 110
- U of Utah seeks to grow lifetime relationships with start-up companies ............................................................ 115
Imperial’s ‘Business Partners’ program offers deeper engagement opportunities .................................................. 118
Collaboration canvas tool used to guide mid-term review with industry partners .................................................. 121
U of South Carolina’s new approach yields big results in corporate engagement .................................................. 125

INDUSTRY ADVISORY BOARDS

Duality selects advisory committee, adds industry reps for “end user” perspective .................................................. 129
Industry advisory board launched to strengthen engagement initiative ................................................................. 132
Ole Miss uses Engagement Council and new “Hub” website to boost partnerships .............................................. 135
Arkansas alliance engages industry to help strengthen university research efforts .............................................. 137
Industry advisory councils create new opportunities for engagement ................................................................. 140

OFFICE STRUCTURE AND INTEGRATION

Reorganizations are giving TTOs a much bigger role in industry engagement ...................................................... 147
Strong communication among campus units enhances strategic engagement efforts .............................................. 152
Dalhousie revamps office, embraces transparency and standardization ................................................................. 157
Pitt reorganization part of plan to strengthen links with its external partners ......................................................... 160
U Minnesota links corporate relations and tech transfer in new “front door” portal .............................................. 163
New position at Rutgers is part of “reimagined” corporate engagement team ......................................................... 166
Washington State widens corporate engagement potential with innovative department ...................................... 169
Virginia Tech uses team-based approach to enhance industry engagement ......................................................... 174
UQ’s Industry Connect program guides industry to engagement options .......................................................... 177
Reorganization of corporate engagement functions not always a ‘slam dunk’ ......................................................... 179
Marquette employs structured plan in launch of corporate engagement office ...................................................... 182
UAlbany revamps approach to corporate engagement, seeks to eliminate ‘silos’ ...................................................... 185
One-stop engagement center makes navigation of PSU easier for industry .......................................................... 189

TALENT PIPELINE DEVELOPMENT

Universities pursue new paths to help industry meet demand for employees ......................................................... 193
Employee Accounts model: A new level of engagement for talent development .................................................. 198
Ulster U and industry network join forces in new model for apprenticeship program ............................................. 200
Syracuse U engages with media tech start-ups for student internships ............................................................... 203
CUNY ‘Futures in Finance’ initiative links students with finance professionals ..................................................... 206
UCL student program yields more than 600 industry engagements per year ....................................................... 208
Corporate sponsorship key to ‘Engineering Ambassadors’ program of K-12 outreach ........................................... 212
Streamlining process supports growth of capstone effort ......................................................................................... 215
Apprenticeships on the rise as universities link with community colleges to expand offerings .......................... 218
UGA launches Student Industry Fellows Program to enhance talent pipeline .......................................... 224
Practice Labs enables ASU students to focus on business solutions .......................................................... 227
U Hawaii building “cradle to career” engineering talent pipeline ................................................................ 231
Certificates program designed to “retrain” engineers in quantum tech ...................................................... 234
LaSalle U, Merck partner in life science career education program for undergrads .................................. 236
Focus on student recruitment leads to strong growth in corporate partnerships ...................................... 239
Wichita State program puts students to work with industry partners ...................................................... 241

DIVERSITY, EQUITY, AND INCLUSION

Programs seek to align industry engagement with corporate desire for inclusion, diversity .................... 247
Schlumberger reaches out to HBCUs with its software donation program .................................................. 252
Partnerships with HBCUs growing, but industry says more can be done .............................................. 254
GA Tech, Facebook partner to engage Black, Latino students in AI education ............................................ 257
Bayer helps launch Cal State STEM education program for under-represented students ....................... 260
Norfolk State, Netflix partner in virtual HBCU boot camp program .......................................................... 263

FACULTY OUTREACH AND ENGAGEMENT

Princeton catalyzes industry engagement with cross-discipline faculty .................................................... 267
Webinar-based faculty outreach a key to launch of master research agreement ....................................... 270
Even experienced faculty vulnerable to potential pitfalls during engagement ............................................ 273
Faculty affiliates a key element in regional industry collaboration platform .............................................. 276
How to engage faculty in building university-industry partnerships ...................................................... 280

ALUMNI OUTREACH AND ENGAGEMENT

Rutgers alumni initiative brings engagement programs to the workplace ................................................ 289
Alumni with strong corporate ties make a perfect match for engagement ............................................... 293
Wichita State creates new industry links with alumni council for its business school .............................. 298

ECONOMIC DEVELOPMENT

Cytiva collaboration a major step in realization of Aggie Square goals .................................................... 303
Renovated steel mill provides new home for CMU manufacturing initiative .............................................. 308
K-State rebrands research partnership cluster as Edge Collaboration District ........................................ 311
UArizona’s ‘Forge’ programs link several areas of industry collaboration .............................................. 315
New ‘city’ on Purdue campus seen as major draw for industry, start-ups ............................................... 318
Universities creating large-scale ‘research Meccas’ to attract more industry ............................................ 321
Princeton puts industry at the heart of its efforts to strengthen ecosystem ............................................. 324