

Keys to Cross- Campus Collaboration to Produce Winning Corporate Partnerships

Presented by Melinda Seevers, UC Davis & Kathryn Marshall, CU Boulder

Presenters

Melinda Seevers

Assistant Dean, Development and
External Relations
UC Davis, College of Engineering



Kathryn Marshall

Executive Director, Corporate and
External Relations
CU Boulder, Leeds School of
Business



Learning Outcomes

- How to effectively collaborate with campus units to boost visibility and overall impact of corporate partnerships
- Innovative ways to keep students at the heart of the partnership
- Unique approaches to showcasing cross-collaboration during campus visits from partners
- Innovative ways to demonstrate ROI back to partners
- Unifying campus leadership help make corporate partnerships successful

UC Davis Corporate Relations Structure

- Blend of Central and De-Centralized
 - Office of Corporate Relations (Reporting to Office of Research)
 - Foundation and Corporate Giving (Reporting to Office of University Development)
 - Corporate Relations at some of the units



CU Campus Corporate Relations Structure

- De-centralized approach
- Corporate and foundation relations reports through Advancement
- Office of Industrial Collaboration reports through Research
- Most corporate relationships held at unit level
- No reporting lines or formal connection points between corporate relations officers



Challenges of De-Centralized Models

- Partners can feel bombarded by too many disparate contacts reaching out
- Partners frequently request an overarching campus strategy
- Partners generally like to have a central point of contact for their account
- Partners can feel like they are “nickel and dimed”

Best Practices

Tried and true approaches that work across the board

Keys to Success

- Foster strong unit collaboration and coordination in the absence of formal reporting lines and infrastructure
- Lead with a “university-first” approach with a “company-first” perspective
- Understand partner vision, values and goals
- Cultivate campus leadership as champions
- Present one unified proposal
- Involve students frequently

An In-Depth Look...



A philanthropic and recruiting partnership

Phillips 66 Goals

- Vision

- Provide energy and improve lives

- Values

- Safety
- Honor
- Commitment

- University Goals

- Secure top talent
- Support diversity and inclusion
- Support educational outcomes

Cultivation

- **Unified visits to campus**
 - Ensure a custom planned experience
 - Demonstrate unified content and exposure
 - Ensure student involvement
- **Splash days**
 - Day dedicated to a partner
 - Vast exposure to students
- **Board of Advisors representation**
 - Ensure key partners feel like “insiders”

Cultivation (con't)

- **Connections with campus leadership**
 - Leverage President, Chancellor, Vice Chancellors, Deans, Faculty and Board
- **Continual communication**
 - Annual and year-long: update and inquire about company's needs and changing priorities
 - Demonstrate shared vision
- **Joint trips/dinners with Deans, and C-suite with President and Chancellor**
 - Take advantage of both in-state and out-of-state opportunities

Stewardship

- Annual campus impact reports
 - Qualitative and quantitative content
- Value-add activities
 - Custom faculty presentations to employees
 - Offer faculty advice to executives
- High-profile and intimate speaking opportunities
 - From commencement to lunch and learns with students
- Recognition programs
 - Partner of the Year awards
 - Newspaper ads, pop-up banners, dress slides, corporate wall, social media shout-outs etc.

Strategic Outcomes

- **Business Minor**

- Started with a handful of development partners
- Grown into largest minor on campus (900+ students) in under 5 years

- **Mentoring Program**

- Transformed early-stage ideas into a best-in-class program

- **Diversity Initiatives**

- Elevated diversity to one of three strategic priorities of the deans in Business and Engineering

- **Business + Engineering Partnership**

- Sparked formal collaborative partnership

Thank you.
Questions?