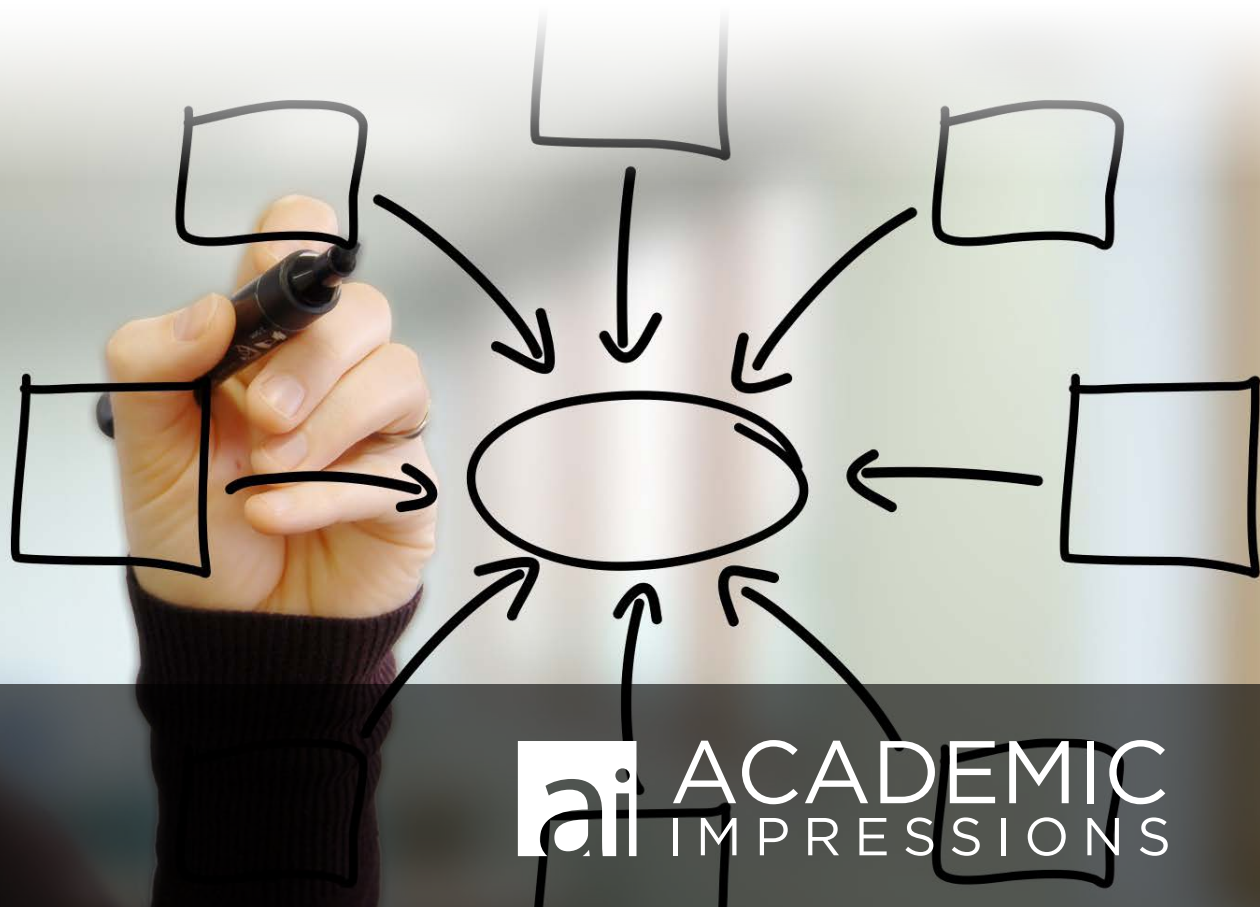




CONFERENCE

# A HOLISTIC APPROACH TO CORPORATE ENGAGEMENT

August 6 - 8, 2018  
Chicago, IL





.....  
*Bring disparate efforts together and boost the effectiveness of your corporate partnerships.*  
.....

## 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.

## 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 to this centralized model.

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

## INDIVIDUALIZED 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.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/holistic-approach-corporate-engagement/](http://www.academicimpressions.com/holistic-approach-corporate-engagement/)



## PRE-CONFERENCE WORKSHOP: CORE COMPONENTS OF CORPORATE ENGAGEMENT

---

Are you new to corporate engagement? Through real institutional examples, learn definitions and best practices for corporate engagement across philanthropy, tech transfer, sponsored research, continuing and executive education, career services, and advisory boards.

### LEARNING OUTCOME

---

After participating in this conference, you will be able to take key steps to develop a holistic corporate engagement strategy.



## AGENDA

---

### DAY 1 | AUGUST 6, 2018

8:00 - 8:30 a.m.

#### **Continental Breakfast (included in workshop registration) and Registration for Pre-Conference Workshop**

8:30 a.m. - 12:00 p.m.

#### **Pre-Conference Workshop: Core Components of Corporate Engagement**

This pre-conference workshop is designed for newcomers to corporate engagement looking for a primer on the latest trends and best practices in corporate foundation relations. You will hear real institutional examples of corporate engagement across key areas, such as:

- Philanthropy, Alumni Engagement, Career Services, and Athletics
- Corporate Affiliates, Corporate Sponsorships, Advisory Boards, and Executive Education
- Tech Transfer and Sponsored Research

This primer will help you better understand the points of entry for your holistic corporate engagement strategy.

12:00 - 1:00 p.m.

#### **Lunch for Pre-Conference Workshop Attendees (included in workshop registration)**

### MAIN CONFERENCE

12:30 - 1:00 p.m.

#### **Conference Registration**

1:00 - 1:30 p.m.

#### **Conference Opening Remarks**

1:30 - 2:45 p.m.

#### **Key Elements of a Holistic Corporate Engagement Strategy**

In this opening lecture, our expert faculty will provide an overview of the aspects that comprise a holistic approach to corporate engagement. Through highlighting a case study of the evolution of the University of Michigan's Business Engagement Center (BEC), you will gain an understanding of what a 21st century strategic corporate partnership can accomplish.

2:45 - 3:00 p.m.

#### **Afternoon Break**

3:00 - 3:30 p.m.

#### **Discussion: Key Elements at Your Institution**

In this first of a series of discussions, you will work with your peers to review each of the key elements introduced and then discuss to what degree these elements are present in your current corporate engagement strategy.

3:30 - 5:00 p.m.

#### **Auditing Your Existing Corporate Engagement Touchpoints**

Before you begin to articulate your institution's corporate engagement goals and strategy, it is imperative to have a comprehensive understanding of the current state of corporate engagement at your institution. Our expert instructor will guide you through an audit of your current levels of corporate engagement.



## AGENDA

---

### DAY 1 | AUGUST 6, 2018 (CONTINUED)

5:00 - 5:30 p.m.

#### **Reflection and Q&A**

You will have an opportunity to share your insights from the content you've heard so far and get remaining questions answered.

5:30 - 6:30 p.m.

#### **Networking Reception (included in registration fee)**

### DAY 2 | AUGUST 7, 2018

8:30 - 9:00 a.m.

#### **Continental Breakfast (included in registration fee)**

9:00 - 9:15 a.m.

#### **Recap of Day 1**

9:15 - 10:15 a.m.

#### **Steps to Developing a Corporate Engagement Strategy**

In this hour, you will begin setting specific objectives that will help you better define and prioritize your goals. Key strategic questions may include:

- 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?
- Are you hoping to accomplish multiple objectives through your holistic approach?

10:15 a.m. - 12:00 p.m.

#### **Working Session/Consulting Time (Break Included)**

Based on the tools introduced thus far, you will take the first steps in developing your own holistic corporate engagement strategy. With guidance from our experts and written exercises, you will answer key questions and begin forming your own strategy that's right for your campus. Our consultants will meet with you to answer questions specific to your institution.

12:00 - 1:00 p.m.

#### **Lunch (included in registration fee)**

1:00 - 2:30 p.m.

#### **Measuring and Communicating the ROI of Your Corporate Engagement Initiative**

It is critical to track the returns on investment associated with any new initiative. You will learn how to track the ROI of your holistic corporate engagement model in both the short- and long-term, as well as 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.

2:30 - 3:00 p.m.

#### **Working Session: Establishing Your Indicators and Metrics for Success**

Building upon your corporate engagement strategy planning, this session will help you implement what you just learned about ROI. It also offers the opportunity to revisit your strategy and align key metrics and indicators for success.



## AGENDA

---

### DAY 2 | AUGUST 7, 2018 (CONTINUED)

3:00 - 3:15 p.m.

**Afternoon Break**

3:15 - 4:45 p.m.

**Educating the Campus Community on Your Corporate Engagement Goals**

Working in small groups focused on different touchpoints of corporate engagement, you will brainstorm how to overcome internal politics and silos, as well as learn how to educate the campus community on the goals and benefits of your new initiative.

4:45 - 5:00 p.m.

**Day 2 Wrap-Up**

### DAY 3 | AUGUST 8, 2018

8:30 - 9:00 a.m.

**Continental Breakfast (included in registration fee)**

9:00 - 9:15 a.m.

**Recap of Day 2**

You and our experts will share insights from the previous sessions.

9:15 - 10:45 a.m.

**Identifying and Reaching out to Ideal Corporate Partners**

You will learn how to market and position your efforts in the local community and beyond. You will also gain insights for building upon existing relationships and reaching out to new external partners.

10:45 - 11:00 a.m.

**Morning Break**

11:00 - 11:45 a.m.

**Working Session: Refining your Strategy and Action Planning**

This session will be an opportunity to complete your strategy planning documents. Once your strategy is refined, you will begin creating an action plan for when you return to your campus. You will also have an opportunity to practice communicating this strategy to your peers.

11:45 a.m. - 12:00 p.m.

**Conference Wrap-up and Final Q&A**



## INSTRUCTORS

---

**Christopher S. Groff, Assistant Vice President, Corporate and Foundation Relations, Office of University Advancement, Fairleigh Dickinson University**

Chris manages the CFR philanthropic planning, research, and stewardship process for all of Fairleigh Dickinson's campuses. His work and leadership has successfully led to an increase in the number of strategic corporate partnerships and grants dollars at FDU since 2004. Chris previously was as a director of corporate and foundation relations at Rutgers, The State University of New Jersey and has a background in public policy, public relations and marketing. A frequent regional and national speaker, Chris is also a lecturer in communications.

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

In her current role, Anne is 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 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 various research engagements. Prior to this, Anne was the Director of the Jacobs School's Corporate Affiliates Program (CAP) for 15 years working with 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 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, Business Operations, 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 University of Michigan, Weinert holds a bachelor of arts degree in economics and a bachelor of science degree in industrial and operations engineering. Before joining University of Michigan 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		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> 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

---

August 6 - 8, 2018 :: Chicago, IL

### HOTEL:

Wyndham Grand Chicago Riverfront  
71 East Upper Wacker Dr.  
Chicago, IL 60601  
312.346.7100

**Room Rate:** \$189, plus applicable tax.

**Room Block Dates:** nights of August 5, 6, & 7, 2018

**Rate Available Until:** July 13, 2018

Please book early - rooms are limited and subject to availability.