Partner or Perish:
A Holistic Approach to Corporate Relations
University of Michigan

- Founded in 1817
- Campuses: Ann Arbor, Dearborn, Flint
- 59,900+ students
- 6,100+ faculty
- 500,000+ living alumni
- 28 schools and colleges
- Over $1.3B in research expenditures
An Academic Powerhouse

20th Best University in the World

- School of Art & Design
- Taubman College of Architecture & Urban Planning
- Stephen M. Ross School of Business (#3 BBA #14 MBA)
- School of Dentistry
- School of Education
- College of Engineering (#9)
- School of Information (#4)
- Kinesiology
- Law School (#9)

- Literature, Science & the Arts
- Medical School (#8)
- School of Music
- School of Natural Resource & Environment
- School of Nursing (#6)
- College of Pharmacy (#7)
- School of Public Health (#4)
- Gerald R. Ford School of Public Policy
- School of Social Work (#1)
- Rackham School of Graduate Studies

*Bold denotes: Ranked in Top 10 in undergraduate or graduate by U.S. News and World Report (2014)
“Partner or perish: the University of Michigan is committed to playing a leading role in enhancing the economic vitality of our region and our nation.”

–President Mary Sue Coleman

“The University of Michigan leadership team has been hard at work finding new ways to forge these partnerships, to generate a culture of risk, and to make education and investment in entrepreneurship a priority.”

–Former Vice President for Research, Stephen Forrest

“The Business Engagement Center provides business leaders with a convenient “front door” to the University, allowing them to discover all the ways they can become engaged with U-M.”

–Vice President for Development, Jerry May
BEC: Serving Our Clients

- **Connect:** Industry needs with U-M assets
- **Integrate:** U-M functions to fundamentally improve partnerships with industry
- **Promote:** Economic development
- **Maximize:** Engagement…on all levels
 Prior to 2007: “CFR” structure reported to Development
   - Mainly large companies
   - Philanthropy focused

 2007-present: Business Engagement Center (BEC)
   - Holistic approach to corporate relations
   - Continued focus on large companies
   - Increased focus on small- to mid-sized companies
   - Philanthropy and research
   - Economic development focus for Michigan
The Business Engagement Center facilitates industry relationships with a broad spectrum of University of Michigan resources:
A Single Interface to Assist Companies With:

- Student recruiting
- Student design projects/team projects
- Joint research projects
- Faculty consulting
- Strategic philanthropy
- Technology utilization/commercialization
- Professional development
- Utilizing lab space/facilities
- Speaking opportunities
- Advisory board participation
- Vendor relationships
A Matrix of Connections

1,200+ Companies

BEC Relationship Managers

30 Community Organizations

42 U-M Units
FY 2013 Metrics

Corporate Research
$73M
14%

Corporate Philanthropy
$30M
3%

Campus Visits
700+
Organizational Structure

Vice President Development

Stella Wixom
Executive Director

Vice President Research

Business Development

Susan Shields
Senior Director

Umesh Patel
Senior Director

*N* Amy Klinke
Associate Director

Nell Dority
Director

Nick Miller
Associate Director

Marketing & Administration

Laura Dickey
Sr. Administrative Assistant

*Elizabeth Sickler*  
Sr. Data Analyst

TBD
Receptionist

Amanda Holdsworth
Marketing & Comm Mgr.

Katherine Peery
Administrative Assistant

Helena Hernandez
Temp

Partner Corporate Relations Offices:
• College of Engineering
• Medical School
• Ross School of Business
• U-M Dearborn
• U-M Flint

*Amy Klinke has a split appointment with the Center for Entrepreneurship*
BEC and Office of Development

- Partner with Major and Regional Gift Officers
- Focus on alumni in companies
- Work with Parent and Family Giving
- Corporate Foundations
- $4B campaign priorities:
  - Student support
  - Engaged learning
  - Bold ideas
2013 Metrics

- Website visitors: 23,000+/year
  - 16,800 unique visitors
  - Visitors from Twitter: up 67%
  - Visitors from FB: up 225%

- Social media handles:
  - @uofmbec
A statewide network of Michigan research universities connecting academia and industry. The Michigan Corporate Relations Network (MCRN) is a collaboration between six of Michigan’s leading research universities. MCRN bridges the gap between academia and industry by connecting businesses to university resources that support innovative research and growth in Michigan’s economy.

Michigan Economic Development Corporation (MEDC)  
$1.8M over 2 years

www.michigancrn.org
MCRN Members

- Michigan State University
- Michigan Tech University
- University of Michigan
- University of Michigan-Dearborn
- Wayne State University
- Western Michigan University

MCRN universities contribute 98% of academic research and intellectual property in Michigan

MCRN is the first statewide university business engagement network in the country
What MCRN Offers Industry

- Michigan Corporate Relations Network Offices
- Small Company Innovation Program (SCIP)
- Small Company Internship Award (SCIA)
- Instant Innovation Program
- University library resources for small companies and entrepreneurs (MITS)
- Faculty Expertise Portal

www.michigancrn.org
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