



National Organization of Research Development Professionals

# BETTER TOGETHER: Joining Forces to Maximize Success



Corporate Relations &  
Research Development





# BETTER TOGETHER: Joining Forces to Maximize Success

Using the holistic model of corporate engagement developed by the Network of Academic Corporate Relations Officers (NACRO), this session will describe the importance of building strong connections and effective partnerships between:

Corporate Relations  
&  
Research Development





# Meet our Panelists

Brent Burns – Director of Federal & Industry Relations

Michigan Technological University – Houghton, MI

- 10 years with Michigan Tech
- Joined NACRO in 2011; past co-chair for Strategic Alliance Committee
- Mechanical Engineer
- Coaches high school football





# Meet our Panelists

Kerry Morris– Director of Corporate and Foundation Relations

Valdosta State University – Valdosta, GA

- 11 years with Valdosta State
- Joined **NORDP** in 2016 (Strategic Alliance Committee), and Joined **NACRO** in 2014 (Marketing & Strategic Alliance committees)
- Financial planner & 17 years professional fundraising
- Voice-over artist & award winning cook





# Meet our Panelists

Eileen Murphy, PhD – Senior Director of  
Corporate and Foundation Relations

Rutgers Biomedical Health Sciences – Newark, NJ

- 2 years in Corporate & Foundation Relations for Rutgers Biomedical Health Sciences (2 years in Research Development for Rutgers plus 2 years in Research Development Rutgers School of Pharmacy)
- Joined NORDP in 2010 and NACRO in 2016 (and CASE in 2015)
- Career as research scientist and director at NJ Dept. Environmental Protection (20 years)
- Enjoyed embarrassing my daughter by taking tap lessons at her dancing school and appearing in her recital.







# Meet our Panelists

Peggy Sundermeyer, Ed. D. – Director of  
Sponsored Research

Trinity University - San Antonio, TX

- 2.5 years at Trinity (PUI) & 18 years in OVPR, Univ. of Minnesota (R-1)
- Original member of NORDP Board of Directors ('10 – '16) & Treasurer ('12-'16)
- Professional academic administrator (Ed.D)
- Avid cross-stitcher, knitter, & grandma





# About our Institutions



## Michigan Tech

- Medium-Size Public Research University
- 7,270 students
  - 5,829 undergraduate
  - 1,441 graduate
  - 60% College of Engineering
- Research
  - \$50M annual awards
  - Foundation Relations reporting to Director of Research Development
- Corporate Relations
  - Central team reporting to VPR
  - Peripheral staff within colleges supporting various sponsored programs



- Public Regional University – predominantly undergrad
- 11,375 students
  - 8,865 undergraduate
  - 2,410 graduate
  - 464 FT faculty
- Research
  - \$5.4M annual awards
  - CFR reporting to AVP for Institutional Research
- Corporate Relations
  - Small Central Office
  - Housed within Sponsored Programs, collaborate with University Advancement



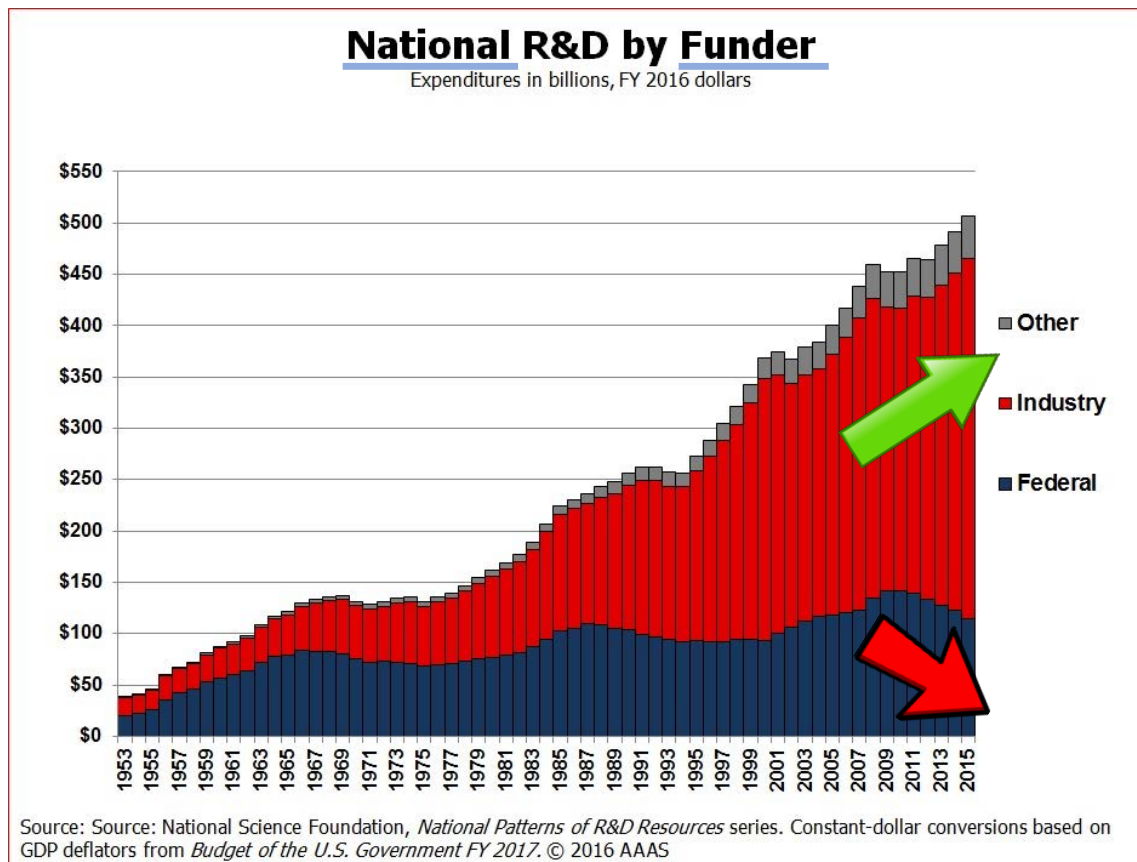
- Large Public Research University
- 68,942 students
  - 49,359 undergraduate
  - 19,583 graduate
  - 8,000 full- and part- time faculty
- Research
  - \$638M annual awards
  - Corporate and Foundation Relations reporting to Vice President for Development
- Corporate Relations
  - Corporate and Foundation Relations reporting to Vice President for Development
  - Corporate Engagement reporting to Vice President Research & Economic Development



- Private University – predominately undergrad
- 2500 students
  - 2300 undergraduate
  - 200 graduate
  - 240 faculty
- Research
  - \$4.3M per yr
  - Research development reporting to Associate VP for Academic Affairs
- Corporate Relations
  - Director, Major Gifts and Corporate Relations, reporting to Senior Director for Major & Planned Gifts, within Alumni Relations & Development (36 staff members)



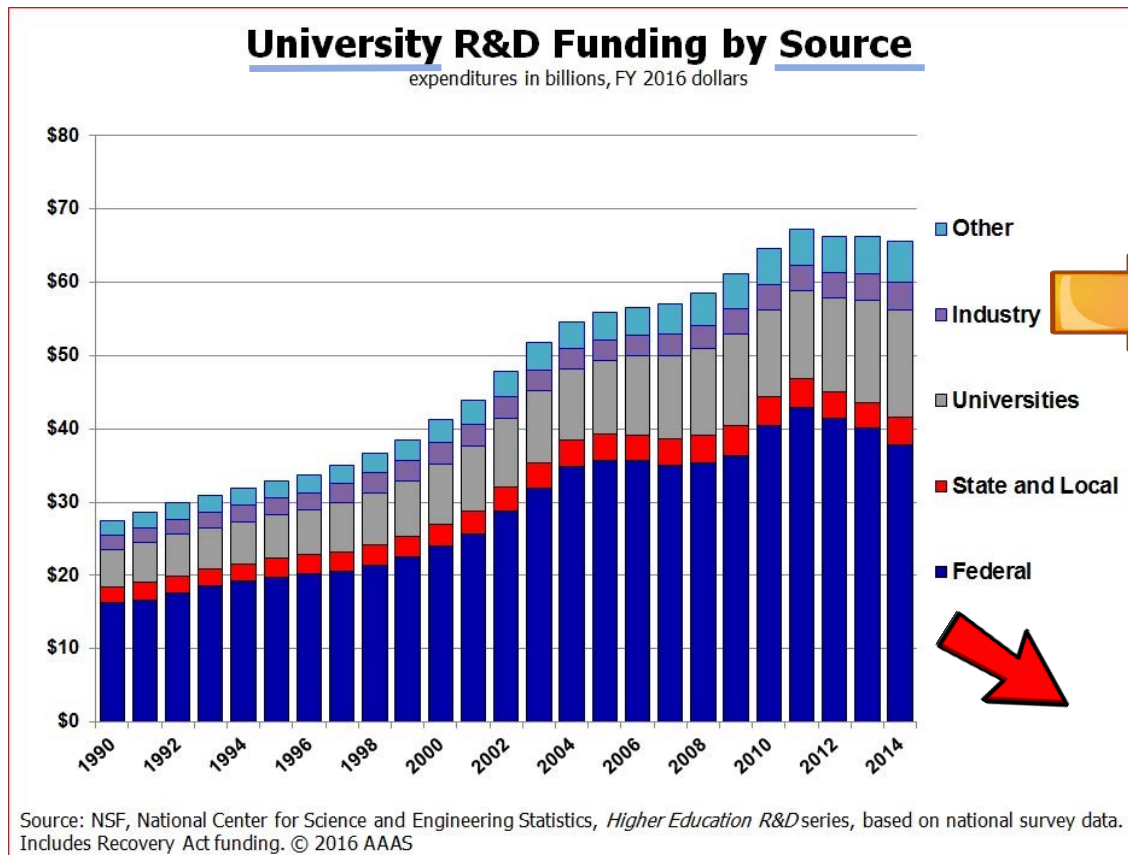
# Why should Research Development Collaborate with Corporate Relations?





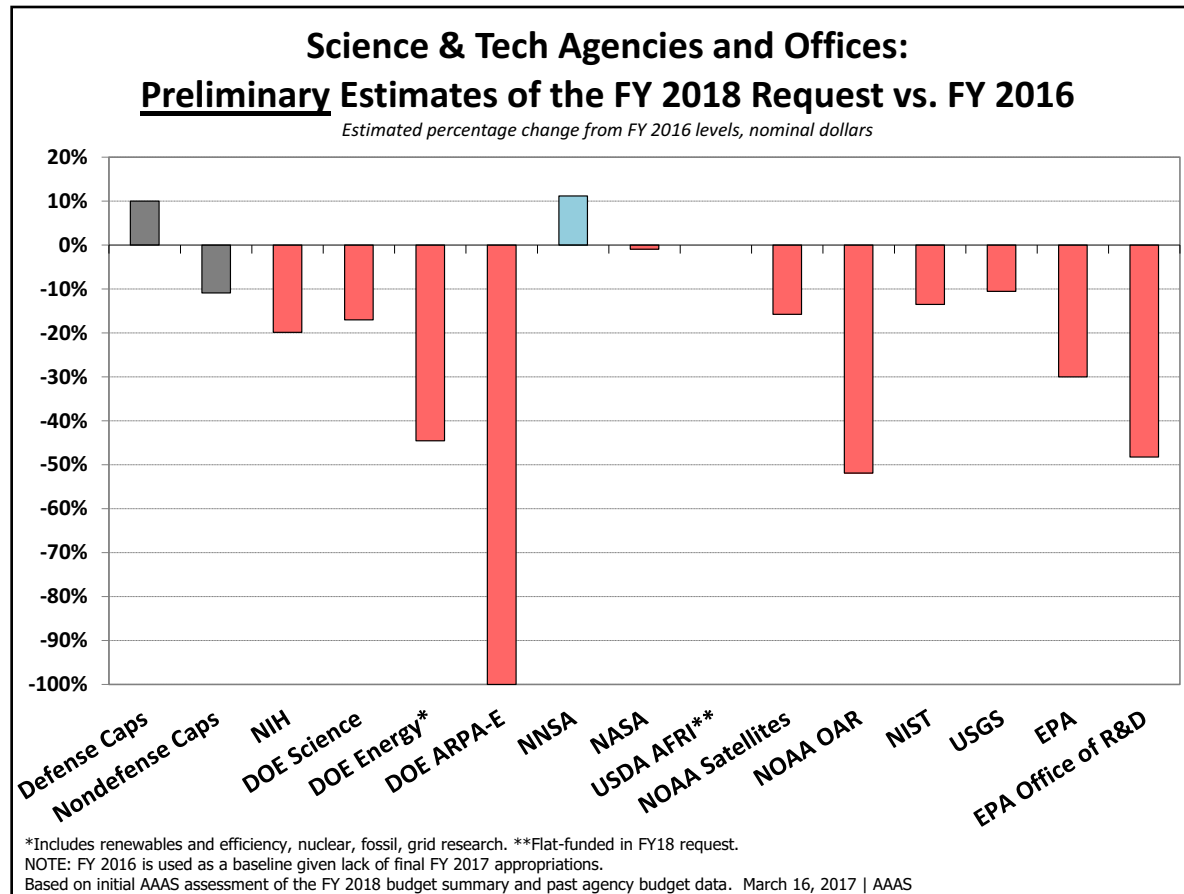


# Why should Research Development Collaborate with Corporate Relations?





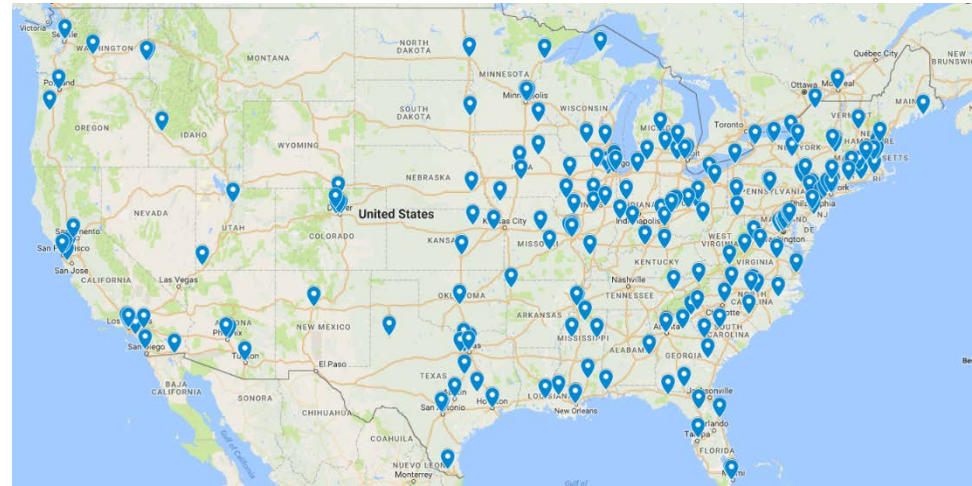
# Why should Research Development Collaborate with Corporate Relations?





# What is NACRO ?

NACRO is a *network* of over 650 U.S. and international academic corporate relations professionals that is dedicated to providing professional development opportunities and sharing best practices.



NACRO member locations in 2017, plus Canada, Mexico, Chile, United Kingdom, Germany, Spain, Australia, Saudi Arabia, United Arab Emirates, Pakistan, etc.

**Members develop and advance comprehensive, mutually beneficial *relationships with industry* and establish common language and metrics for peer comparison.**



# What Does **NACRO** Offer?

## PROFESSIONAL DEVELOPMENT

- Annual Conference
- Blueprint & Mastery Workshops
- Webinar Series

## THOUGHT LEADERSHIP

- White Papers
- Member Surveys
- Best Practices

## NETWORKING

- Monthly NACRO News
- LinkedIn & Twitter
- Affinity Groups

## ADVOCACY

- Member Resources
- Strategic Alliances

*Similar to NORDP*



# What is the Holistic Model?

The ability for an institution to seamlessly connect industry customers to the appropriate programs or areas on campus.







# Case Study – Michigan Tech

## Structure

- Industry Relations reports to VPR
- Office co-location
- Shared administrative support

## Data

- Shared customer relationship management software
- Faculty profiles display research history and conversations with both Research Development and Industry Relations

## Metrics

- Collective Industry Sponsored Research
- All Gifts (non-individual)
- Traditional Research Development Metrics

- ✓ Institutional Support
- ✓ Campus Coordination
- ✓ Mutual Benefits
- ✓ One-stop shopping
- ✓ Integrated Research Development





# Case Study – Valdosta State

## Structure

- Position funded by VP for University Advancement
- Reports to VPR, located within OSPRA
- Shared support with Research Administration

## Data

- Shared Raiser's Edge access with VSU Foundation and University Advancement
- Faculty profiles display research history and conversations with both University Advancement and Research

## Metrics


- Corporate, Foundation, and Grant Proposals Submitted
- Traditional Development Metrics including business & industry contacts, and faculty contacts.

- ✓ Institutional Support
- ✓ Campus Coordination
- ✓ One-stop shopping/Portfolio structuring
- ✓ Integrated Research Development



# Case Study – Rutgers

Distinction between

- Corporate Relations (and Foundation Relations)
  - Corporate Engagement (IP, licensing, patents)
- 
- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"><li>• <u>Corporate Relations</u><ul style="list-style-type: none"><li>• Development Office</li><li>• Mostly work with corporate responsibility office</li></ul></li></ul> |  | <ul style="list-style-type: none"><li>• <u>Corporate Engagement</u><ul style="list-style-type: none"><li>• Research Office</li><li>• Work with “scouts” and scientists at corporations</li></ul></li></ul> |
|---|--|--|
- 
- Data: Separate data systems currently but in early discussions to share Salesforce



# Case Study – Trinity University

## Structure

- Industry Relations and Foundation Relations report to AVP Major Gifts, in Alumni Relations and Development
- Sponsored research reports to AVP, Budget and Research in Academic Affairs (Provost)
- Offices physically distant

## Counting/metrics

- Double count credit; single count for budget projections

## Services

- “seamless funding” initiative
- Portfolio structuring
- Shared “sourcing”

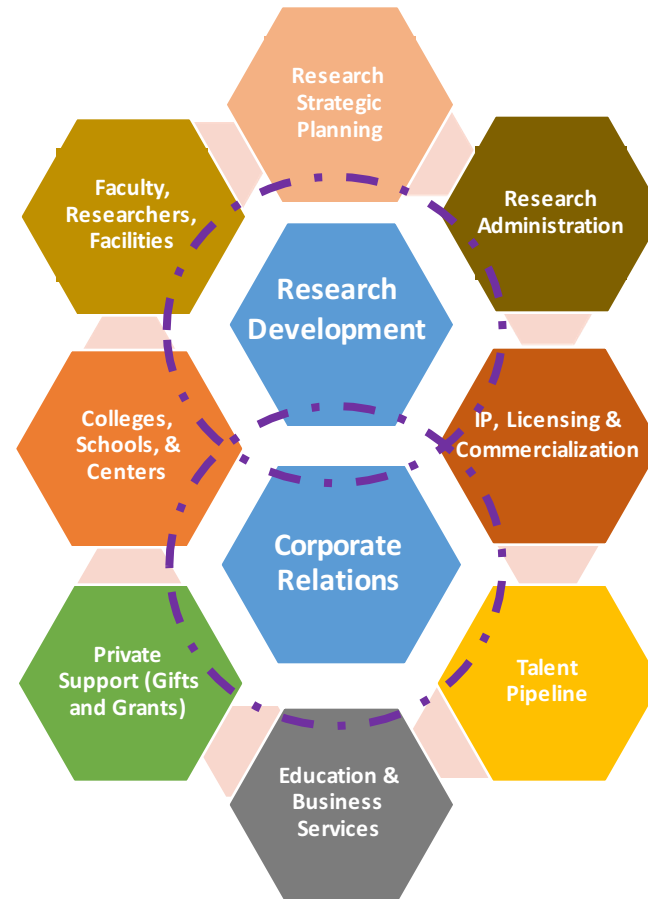
## Data

- Wouldn't it be nice? Getting started
- Recurring meetings and project sharing & collaboration



# RD and CR Holistic Model

The ability for an institution to seamlessly connect **ALL** customers to the appropriate programs or areas on campus.







# Conclusion

- Corporate Relations and Research Development are true collaborators with similar missions to increase resources for faculty and staff
- Share practices with home institution corporate relations staff
  - NACRO resources (white papers, conferences, webinars)
  - NORDP resources (conferences, webinars, networking)



# Questions?

## Contact Information

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