
Working With Industry:

Strategies, Perspectives and
Resources to Support Industry
Sponsored Projects at
Kansas State University

Working With Industry

In 2006, Kansas State University's Vice President for Research established a priority of increasing K-State's corporate research funding and authorized K-State's membership in the University-Industry Demonstration Partnership. Kansas State University (K-State) has developed K-State2025, a strategic visionary plan that places high priority on increasing corporate engagement from a more holistic approach across its Six Thematic Goals (see <http://www.k-state.edu/2025/>).

Thematic Goals:

- Research, Scholarly and Creative Activities, and Discovery
- Undergraduate Educational Experience
- Graduate Scholarly Experience
- Engagement, Extension, Outreach, and Service
- Faculty and Staff
- Facilities and Infrastructure
- Athletics

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Responding to the emphasis placed on increased corporate relations, K-State has developed innovative approaches for industry sponsored research in an effort to be responsive to the business needs of companies while ensuring compliance with the myriad of public policy mandates, including IRS regulations that govern public universities.

There are several options for industry sponsors to consider that will assist them in maximizing the potential of commercially viable outcomes resulting from industry sponsored research at K-State. This list of options is a non-exhaustive set of examples and the options are not mutually exclusive. K-State is committed to working with industry to customize agreements to meet both parties' needs for specific projects and long term business goals.

Testing and evaluation projects that do not involve original creative research and development on the part of the university researchers are also important projects for our industrial partners and are also important aspects of the University-Industry relationship.

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Differences in Institutional Missions



Non-Profit



Open Environment



Freedom to Publish



Benefit the Public



Teaching / Research / Outreach



Public Funding

KANSAS STATE
UNIVERSITY®



For Profit



Protect Competitive Advantage



Need for Confidentiality



Maintain Freedom to Operate



Maximize Shareholder Value



Must Generate Economic Benefit

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Mission Differences Impacting SOW

- Industry research is driven by business needs
 - Focused on solving a problem or meeting an objective
- University research is curiosity driven and open-ended
 - Focused on creating knowledge

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University Perspective

University investigators live predominantly in a grant-funded environment. This environment allows considerable freedom for the faculty to pursue their own scientific interests and to control the direction, progress, conduct, timing and dissemination of their results.

Contracts require almost a paradigm shift from this norm into a realm of definition, expectation, control and consequences that is unfamiliar to many university investigators and possibly uncomfortable.

Clear definition of what the contract requires the investigators to do, arrived at after discussion of needs, interests and capabilities with an industry partner goes a long way to achieving the necessary gentle paradigm shift need for mutual success.

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Industry Perspective

A sponsored research project is usually just one component of a larger research program at the company. Collaboration with a faculty member is proposed for one or more of these reasons:

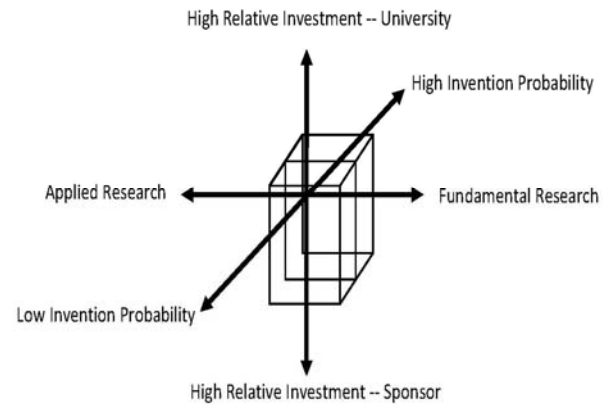
- Gain access to expertise, equipment, or facilities that are otherwise not available within the company for the project
- Explore an alternate path to the desired outcome
- Acquire supporting information about the technology, often of a more fundamental or theoretical nature

The sponsor usually makes a significant contribution to the content of the SOW, especially regarding desired outcomes, milestones, and deliverables (i.e., what will be done).

The sponsored project content, timeline, and budget must fit within the objectives and constraints of the company's larger research and business objectives.

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Project Mapping Diagram



Quick Words of Wisdom

Issues To Be Ready For:

What overhead will my company be required to pay?
What is your IP policy?

Issues To Be Aware Of:

Scope Creep
Realistic Timelines and Milestones

Listing of Resources Provided Today

- Researcher Handbook
- Researcher Quick Guide
- UIDP Perspective – Why Work Together?
- UIDP Perspective – The Costs & Value of Sponsored Research
- UIDP Perspective – The Role of IP In University-Industry Relationships
- Researcher Collaborative Visits
- UIDP Intellectual Property Quick Guide
- UIDP Working with National Laboratories Quick Guide
- Sample Fully Burdened Line Item Budget
- A Guide to Facilities and Administration Costs
- Brochure – Sponsored Project? Fee for Service? Gift? Which One Is it?
Where Do the Funds Belong?

Questions

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