

# Adjusting to the New Normal: University-Corporate Relations in the Changing Landscape

8/11/2020



# AGENDA

WELCOME

NACRO OVERVIEW

RESEARCH

RECRUITING

RELATIONSHIPS

DISCUSSION

# WELCOME

# NACRO CORPORATE SERIES

- The series is intended for corporate professionals engaged with university relations and partnerships. University-Corporate Relations is not a 'one size fits all' approach because it must be responsive to the needs of the company, research priorities, recruiting foci, and students.
- This course provides a space for industry to converse among themselves while discussing how University-Corporate Relations professionals operate and best practices that have led to success.
- The sessions are designed with guidance from the corporate side including:
  - Tony Denhart, University Relations Leader, Global University Relations, GE
  - David Liaw, Ph.D., Director, Talent Acquisition, Northrop Grumman
  - Cynthia Murphy-Ortega, Manager, University Partnerships and Association Relations, Chevron
  - Christina Spotts, Manager, University Relations Program, Deloitte
  - Tammy Stevens, Enterprise Manager, Strategic University Partnerships, Northrop Grumman Corporation

# UNIVERSITY CONTRIBUTORS



**Kimberly Jacobs,  
PhD**

NACRO Co-President

Director of Engineering  
Extension and Outreach  
University of Florida



**Megan Puzey**

NACRO Co-President

Senior Associate Director  
Office of Corporate Relations  
University of Illinois at Urbana-  
Champaign



**Lorena McLaren**

NACRO Co-President  
2011-12

Executive Director, Corporate &  
Foundation Relations  
North Carolina State University



**Joonhyung  
"Joon" Cho**

Director of Business  
Development, Industry Relations  
North Carolina University  
Chapel Hill



**Jessica Watts, PhD**

NACRO Co-President  
2017-2018

Executive Director of Corporate  
& Foundation Relations  
University of North Texas



**Anthony H Denhart**  
**Global University Relations**  
**Director**  
**GE**

Anthony is responsible for leading the strategy and implementation of university relations, full-time and internship university hiring needs, internship, military and diversity recruitment initiatives, developing a unified presence on campus, branding strategy and execution, campus recruiting teams, and research collaboration at GE's executive schools. He partners with the GE businesses across the company in the development of diversity goals, best practices, workforce planning and research collaborations to meet strategic objectives as it relates to GE's annual hiring of 9000+ interns, co-ops and full-time entry level hires. He works closely with GE's Global Brand Marketing and Communication teams to drive disruptive awareness and emotional connections in the university space. He is active with GE Government Affairs' activities, as the GE Champion for the State of Indiana.

Anthony has a distinguished career at GE, he started his GE career in 1989 as a field engineer, in the Field Engineering Leadership Program with GE Power. In addition to his several roles of increasing responsibility at GE Power, he engaged with university relations for 30 years.

Anthony serves in an advisory capacity with the GE-Reagan Foundation Scholarship Program, SHPE IPC, Purdue Honors College Dean's Advisory Council and Purdue Student Life Vice Provost's Advisory Council. He is also active with the NACRO, NACE, and Midwest Association of Colleges and Employers.

Anthony graduated from Purdue University with a BS degree in Electrical Engineering Technology. He is the recipient of the Purdue Distinguished Alumni Award and was inducted into the Cooperative Education Hall of Fame.



**Christina Spotts**  
**Manager**  
**Deloitte Services LP**

Christina leads Deloitte's University Relations (UR) program, which focuses on bringing the best of Deloitte and receiving the best for Deloitte across a portfolio of nearly three dozen of Deloitte's most strategic university relationships.

Through UR, Christina leads Signature Program efforts and helps to advise senior academic executives, strengthen Deloitte's brand on campus, and position Deloitte as a trusted advisor for 1000+ students, faculty, and administrators annually. She is responsible for building and coaching high-impact teams of passionate UR school alumni, to amplify the collective impact of recruiting, fundraising, client service, and relationship building efforts to drive to desired results. Christina also manages a coordinated approach to communication, knowledge sharing, volunteering, and philanthropy for 19,000+ UR school alumni.

Previously, Christina delivered human capital solutions in the areas of change management, process improvement, and communications in the Deloitte Consulting LLP Human Capital practice. Prior to Deloitte, she advised higher education and healthcare senior executives on their strategic imperatives regarding performance improvement, change management, and competency development through offering best practice solutions and customized engagements.

Christina received her B.A. in Economics from Duke University.

# WELCOME FROM NACRO PRESIDENTS

Kim Jacobs, PhD, Co-President

Megan Puzey, Co-President





# Our Organization

NACRO is a *network* of over 650 U.S. and international professionals that are dedicated to providing professional development opportunities and sharing best practices with those interested in university-industry corporate relations.

Members develop and advance comprehensive, mutually beneficial relationships between industry and higher education to establish a common language and metrics for peer comparison.

# NACRO Offerings

## 1. Professional Development

- Annual Conference
- Workshops
- Webinars

## 2. Thought Leadership

- White papers
- Member Surveys
- Best Practices

## 3. Networking

- NACRO News
- Linked In
- Affinity Groups
- Meet Ups (Zoom)

## 4. Advocacy

- Member Resources
- Strategic Alliances



I. Professional Development



2. Thought Leadership



3. Networking



4. Advocacy



SAVE THE  
DATE

July 13 – 15,  
2021

2021 NACRO Annual  
Conference  
Raleigh, NC

WELCOME

WHAT *Happens*  
**IN VEGAS**  
STAYS IN

*Vegas*

# RESEARCH

# RESEARCH

- Universities and Companies continue to invest
- GE Perspective
- Concerns:
  - Staying on top of the latest university research focus areas
  - Demonstrating long-term academic research value to execs (hard to deliver quantitative metrics)

# GE Research ... unique value proposition








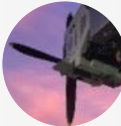


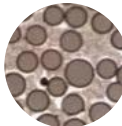



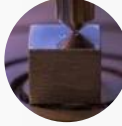




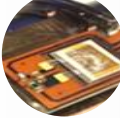

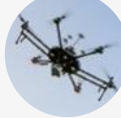
## Capabilities

- Artificial Intelligence
- Biology & Physics
- Controls & Optimization
- Edge Computing
- Electronics
- Electric Power
- Functional Materials
- Mechanics & Design
- Software & Analytics
- Structural Materials
- Thermosciences



Research to Reality

## Breakouts

VERTICAL			
 2 Cent Wind	 65% CC GT	 Additive	 Renewables Full Time
 Castings	 Plug & Play MR	 Renewable Reservoir	 Hybrid – Electric Flight
HORIZONTAL			
 Additive	 Artificial Intelligence	 CMC	 Robotics
 Controls/Edge	 Digital Twin and Ghost	 Specialized Materials	 SiC
EXPONENTIAL			
 Autonomous Imaging	 Bioelectronics	 Blockchain	
 Microsystems	 Mission Unbreakable	 Trusted Autonomy	

Scientific depth & breadth ... delivering real economics

# UNIVERSITY RESEARCH PHASES

- Extensions granted with federal and private funders, Concerned about paying graduate students
- Post Crisis Startup Plan, 4 Phases
- Goal: To keep the entire UNT family safe, while increasing research activity in a phased approach as safety becomes easier to maintain.
- Phase 1- Pre-operational Support Activities (PSA)
- Phase 2 - Full Social Distancing Research
  - Trigger – four (4) days following Pre-operational startup AND Trigger –County removal of “Stay-at-Home” Rule.
- Phase 3 - Research under Testing and Contact Tracing
  - Trigger – When UNT implements a campus contact tracing plan and testing directed at that plan exists – applications for face-to-face human subject research can proceed.
- Phase 4 - Research under Access to Vaccine
  - Trigger I – UNT implements an all-campus access to vaccinations for employees and students.

Visit <https://research.unt.edu/unt-research-reopen-plan> to learn more

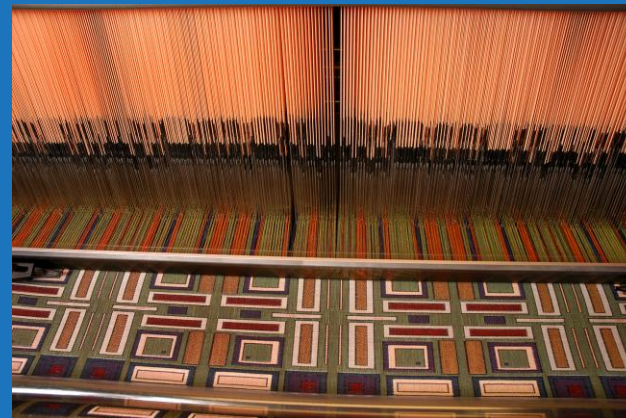


## Lab Tour Alternative at NC State

Lorena McLaren  
Executive Director, Corporate &  
Foundation Relations  
North Carolina State University

- Record as you walk through the lab space, capturing the equipment - upload to your computer
- Show the recording as a screen share during the video call and narrate

Benefits: faster, no worries about internet reception in the basement, highlights your capabilities



# RECRUITING

# RECRUITING

- Summer 2020 Internships
- Fall 2020 Plans
- What did we hear from students?
- Was the pivot to a virtual internship experience successful?
- Would we do it again?
- What did we learn?



# RECRUITING CONCERNS

- Stand out to students during all of the virtual engagements
- Concerned we won't see the results we want at the end of recruiting process
- Staying engaged with students when our company may not have intern/entry level openings
- Loss of internship opportunities
- Youngest employees unrealistic employment expectations (wage, time off, flexibility, bonus, vacations... Pressured into work from home situations. Going to be rare to find long term commitments from newest generation of employees

# Three key shifts shaping strategies for fall recruiting

## **Sourcing**

### **Campus Event Sourcing**

Talent pool derivative of campuses engaged; constructed from campus event attendees



### **Proactive Targeting**

Talent pool proactively segmented, chosen, marketed to, and contacted virtually

## **Engagement**

### **In-Person Campus Events**

Engagement strategy primarily dependent on pre-existing campus recruiting infrastructure



### **Standout Virtual Engagements**

Engagement strategy primarily dependent virtual on events you create and run yourself

## **Team Organization**

### **Campus-Centric Organization**

Generalists organized around campuses targeted



### **Activity-Centric Specialization**

Team members organized around specialized, high-return activities

# RELATIONSHIPS

# RELATIONSHIPS

- Students
- Faculty
- Administration
- Alumni

*Ultimate success in any partnership comes from trust. In order to get trust, we both have to have the dedication to the collaboration to devote our time and resources to the relationship.*

# RELATIONSHIP CONCERNS

- Trying to network and make new connections in a virtual conference environment
- The impact of the pandemic and economic crisis on the future shape of Higher Ed and its relationship with Industry in terms of research and workforce development
- Having the same brand presence in an online environment
- Delays and disengagement due to Covid
- Current Economy situation
- Activating Philanthropic Giving

# INDUSTRY VIRTUAL ROUNDTABLE @UNC CHAPEL HILL

- Joonhyung “Joon” Cho
  - Director of Business Development, Industry Relations
- UNC Chapel Hill
  - 4,000 Faculty, nearly 1,300 postdocs, 11,000 GR students, 19,000 UG
  - \$1.14B, 12<sup>th</sup> largest US research university
- Business Roundtable “COVID-19 Strategies and Solutions: the Health and Business Challenges Ahead” hosted on 5/22
- Attendees: 25 business executives (global organizations with NC presences)
- UNC Senior Leadership included the Chancellor, Vice Chancellor for Research, School of Medicine (SOM)’s Vice Dean for Research, Faculty members from Medicine, Public Health, Business



# DISCUSSION

THANK YOU