Corporate Partners’ Challenge

Brian A. Redding
September 15, 2014
Usual Funding Sources for Computer Science

- Purdue University
- College of Science
- CS Department
- CS Corporate Partners
- Alumni
Some Numbers

- ~6000 Living CS Alumni
- 160 entities with gifts 5 of the last 10 years
- 79 Individual Donors
- 1.3% Individual Engagement or 2.6% Total Engagement

Comparisons:

- Physics 6% Individual Engagement
- University 12% Individual Engagement
Can the CPP help with CS alumni engagement?
the practice of funding a project or venture by raising monetary contributions from a large number of people
Popular Crowd Funding

Kickstarter

Indiegogo

crowdfunder

AngelList
<table>
<thead>
<tr>
<th>Program</th>
<th>Funding Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grace Hopper</td>
<td>$1,000 per student</td>
</tr>
<tr>
<td>CS Bridge Program</td>
<td>$700 per student</td>
</tr>
<tr>
<td>Undergrad Tutoring</td>
<td>$3,000 per semester</td>
</tr>
<tr>
<td>High School/Middle School Summer Camp</td>
<td>$350 per student</td>
</tr>
</tbody>
</table>
CPP Challenge Concept

• CS Corporate Partner Teams
  • Team decides on their won Funding Opportunity targets

• When
  • Purdue Day of Giving (Late April)
CPP Challenge Concept

• Winners
  • Team with most number of donors
  • Team with highest average donation
  • Team with highest total donations
Goals

- Tackle funding opportunities
- Get CS Alumni re-engaged again
Interested

bredding@qca.qualcomm.com