Holistic Corporate Engagement

Richard Potter, director, office of corporate engagement

Professional experience:
• Director, K-State office of corporate engagement, 2012-present
• Fundraising & communications consultant, 2009-2012
• VP for development, Nonprofit Leadership Alliance, 1996-2009
• Director of development, University of Dubuque, 1990-1996
• Project manager, RuffaloCODY, 1986-1990

Education:
• MBA, 1994, University of Dubuque
• BBA, Marketing, 1982, University of Iowa

Mitzi Richards, senior director, corporate and foundation relations

Professional experience:
• Senior Director, Corporate & Foundation Relations, 2006-present
• Senior Director of Development, College of Engineering, 1998 -2006
• Chief Executive Officer, Homecare & Hospice, 1981-1998
• Grant Administrator, Big Lakes Regional Council, 1979-1981

Education:
• BS, College of Human Ecology, Kansas State University
K-State corporate engagement mission:
To support and advance a university culture that attracts, engages, and cultivates a broad spectrum of strategic corporate partnerships by:
• facilitating a strong, comprehensive university corporate relations network;
• connecting corporations with K-State strengths, expertise, services, and interests; &
• fostering university/industry collaborations that advance our goal to become a top 50 public research university by 2025.

External relations objective – one stop shopping for corporations:
• Provide central point of entry
• Simplify and accelerate access
• Bypass silos
• Facilitate interactions
• Expand relationship to multiple projects
• Build strategic alliances

Internal relations objective – a culture of collaboration and trust that:
• Shares information, resources, risks, and rewards
• Engages in joint activities
• Merges structure
• Institutionalizes a holistic approach to corporate engagement
The Partnership Continuum

Levels of Engagement/Activities

- Awareness
- Involvement
- Support

Strategic Partner

Traditional Engagement

Phase One

Phase Two

Phase Three

Phase Four

Phase Five

Holistic Engagement
# Kansas State University Industry Relationships

<table>
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<th>Partner</th>
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<td>Access talent university-wide and promote company capabilities and employment opportunities to students across the campus</td>
<td>License university technologies and innovate through joint venture partnerships established to generate profits for the company and the university</td>
<td>Design advanced education/professional development programs that can evolve and transform the company’s workforce</td>
<td>Access faculty expertise, labs and other university resources for clinical trials, studies and related business services</td>
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K-State resources to assist faculty with industry relationships

- Research
  - ORSP/PAS
  - Assoc. Deans Council
  - Research Centers
    - Research Faculty
- Students
  - Student Life
  - Career & Employment Services
  - Internship Programs
- Partner
  - KSUF
  - KSURF, KSU-IC, KBED
  - Marketing & Communications
  - Economic Development
  - Gov’t Relations (local, state, federal)
- Educate
  - Graduate Programs
  - Global Campus
  - Academic Units
- Services
  - Animal Studies
  - Technical facility
  - Scientific Laboratory
  - e.g. SmartGrid, AMI, EDL
## What about investment?

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*Investment*

Develop a customized partnership that may include philanthropy, sponsored research, commercialization initiatives, fees for services etc. that align with the company’s desired goals and image.
Examples: current corporate partners

• Phillips66
• Coperion K-Tron: bulk solids innovation center
Mary Rezac, Chemical Engineering, Phillips 66 Professor of Sustainable Energy, rezac@ksu.edu

Academic / Industrial Experience

BS 1987 Kansas State University Chemical Engineering
MS/PhD 1992/3 University of Texas Chemical Engineering
• Research Engineer, Phillips Petroleum, Bartlesville, OK, 1987-90
• Assist & Assoc Professor (with tenure), Chemical Engineering, Georgia Tech, 1994 – 2002
• Professor/Depart Head, Chemical Engineering, K-State, 2002-
• Director, Center for Sustainable Energy, K-State, 2007-

Research Interests

• Polymeric Membranes for Gas and Liquid Separation with enhanced chemical and thermal stability

Design of Membrane Contactors for:
• Selective Removal of Reaction Product to shift equilibrium
• Selective addition of reactant to simplify process or promote product selectivity

Selected Industrial Applications

Catalytic Processing of Biomass

Laboratory Capabilities

Analytical: GCs, HPLCs, GC-MS with CDS Pyroprobe, Karl Fisher, CHNS analysis, IKA Calorimeter
Reactors: Bench to small pilot scale Parr systems (6); Packed Bed systems (multiple), CSTRs (multiple)
Membrane Characterization: Constant Pressure-Variable Volume Systems (8), Constant Volume Variable Pressure Systems (6). Pressures to 20 atm, Temperature to 300 °C
Materials Characterization: Density Gradient Column; Gas Sorption, Vapor Sorption, BET surface area, WAXD

Research Sponsors

[Images of sponsorship logos]