

OCTOBER 15, 2020 | 2:00-4:00 PM

WINNING THE WAR FOR TALENT & TECHNOLOGY

Creating Successful Corporate Partnerships with University
Research Parks Through University Career Centers,
Corporate Relations and Research Development Offices

PROGRAM

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WELCOME

AURP Friends and Colleagues,

Thank you for joining our AURP colleagues as we gather this cross-section of collaborative associations from APLU, NACE, NACRO, and NORDP for a discussion and strategy to overcome the War for War and Technology.

As corporations look to build long lasting relationships with universities to tap into technology and talent, establishing corporate research centers in university research parks is a growing strategy. But how do corporations work with universities in terms of attracting student workers and interns? What are the logistical, financial, and ethical considerations in setting up corporate sponsored research centers adjacent to universities?

Experience a deep dive into the opportunities, complexities, and successes in building place-based corporate centers in university research parks and innovation districts.

We look forward to future opportunities for collaboration and discovery.

Welcome to our AURP Innovation University Virtual Seminar!



BRIAN DARMODY, JD,
Chief Executive Officer,
Association of University
Research Parks (AURP)



LEAH BURTON, AURP Vice President;
Director of Corporate Partnerships,
North Carolina State University
Centennial Campus

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SCHEDULE OF EVENTS

THURSDAY, OCTOBER 15, 2020

Innovation U Virtual Seminar Moderator

Leah Burton

AURP Vice President

Director of Corporate Partnerships

North Carolina State University Centennial Campus

PANEL ONE..... 2:00 - 3:00 PM EDT ROLE OF UNIVERSITY CAREER CENTERS

University career centers have grown in importance for both students and employers as the critical role of recruiting talent grows in importance. Learn how universities work with career centers, intermediaries, and employers in enhancing the recruitment process for students and businesses.

Kelley Bishop MPH, PhD, Director, UMD Career Center and President's Promise

Christine Cruzvergara, Vice President for Higher Education and Student Success, Handshake

Shawn VanDerziel, Executive Director, National Association of Colleges and Employers (NACE)

PANEL TWO..... 3:00 - 4:00 PM EDT

ROLE OF UNIVERSITY CORPORATE RELATIONS AND UNIVERSITY RESEARCH DEVELOPMENT OFFICES

Establishing corporate research centers in research parks often requires working not just with the research park but also the university's vice president for research office or the vice president for corporate relations on topics such as sponsored research agreements, overhead, intellectual property ownership and other issues. Gift or grant? Learn how to navigate the world of corporate-university relations with national practitioners.

Kimberly Eck, National Organization of Research Development Professionals (NORDP), Associate Vice President for Research, Emory University

Kim Jacobs, PhD, MBA, Co-President, NACRO, Director of Engineering Extension and Outreach, University of Florida

Amy Skehan, Assistant Vice Chancellor, Foundation and Corporate Engagement, UC Davis



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Dave Savory, Co-Founder and Director, Experiential Learning, Riipen



Speakers & Moderators



KELLEY BISHOP, Director, UMD Career Center and President's Promise

Kelley Bishop became director of the University of Maryland's career center in 2013. His 30+ years in the field include leading the career services operations at Michigan State University and Syracuse University, serving on the boards

of the National Association of Colleges and Employers and the Walt Disney World College Program, and frequently consulting for other career centers. Kelley holds a Bachelor's degree in English Literature from Dartmouth College and a Master's degree in Counseling from Indiana University.



LEAH BURTON, AURP Vice President; Director of Corporate Partnerships, North Carolina State University Centennial Campus

Leah Burton is the Director of Centennial Campus Partnerships and Industry Alliances at NC State University. In this role, she manages the campus-wide strategy for corporate and government

interactions with NC State, including the University's award-winning Centennial Campus.

Prior to joining NC State in 2000, Leah was the Director of Marketing and Communications at the Research Triangle Regional Partnership, a regional economic development organization marketing the 13-county Research Triangle region. Before moving to North Carolina, she was the Public Affairs Manager for telecommunications company US West. Leah has a communications degree from the University of Colorado.



CHRISTINE CRUZVERGARA, Vice President for Higher Education and Student Success, Handshake

Christine Cruzvergara currently serves as the VP of Higher Education and Student Success at Handshake, leading their efforts to deepen partnerships with the higher education

community to ensure greater and more equitable student career success. She is recognized as a change agent within the field of career education and is often referenced in national media, has diligently contributed thought pieces, led trainings, and consulted extensively with colleagues across the nation and internationally.

She was most recently at Wellesley College as their Associate Provost for Career Education where she received national recognition for her forward-thinking work and innovative model bringing home the 2017 Career Excellence Award from NACE and the 2017 Innovation Award from Eduventures. Christine is well-known in the profession for the seminal article she co-authored on "10 Future Trends in College Career Services" and her recent update on "5 Future Directions in University Career Services". She has a reputation of being a creative problem-solver and organizational change agent leading her teams to embrace and drive transformation.

Christine has held senior level positions and board roles at multiple institutions and organizations including Wellesley College, George Mason University, Georgetown University, The George Washington University, the National Association of Colleges and Employers (NACE), and the American College Personnel Association (ACPA). Christine earned her Master's degree in College Student Personnel from University of Maryland, College Park and her Bachelor's degree in Psychology from James Madison University.



BRIAN DARMODY, JD, Chief Executive Officer, Association of University Research Parks (AURP)

Brian Darmody was announced as AURP CEO in February 2019 and in this new role Brian will lead AURP into new initiatives including expanding membership, international

partnerships and funding in order to build out additional member benefits. Over the course of the year, Brian will be winding down his activities at UMD where he currently serves as Associate Vice President (AVP) of Corporate Engagement at the University of Maryland (UMD).

At UMD, Brian is responsible for developing the overall university strategy for corporate relationships, as well as the development of

continued

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Speakers & Moderators

projects and policies to support these initiatives centrally and through the colleges and schools on campus of the University of Maryland. Previously, he was the University's AVP for Corporate and Foundation Relations in the Division of University Relations, AVP for Research and Economic Development, Assistant Vice Chancellor for Technology Development, Director of State and Federal Relations in the President's Office and has served in the university's legal counsel office. He serves on national and state boards, including: Fraunhofer USA, the Maryland Economic Development Association, and the Maryland Tech Council. He holds a Juris Doctor from the University of Baltimore and he received his bachelor degree from the University of Maryland, College Park.



DR. JILL JIVIDEN, Director of Research Development, University of Michigan; Vice President, National Organization of Research Development Professionals (NORDP)

Jill Jividen, PhD, is the Director of Research Development at the University of Michigan and Vice President of the National Organization of Research Development Professionals (NORDP). Jill has worked in Research Administration and Research Development for 10 years, including in the U-M Medical School and the School of Information. In her current role in the Office of the Vice President for Research, she is building programs and resources to help U-M's faculty increase competitiveness for research funding, and supporting institutional strategies to catalyze interdisciplinary initiatives. At \$1.6 billion, U-M is the top-ranked public institution for research expenditures in the U.S.



KIM JACOBS, PhD, MBA, Co-President, NACRO; Director of Engineering Extension and Outreach, University of Florida

Dr. Kimberly Jacobs serves as the Director of Engineering Extension and Outreach for the University of Florida's Herbert Wertheim College of Engineering. In this role, Kimberly is responsible for the external outreach functions of the Florida Engineering Experiment Station (FLEXStation) encompassing management of the extension network of Innovation Stations which includes developing and delivering applied research, educational, and workforce development programs to Florida's entrepreneurs, industries, and citizens. In addition to management of the Innovation Station network, Kimberly is also responsible for managing strategic relationships between the Herbert Wertheim College of Engineering and industry to actively promote the multiple ways in which the College is poised to meet industry needs including assisting with talent acquisition, developing research opportunities, establishing executive education partnerships, and matching University assets with industry identified needs.

Previously Kimberly served as the Director of Corporate Relations for the Herbert Wertheim College of Engineering in which her responsibilities were focused specifically on advancing corporate philanthropy to the College. Prior to working at the University of Florida, Kimberly worked

in development related roles at Pennsylvania State University, Florida State University and St. Peter's College.

Kimberly is a member of the Network of Academic Corporate Relations Officers (NACRO) and is currently serving as co-President of the Board. Previously she co-chaired NACRO's Benchmarking Committee. She holds a Bachelor of Science in Biochemistry from Albright College, a Masters in College Student Personnel Administration from Western Illinois University, and an MBA and PhD in Higher Education Administration from Florida State University.



AMY SKEHAN, Assistant Vice Chancellor, Foundation and Corporate Engagement, University of California, Davis

Amy Skehan joined UC Davis in 2019 as the Assistant Vice Chancellor, Corporate and Foundation Engagement in DEVAR. As an experienced, collaborative leader with 25+ years of progressive experience, Amy oversees the campus-wide strategy for foundation and corporate engagement at UC Davis and manages the newly formed Foundation and Corporate Engagement team (FCE). Under her direction, the centralized FCE team serves as a direct liaison between the business and foundation community and the university to identify and expand collaboration and partnership opportunities for the entire campus. In this role, Amy brings her strengths of streamlining internal and external collaboration and communication

continued



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Tech Parks Arizona builds connections between the University of Arizona, industry, and Arizona communities to promote, attract and grow businesses focused on technology innovation and commercialization. We provide business incubation, assistance programs, and state-of-the-art laboratory and office facilities that support job creation and the economic development goals of the University and Southern Arizona.



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Speakers & Moderators

processes, organizational analysis, productivity maximization, change management, and execution to lead the FCE strategy.

Prior to joining UC Davis, Amy served as the Strategic External Partnership and Government Contracts lead at Ford Motor Company, Research and Advanced Engineering and the University Program Manager, External Alliances. In these roles, she was responsible for all external partnerships, government contracts and national labs, and managed the strategy and overall management of the Ford/University of Michigan partnership and collaborative research portfolio. In addition, Amy served as the global domain lead for mobility university research on the External Alliances team in collaboration with Mobility Research R&A and Ford Smart Mobility. Amy is also served as a member of the Ford STEAM Advisory Board and oversees the overall relationship with Techstars.

Throughout her career, Amy has created and directed numerous programs, developed and implemented several process improvements, and served as the strategic lead and project manager for various initiatives. She also specializes in non-profit management, fund development, and grant writing. Amy has a B.A. from the University of Michigan and throughout her career has received several awards recognizing her for her work.



SHAWN VANDERZIEL, Executive Director, National Association of Colleges and Employers (NACE)

As Executive Director of the National Association of Colleges and Employers, Shawn VanDerziel leads the association of 13,000+ professionals at more than 3,000 employing organizations and

educational institutions engaged in the career development and the employment of college students and alumni.

Prior to joining the NACE staff, Shawn was with the Field Museum of Natural History in Chicago for 23 years, where he most recently served as Chief Human Resources officer and as Chief of Staff. His earlier roles included corporate recruiting with Norrell Corporation and a position in higher education as associate director of student enrollment at National Louis University.



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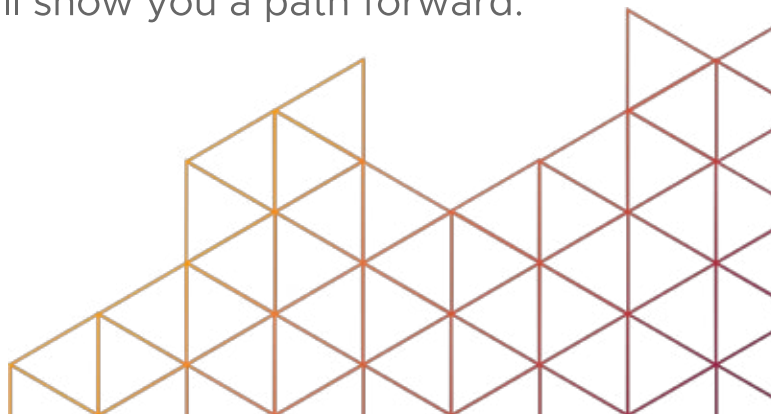
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Tech Parks Arizona uses the Interactive Ground approach – the concept of building connections between the University of Arizona, industry and the

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Maryland Commerce is the state's primary economic development agency, with a mission to stimulate private investment and create jobs by attracting new businesses, encouraging the expansion and retention of existing companies, and providing workforce training and financial assistance to Maryland companies. Ranked the #4 top biopharma hub in the country, Maryland has a variety of science and technology parks affiliated with some of the best research centers and universities in the world, including Johns Hopkins and University of Maryland.



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creating communities of innovation

#AURPWEEK
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Changemakers: Leading Communities of Innovation in Uncertainty

DIGITAL ► NOV 2-6

Passion | Collaboration | Impact | Transformation | Culture

Uniting core values of our global Communities of Innovation, AURP Week 2020 focuses on the passion, collaboration, impact, transformation and culture, driving innovation and economic recovery –be the CHANGEMAKER.

AURP is the original innovation convener, since 1986, creating community for academia, research, and economic development leaders, especially during times of uncertainty. Pivoting from our face-to-face international conference in the fall, AURP will bring our global network together for sharing of best practices, networking plus organizational and professional development.



Interactive remarks with the world's top leaders in innovation and inspiration

Plan for up-to-the-moment discussions on global issues including projected outcomes from the U.S. 2020 Presidential election. [Here are just a few of our experts.](#)



Steve Case



Dr. DeRionne Pollard



Donald Thompson



Dr. Michelle McMurry-Heath



Maurice Jones



Intimate breakout sessions learning from and connecting with peers on topic tracks • Legal • Marketing / Communication • Government / Funding • Operations / Facilities • Biohealth / Lifesciences • Innovation Districts



Virtual Research Park & Innovation District Tours Park / District executives and their partners should seize this opportunity and share your accomplishments in this global forum. Limited spots available. [Learn more.](#)



Networking, Roundtable Discussion Groups, Virtual Happy Hour and More



Awards of Excellence Sprinkled throughout AURP Week, we will recognize excellence in innovation and leadership among our communities, and colleagues. In our 2020 digital format, we will honor the recipients within the following categories: Outstanding Research Park / Innovation District • Innovation Award • Rising Star - A New Generation of Innovation Leadership • Excalibur - COVID-19 A National Response & Resiliency

Learn more & register at international.aurp.net Individual Weekly and Day Rates plus Group Rates Available

MON NOV 2

12:45-4:30 PM

RISE OF THE REST

STEVE CASE, AOL and Revolution

BIOPHARMA IMPACT
SUCCESS IN THE
GLOBAL PANDEMICMICHELLE McMURRY-HEATH,
MD, Biotechnology Innovation
OrganizationRECOGNITION & NETWORKING
OPPORTUNITIES

VIP Virtual Happy Hour

All attendees welcome as we honor
our AURP Week sponsors.INTERACTIVE BREAKOUT
SESSIONS

TUES NOV 3

2:00-4:30 PM

THE BAYH-DOLE ACT AT
40: WHY IT STILL MATTERS

JOSEPH ALLEN, Allen and Associates

KATHARINE KU, Wilson Sonsini
Goodrich & Rosati

JOHN STANFORD, Incubate

HEALTHY BUILDINGS,
HEALTHY AIR, HAPPY
TENANTSJESSICA ROSE COOPER, International
WELL Building Institute PBCSCOTT LIVINGSTON, Livingston
Securities LLC

JIM BOLAND, Boland

DRIVING INNOVATION
THROUGH CENTERS
FOR INNOVATION &
ENTREPRENEURSHIPERIC SMITH, University of Arizona
Center for InnovationNEW MEMBER SELFIES
(since Fall 2019)

WED NOV 4

2:00-4:30 PM

DECISION 2020:
PREDICTIONS FROM
THE US ELECTIONLESLEE GILBERT, Van Scoyoc
Associates

TOM QUINN, Van Scoyoc Associates

CHARLES ROSS, InBIA

DAN BERGLUND, SSTI

BRIAN DARMODY, AURP

TOOLS FOR IMPROVING
UNIVERSITY / INDUSTRY
RESEARCH AND
PARTNERSHIPS

TONY BOCCANFUSO, PhD, UIDP

PETER O'NEILL, Fraunhofer USA
Center for Experimental Software
EngineeringFRED SCHONENBERG, VentureFuel,
Inc.

THURS NOV 5

2:00-4:30 PM

CHANGING CULTURE
THROUGH ACTIONABLE
BUSINESS STRATEGYDONALD THOMPSON, Walk West
& The Diversity MovementDIVERSITY
STRENGTHENING
COMMUNITIES AND
INNOVATIONDERIONNE POLLARD, PhD,
President, Montgomery CollegeINTERACTIVE BREAKOUT
SESSIONS

FRI NOV 6

2:00-4:30 PM

ROLE AND
RESPONSIBILITY OF
ANCHOR INSTITUTIONS
IN COMMUNITY
ENGAGEMENTMAURICE JONES, Local Initiatives
Support CorporationROUNDTABLES —
SHAPING THE NEW
NORMAL: ARE RESEARCH
PARKS BEING DISRUPTEDKEVIN BYRNE, The University
Financing FoundationTY SHATTUCK, McMaster Innovation
Park, University of TorontoRECOGNITION & NETWORKING
OPPORTUNITIES

CLOSING RECEPTION

All attendees welcome.

INTERACTIVE BREAKOUT
SESSIONSLearn more & register at international.aurp.net Individual Weekly and Day Rates plus Group Rates Available **ALL TIMES ARE EASTERN STANDARD TIME.**

BREAKOUT SESSIONS

- Creating Positive Impact Through PPE Productions Efforts at Nebraska Innovation Campus
- Creating an Ecosystem of Innovation
- Optimizing Your Park: Programming, Real Estate & Planning
- Measuring Economic & Social Impacts of Research & Tech Parks
- Innovation Community Post-Covid Strategies

- Connections: The Importance of Robust 5G Networks
- Building Relationships Between Universities & Industry to Accelerate Innovation
- Financing Facilities in an Era of Uncertainty
- Science Parks to Inform Community Design: Unexpected Precedents for Unexpected Crisis
- The Reskilling Revolution and Human Value Adding Process

- Partnerships to Promote Innovation and Technological Development
- Leveraging University Centers, Consortiums & Institutes to Increase Campus Collisions
- New Science Inspired by a Cool Old Building
- International Trade and Research Partnerships: Still Possible?
- 5 Ways to be a Better Ally for Under-Represented Entrepreneurs

VIRTUAL TOURS

Because “if you’ve seen one research park, you’ve only seen one research park”, at this year’s virtual conference #AURPWEEK, we invite our global network to **submit your video to introduce your research park or innovation district through Virtual Tours** to be shared throughout AURP WEEK, plus will be shared through social channels.

- Corporate vendors are encouraged to partner with park/district communities to showcase unique design or features of your research community or interview discussion on partnership strategies
- Park/districts can share the ‘power of your park/district’ in focus areas such as public-private partnerships, funding or program strategies or challenges you’ve had to overcome
- Or simply, take us on a ‘guided’ virtual tour through your park or community telling us your one-of-a-kind narrated story

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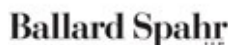
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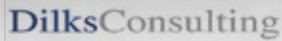


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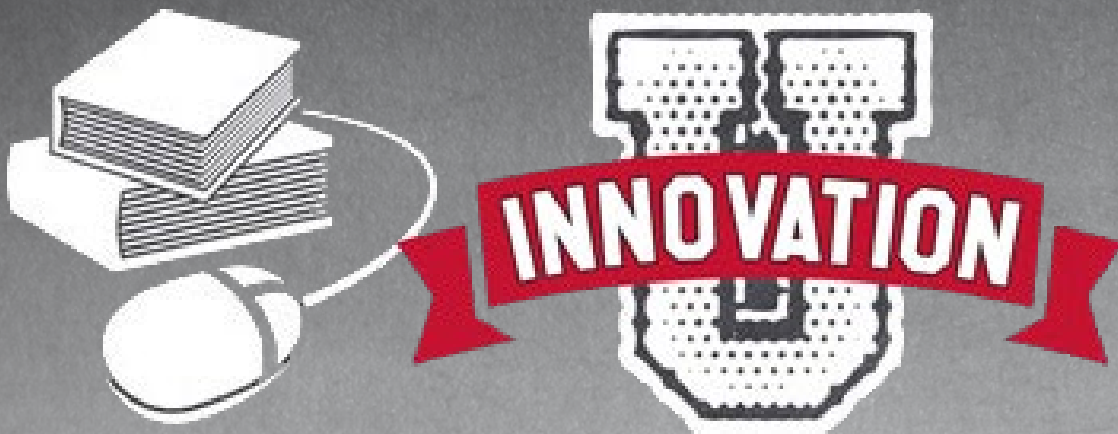
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