



CONFERENCE

A HOLISTIC APPROACH TO CORPORATE ENGAGEMENT

July 10 - 11, 2017

Orlando, FL





.....
Increase the effectiveness of your campus-wide corporate engagement efforts.
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OVERVIEW

Learn how you can create multidimensional relationships with corporate partners that incorporate research, tech transfer, workforce development programs, recruiting, and philanthropic support. You will hear about efficiencies and successes that can come from moving to a holistic model that houses all of these engagement opportunities under one coordinated effort, and gain insight on:

- Communicating benefits of a centralized corporate engagement model across your institution
- Collaborating with institutional research, CFR, academic, and community affairs offices
- Setting corporate engagement goals that are both internally and externally beneficial
- Measuring ROI associated with a centralized effort

Included with your conference registration is a workbook with conference materials, sample templates, and worksheets. This workbook will be invaluable as you jumpstart your corporate engagement efforts.

CONSULTING TIME

Included with your registration is the opportunity to sign up for a consultation with our conference faculty. This consultation session will allow you and your team to address challenges and questions specific to your institutional context.

BRING YOUR TEAM

Are you considering moving your campus towards a holistic approach to corporate engagement? Bring a team that includes academic, advancement, and administrative leaders to learn how to collaboratively move your campus to this centralized model.

When you register two people, a third can attend for 50% off!

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/holistic-approach-corporate-engagement-july-2017



LEARNING OUTCOME

After participating in this conference, you will be able to develop a holistic approach to corporate engagement on your campus.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Conference Director at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.



AGENDA

DAY ONE: MONDAY, JULY 10, 2017

8:00 - 8:30 a.m.

Conference Registration and Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Conference Opening and Introductions

9:00 - 10:00 a.m.

Understanding a Holistic Approach to Corporate Engagement

In this opening lecture session, our expert faculty will provide a brief overview of the aspects that constitute a truly holistic approach to corporate engagement. Through highlighting a case study of the evolution of the University of Michigan's Business Engagement Center (BEC), this session will give you an understanding of what companies are looking for in a higher education partner, how to gain and leverage buy-in for this type of initiative, and how to scale this holistic model for your institutional context. You will also have the opportunity to assess the state of your current corporate engagement initiatives and identify peer institutions that are also in attendance.

10:00 - 10:15 a.m.

Morning Break

10:15 - 11:15 a.m.

Working Session: Auditing Your Existing Corporate Engagement Touchpoints

Before you can begin to articulate your institution's corporate engagement goals and strategy, it is imperative to be aware of the relationships that already exist across campus and the people managing those relationships. During this interactive working session, you will complete a comprehensive audit identifying where and how corporations are currently involved across campus, the people currently managing those interactions, and the areas where opportunities to build upon existing corporate relationships may exist. You will also identify the areas of campus which you will need to research further in order to have a comprehensive understanding of the state of corporate engagement at your institution.

11:15 a.m. - 12:30 p.m.

Developing a Corporate Engagement Strategy

Building on the previous audit session, the final lecture session of the morning will guide you in prioritizing and setting goals for your corporate engagement strategy. Is your institution looking to increase the number of companies it currently engages for research through this holistic effort? Are you hoping to further diversify the types of organizations that recruit undergraduate students on campus? Perhaps you are hoping to accomplish multiple objectives through your holistic approach. Drawing on the insights of all three speakers, this session will provide you with an understanding of why it is important to clearly articulate your goals and strategy before moving forward with your corporate engagement efforts.

12:30 - 1:30 p.m.

Lunch (included in registration fee)

1:30 - 3:00 p.m.

Educating the Campus Community on Your Corporate Engagement Goals

Many new campus-wide initiatives are only successful with a buy-in from key players across campus. Working in small groups focused on tech transfer, advancement, career services, and professional development, you will brainstorm how to overcome internal politics and silos as you prepare to move to a more holistic corporate engagement model. You will leave this session prepared to educate the campus community on the goals and benefits of your new initiative and equipped with a plan for encouraging campus-wide collaboration.



AGENDA

DAY ONE: MONDAY, JULY 10, 2017 (CONTINUED)

3:00 - 3:30 p.m.

Afternoon Break and Faculty Consulting Time

Included with your registration is the opportunity to sign up for an individual or group consultation with our conference faculty. This consultation session will allow you to address challenges and questions that are specific to your own institutional context. Additional consultation time will be available during breakfast on the day two of this conference.

3:30 - 4:45 p.m.

Establishing Effective External Advisory Boards

After educating your campus constituents on the goals of a holistic corporate engagement effort, it is equally important to then actively involve these constituents in the movement towards this model. Establishing an advisory board incorporating internal and external stakeholders can be an effective way to keep those key stakeholders involved and committed to the movement towards this model. However, when developing any advisory board, numerous issues arise. What constituents need to be involved? What role should the advisory board have in the day-to-day execution of corporate engagement work? What is the value in recruiting a board of figureheads versus worker bees? How do you use constituents effectively? You will leave this session equipped with answers to these key questions and with a plan for establishing an effective advisory board.

4:45 - 5:00 p.m.

Wrap-up and Q&A

5:00 - 6:00 p.m.

Networking Reception (included in registration fee)

DAY TWO: TUESDAY, JULY 11, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee) and Faculty Consulting Time

Included with your registration is the opportunity to sign up for an individual or group consultation with our conference faculty. This final consultation session will allow you to address challenges and questions specific to your own institutional context.

8:30 - 10:15 a.m.

Identifying Ideal Corporate Partners

After articulating your corporate engagement goals and strategy, educating your campus community on the value of a holistic model, and engaging key stakeholders in an advisory capacity, the next step is reaching out to external corporate partners. In this opening lecture session, you will learn how to market and position your efforts in the local community and beyond, as well as gain insights for building upon existing relationships and reaching out to new external partners.

10:15 - 10:30 a.m.

Morning Break

10:30 a.m. - 12:00 p.m.

Measuring the ROI of Your Corporate Engagement Initiative

It is critical to track the returns on investment associated with any new initiative. In this final lecture session, you will learn how to track the ROI of your holistic corporate engagement model in both the short-term and the long-term, and how to communicate this information to key administrators across campus. Our expert instructors will also share insights on how corporations are measuring the ROI on their investments at your institution.

12:00 - 12:30 p.m.

Conference Wrap-up and Final Q&A



INSTRUCTORS

Christopher S. Groff, Executive Director, Corporate and Foundation Relations, Fairleigh Dickinson University

Chris manages the centralized CFR office for Fairleigh Dickinson's four campuses. His work and leadership has successfully led to a vast increase in the number of corporate relationships at FDU since joining the University in 2004. Chris previously was a director of corporate and foundation relations at Rutgers and The State University of New Jersey. A frequent regional and national speaker in corporate and foundation relations, fundraising, marketing and public relations, Chris is also a lecturer in Communications.

Anne O'Donnell, Senior Executive Director, Corporate Relations, University of California San Diego

Anne is the Senior Executive Director of Development at UC San Diego, leading a newly established Corporate Relations Office to represent broad priorities across campus with the goal of developing mutually beneficial holistic relationships with corporations to support UC San Diego's strategic plan and fundraising objectives. Previously, Anne served over 17 years at the department level with the Jacobs School of Engineering at UC San Diego building holistic corporate engagement programs, most recently as the Executive Director for Corporate Research Partnerships where she was responsible for building the Dean's Agile Centers of Excellence--multidisciplinary faculty teams focused on technologies that are highly relevant to industry. Anne launched eight such centers in 18 months with research engagements in Wearable Sensors, Extreme Events, Visual Computing, Sustainable Power and Energy, Analytics in Cell Editing, Microbiome Innovation, engineered intelligence, and a cross border program in Resilient Materials. Prior to this, Anne was the Director of the Jacobs School's Corporate Affiliates Program (CAP) for 15 years working with over 75 high technology and life science member companies for custom access to faculty, research, students and to the Dean. Under Anne's direction CAP ran the Team Internship Program and a started series of Executive Education Engineering degree programs.

Anne regularly consults on building corporate programs in academe. An alumna of Harvard University, Anne earned a Master's in Public Policy and a Master's in Theology as well as a BA from Mount Holyoke College. Anne is a member of UIDP working on Collaboration Metrics and NACRO having served as Benchmarking Chair and past Conference Planning Co-Chair. Anne also serves on Board of Catholic Charities of San Diego and is a certified professional leadership coach.

Daryl Weinert, Associate Vice President for Research, University of Michigan

Daryl oversees all administrative and business functions for the Office of Research including budget, finance, human resources, and communications. Additionally he is responsible for the Office of Research and Sponsored Projects and research administration. Prior to serving in this role, Daryl was the founding executive director of the University of Michigan's Business Engagement Center (BEC). Under his leadership, the BEC grew rapidly and now oversees institutional relationships with more than 1,000 companies.

A graduate of a combined degree program at U-M, Weinert holds a bachelor of arts degree in economics and a bachelor of science degree in industrial and operations engineering. Before joining U-M in 1999 as director of corporate relations in the College of Engineering, he was director of procurement strategy at Aon Corp. in Chicago.



| OTHERS | VS | ACADEMIC IMPRESSIONS |
|--|----|--|
| Typically large annual event | | Intimate, workshop-style event with personalized attention |
| Many concurrent sessions; forcing choice | | One focused learning track |
| Uneven sessions and less outcome-focused, driven by an open call for proposals | | Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field |
| Lecture-based | | Learner-centric and designed for interaction and collaboration |
| Large networking events with vendors | | Small-scale opportunity to truly connect with colleagues in the same position at other institutions |
| Some slide presentations posted online after the event | | 200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents |

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

July 10 - 11, 2017 :: Orlando, FL

HOTEL:

Rosen Shingle Creek
9939 Universal Blvd
Orlando, FL 32819

To reserve your room, please call 866.996.9939. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$149 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of July 9 and 10, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to Monday, June 19, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early.

ADDITIONAL INFORMATION:

The Rosen Shingle Creek is nestled on a 230-acre site along Shingle Creek. With fifteen restaurants and lounges, the luxurious hotel offers guests a wide selection of cuisines. Rosen Shingle Creek features an award-winning steakhouse, fine dining Italian bistro, an elaborate buffet and à la carte menu serving all meals of the day and everything in between — all in the beautiful setting of turn-of-the-century, Spanish-revival architecture.

TRANSPORTATION:

From the Orlando International Airport (MCO) to the Rosen Shingle Creek:

- **SuperShuttle:** Fare is approximately \$18 one-way. Advanced reservations are required. Visit SuperShuttle's website or call 800-258-3826 to make your reservation.
- **Lyft:** Fare is approximately \$25 one-way. Rates will vary.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast on Tuesday, as well as refreshments and snacks throughout the conference.

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

A \$500.00 surcharge applies to registrants from corporations.

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| CONFERENCE | WITH AI PRO MEMBERSHIP |
| A Holistic Approach to Corporate Engagement | Get \$100 OFF with your AI Pro Membership |
| | Learn More |
| \$1,195 | \$100 OFF |

EARLY BIRD PRICING

Postmarked on or before June 23, 2017. For registrations postmarked after June 23, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

City | State/Province | Zip/Postal Code | Country

Telephone | Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

My check is included and covers _____ registration(s) Check # _____

Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

DAILY PULSE - Scan current events, timely research, and notable practices at other institutions.

WEEKLY SCAN - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

DIAGNOSTIC - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.