Partnering with Purdue

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Corporate and Global Partnerships

CS Corporate Partners
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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

Partner View – PU Org Basis

POTENTIAL & EXISTING PARTNERS
Organization

With the goal of broadening sources of research funding and strengthening institutional support for the research enterprise...broaden the range of research partners

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

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

Partner View – PU Pgm Basis

K-12 Partnerships
Tech. Assistance Program
Lecture Series
Corporate Philanthropy
Hackathons
Advisory Boards
Industry Roundtable
Purdue Foundry
Capstone Projects
Sponsored Research
POTENTIAL & EXISTING PARTNERS
GEARE Program
Professionals in Residence

9/15/2014
Study Abroad Design Curve

GEARE Program

Shanghai J.T.U. and Karlsruhe

Partner-centered Metrics

Attractors (scholarships, differentiating experience, course mapping, etc.)

Barriers (cost, graduation delay, no community, etc.)

GEARE
Global Engineering Alliance for Research and Education

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

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GEARE Program

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

**Focus Group**

If PU had a Corporate Concierge...

What should that service look like?

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

**Thank You**

Q&A