



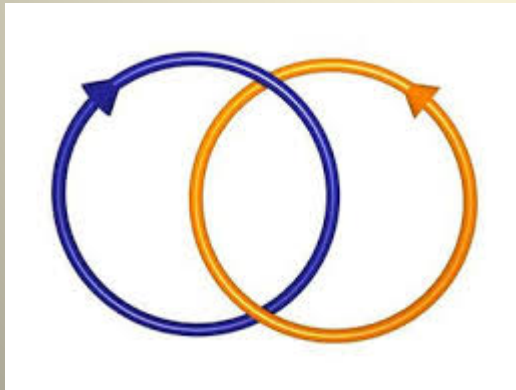
It Takes Two: Research and  
Corporate/Foundation Offices --  
Perfect Together

Rutgers University & Rutgers Foundation  
Princeton University, Office of the Dean for  
Research

# Purpose

Identify Funding Opportunities  
Assist Faculty in Preparing Competitive Proposals  
Building Strategic Alliances

- Research Office – Federal, professional associations, corporations and foundations
- Corporate and Foundation Relations Office – Corporations and Foundations





## Separate entities

### **Research Office (Rutgers Univ).**

- Research Commercialization
- Translational Sciences
- Research Administration  
(includes Research Development)
- Research Advancement
- Research Regulatory Affairs
- Economic Development

### **Corporate and Foundation Relations (part of The Rutgers Foundation)**

- Liaisons with  
corporate/foundation  
funders
- School-specific

# PRINCETON UNIVERSITY

## Office of the Dean for Research (DFR)

### Includes

- [Corporate and Foundation Relations](#) (CFR)
- [Technology Licensing](#) (OTL)
- [Research and Project Administration](#) (ORPA)
- [Research Integrity and Assurance](#) (RIA)
- [Laboratory Animal Resources](#) (LAR)

Note: CFR was formerly a part of Development, with close ties



# PRINCETON UNIVERSITY

## Office of the Dean for Research (DFR)

### Advantages:

- Proximity
- Cohesiveness
- Reputation
- “Fundraising priorities”

### Challenges:

- Out of sight, out of mind?
- Family foundations
- Role confusion
- “Fundraising priorities”

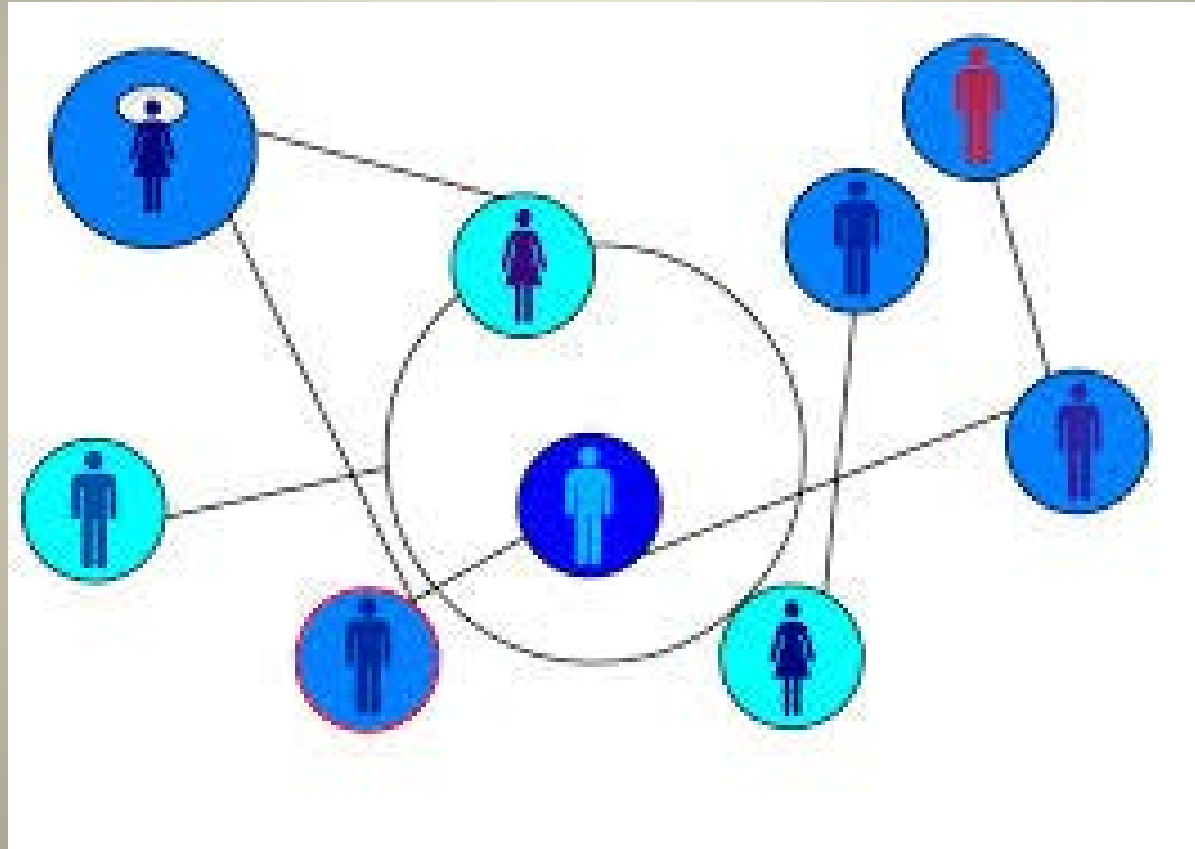






# Advantages and Challenges?

# Alleviating Tension: Networking



# - Networking

Best Practices for working together

- Monthly meetings between development officers and CFR
  - Enhance communication
  - Encourage collaboration
  - Leverage strengths and knowledge
- Joint information sessions between CFR and Research office
- Collaborate on faculty development activities



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## Networking

- Collegial communications
- Institutional Fundraising Committees
- Monthly meetings with Development
- Individual meetings with faculty and staff, etc.





# Research Commercialization

- Licensing
- IP
- Collaboration with translational research center
- Corporate Engagement – works closely with Corporate and Foundation Relations



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## Office of the Dean for Research (DFR)

### Corporate Relations and Tech Licensing Partnership

- Cooperative and synergistic: research value chain

Corp Relations	Tech Licensing
Relationships	Transactions
Pre-IP: Gifts & Sponsored Research	Post-IP: Licensing
Broad Univ Functions: Events, Recruiting	Specific Faculty IP & Startups
Target: CSO, VP of R&D	Target: VC's, Director of Research

# Key?

- Seeing the group as a whole
- Finding mutual objectives
- Building alliances
- Not worrying about who gets “credit”
- Setting expectations/informing faculty and staff early on

# PRINCETON UNIVERSITY

## Office of the Dean for Research (DFR)

### Success Stories/Examples

- Award agreement negotiations (ORPA, OGC, CFR)
- Fluid proposal development (ORPA, faculty, CFR)
- Appropriate stewardship coordination (SRA, CFR, ORPA)
- Close connections to faculty, staff, sr. leadership
- Easy to manage relationships, but still room for growth!



# Summary

## Ways to Enhance Success

- Independent of institutional structure, communication and coordination are key
- Be mindful of alignments and priorities
- Be consistent (reporting, ambit, etc.)
- Big picture? Build strong relationships!!! (internally and externally)





# Questions

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