Corporate Relations
Rethinking University Engagement with Industry

Project Goals
Increased support for faculty and students
New educational and research experiences
Expand global footprint

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Next Steps
• Review appropriate databases and design a system for easily consolidating and reporting data.
• Develop materials that showcase the totality of the University’s resources.
• Continue to refine the value proposition.

A Model Partnership

<table>
<thead>
<tr>
<th>UNIVERSITY OF VIRGINIA</th>
<th>Rolls-Royce</th>
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</thead>
<tbody>
<tr>
<td>• International Internships</td>
<td>• Talent Pipeline</td>
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<tr>
<td>• Research Funding</td>
<td>• Engineering &amp; Business Expertise</td>
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<tr>
<td>• Endowed Chairs &amp; Research Assistantships</td>
<td>• Novel Technologies</td>
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<tr>
<td>• Labs and Equipment</td>
<td>• Access to Equipment</td>
</tr>
<tr>
<td>• New Manufacturing Courses</td>
<td>• Workforce Training Programs</td>
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</tbody>
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Problem
Silo model for corporate relations inhibits communication among units, coordination of activities, and optimization of the relationship.

Process Improved
UVa is having regular meetings with representatives from development, foundations, schools, career services, and professional development units to compare notes and agree upon a common approach to working with companies.

Strategic Cornerstone Plan Alignment

Pillar 1: Distinctive Residential Culture
Pillar 2: Advance Knowledge
Pillar 3: Student Engagement
Pillar 4 Distinguishing Faculty
Pillar 5: Steward the University’s Resources