

## Partnering with Purdue

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Corporate and Global Partnerships

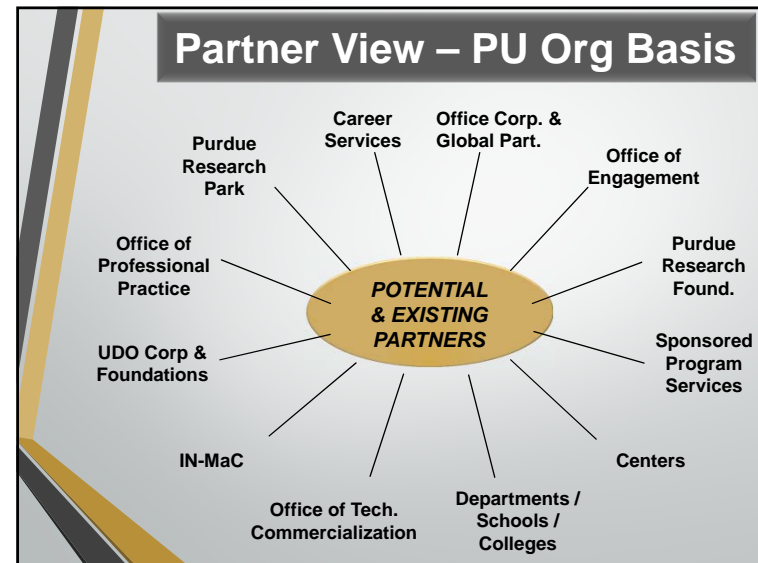
CS Corporate Partners  
15 Sep 2014

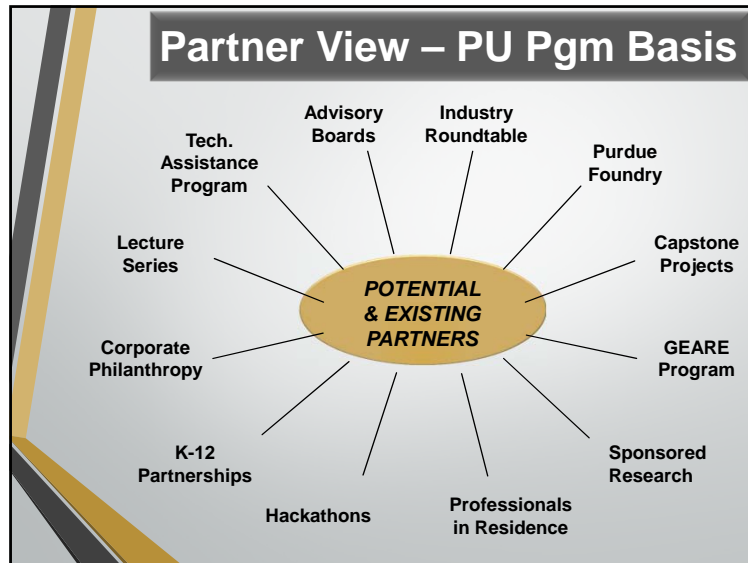
## Agenda

- Landscape
- Partnership Modalities
- Global Engagement
- Focus Group
- Q&A

## The Landscape

- Changing and Variable Corporate Research Models
- Federal Funding Increasingly Competitive
- Focus on Economic Development
- \$400M Research Funding, including \$100M from Private Sources
- Global Collaboration Imperative





### Organization

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**Purdue announces merger of research, global partnership offices**  
June 12, 2014

WEST LAFAYETTE, Ind. **With the goal of broadening sources of research funding and strengthening institutional support for the research** enterprise, Purdue University announced that it will merge its offices of research and global partnerships into one organization, reporting directly to President Mitch Daniels. Dr. Suresh Ganimella, who currently heads the global partnerships organization, will assume leadership of the newly combined entity. Dr. Al Rebar, currently director of Discovery Park, will broaden his responsibilities to include direction of the research office.

"Purdue's recent record in research has been strong," Daniels said. **The funding environment is tough and getting tougher.** "We intend to build on recent success, but also to **broaden the range of research partners** with whom our faculty collaborate. I have great confidence that this new consolidated entity under Dr. Ganimella's leadership will advance Purdue's research mission in important ways."

With the goal of broadening sources of research funding and strengthening institutional support for the research enterprise

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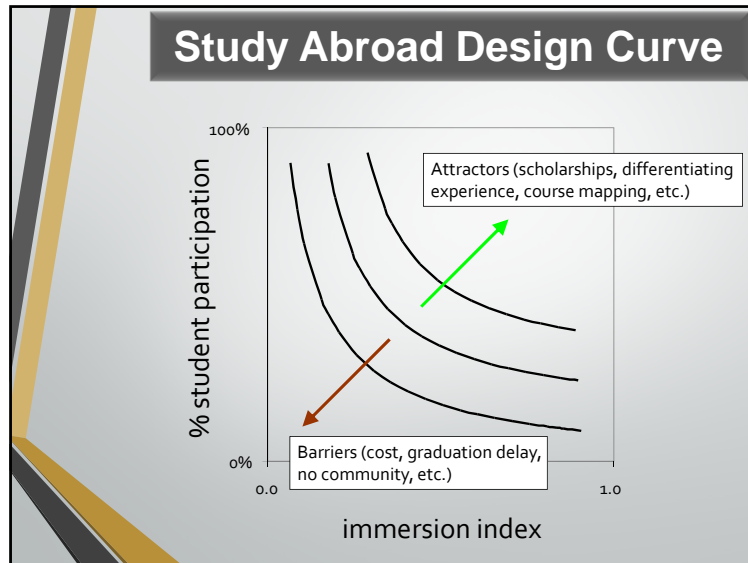
...broaden the range of research partners

- ### Corp. & Global Partnerships
- #### Advancing Mutual Interests...
- Corporate & Foundation Relations
  - International Programs
    - Intl Students & Scholars (>9k)
    - Study Abroad (1.7k, 0.3k immersive)
  - Global Policy Research Institute

### Study Abroad a Partnership?

...We believe that it is only through **immersive study abroad experiences** that our students can fully understand issues from a world perspective, master a foreign language, and define their place in the international community.

*From: Purdue Moves, Purdue will be the Forerunner in Transformative Education, Behold the World, 11 Sep 2014*



### GEARE Program

**GEARE**  
Global Engineering Alliance  
for Research and Education

- Domestic internship
- Orientation
- International internship
- Study abroad (w/ Multinational Design Team Proj. Experience)
- Study at home (2<sup>nd</sup> part Project)

### Shanghai J.T.U. and Karlsruhe

**(10 yrs, ~1/3 PU S.A. >=1 sem)**

- Multiple Colleges and Academic Programs
- Sabbaticals, Visiting Faculty
- Cummins, Daimler, Dow, Ford, GM, John Deere, Shell, Siemens, United Technologies
- 2+2 and 3+2 programs (SJTU)
- Global Design Teams
- International Interns (bidirectional, work permits)
- Research (e.g. NSF IREE), joint publications
- Faculty Workshops (e.g. heat transfer)
- Confucius Institute, World Expo (SJTU)

### Partner-centered Metrics

#### Avoiding Perverse Incentives...

- Case study - working with corps. on
  - Philanthropy
  - Research
- Handled by different offices at PU driven by different metrics

**Need Team Metrics based on Evaluating the Overall Partnership**

## Partner-centered Metrics

- Case study - working with corps. on
  - Licensing
  - Engagement / Economic Development
  - Research
- Handled by different offices at PU driven by different metrics

Need Team Metrics based on  
Evaluating the Overall Partnership

## Focus Group

If PU had a  
Corporate Concierge...

What should that service  
look like?

## Thank You

Q&A