



Working at the University-Industry Interface: Effective Strategies for Active Researchers

The University-Industry Demonstration Partnership (UIDP) is offering a seven-part websireies providing a unique look at how to create better research partnerships between corporations and universities. This series focuses on the relationship between the researcher and the industry partner, and is recommended for: faculty researchers, research center directors, administration from the offices of research, professionals working with sponsored projects, tech transfer officers, and those who cultivate, negotiate, or manage industry partnerships.

Each pre-recorded session will be available in-person at the locations listed below, or on-demand via Learn@Work. Register for any of the seven sessions via the registration links below.

Session 1: Understanding the Benefits and Challenges of Working with Industry/Research Institutions

Available on-demand through Learn@Work

Speakers

Richard McCullough, Vice Provost, Harvard University

Deborah Stokes, Director External Research and Academic Alliances, Dell EMC

- Understanding the different types of university-industry engagements
- Scenarios for successful partnerships
- Overcoming common obstacles: Time, Negotiated agreements, Confidentiality, Classified work, Project length

[Register for Session 1](#)

Session 2: Managing Expectations and Creating Long-Term Relationships

Available on-demand through Learn@Work

Speakers

Randy Hall, Vice President for Research, University of Southern California

Mark Schmidt, Principal Scientist and Manager, Global University Relations, John Deere

- Six key questions to prepare for industry engagement
- Working with experienced and first-time industry sponsors
- Key points to consider when discussing a specific project

[Register for Session 2](#)

Session 3: Establishing Contacts with Industry and Research Institutions

Tomorrow! - Thursday, March 22, 2018

11:00 a.m. - 12:15 p.m.

McDonnell Medical Sciences Building

Erlanger Auditorium

Speakers

Stephen Fleming, Vice President, Strategic Business Initiatives, University of Arizona

Paul Fanson, Manager, Research Strategy Office, Toyota

- How to connect with the right person within the industry
 - Utilizing university resources
 - Maximizing internal networks
 - Participating in professional networks
- Personal strategies to employ when networking

[Register for Session 3](#)

Session 4: Preparing Proposals and Budgeting

Thursday, April 5, 2018

11:00 a.m. - 12:15 p.m.

McDonnell Medical Sciences Building

Erlanger Auditorium

Speakers

Abby Benson, Assistant Vice Chancellor for Research and Innovation, University of Colorado Boulder
Gaylene Anderson, US Director, Contracts and Alliance Management, Boehringer Ingelheim

- Identifying and approaching funding sources
- Elements to include in a proposal
- Creating a statement of work and deliverables
- Guidelines for budget setting
- Preparing for industry reviews

[Register for Session 4](#)

Session 5: Addressing Compliance, Contracting and Consulting, and Outside Activities

Thursday, April 19, 2018

11:00 a.m. - 12:15 p.m.

McDonnell Medical Sciences Building

Erlanger Auditorium

Speakers

Katie Morris, University Director, Research Contracting, Indiana University
Charles Adelsheim, Contracts and Licensing Manager, Research and Strategic Collaborations, Varian Medical Systems

- Working with national compliance standards
- Export control laws
- Setting publication guidelines, especially as they relate to confidential and proprietary information
- Consulting and outside activities

[Register for Session 5](#)

Session 6: Managing Intellectual Property (IP) Issues

Thursday, May 10, 2018

11:00 a.m. - 12:15 p.m.

McDonnell Medical Sciences Building

Erlanger Auditorium

Speakers

Dushyant Pathak, Associate Vice Chancellor for Technology Management and Corporate Relations, University of California, Davis

Mary Jo Meyer, Director, Intellectual Property Management, Givaudan

- Identifying and protecting background intellectual property
- Setting parameters around foreground intellectual property
 - Assignment and ownership
 - Protection and rights
- Negotiating an exclusive or non-exclusive license

[Register for Session 6](#)

Session 7: Benefiting from University-Industry Collaborations with Government Engagement

Thursday, May 17, 2018

11:00 a.m. - 12:15 p.m.

McDonnell Medical Sciences Building

Erlanger Auditorium

Speakers

Theresa Mayer, Vice President for Research and Innovation, Virginia Tech

Chris Ramming, Research Manager, VMware

- Companies partnering with universities to leverage federal funds for corporate investments
- Increasing emphasis of government agencies to show relevance to their R&D portfolios
- Differences among state and federal programs

[Register for Session 7](#)

Questions?

Contact Danica Johnson at danica.johnson@wustl.edu or 314.747.5574.