

MIDDLE  
TENNESSEE  
STATE UNIVERSITY



Corporate  
Engagement  
and  
Strategic  
Partnerships

## Business and University Relationships

- Most early relationships between universities and corporate/business entities were isolated, often built on one-to-one relationships or research collaborations
- Career placement was “build and they will come” model for many years
- Resource generation (sponsorships, advertising and philanthropy) became important as other funding sources became limited



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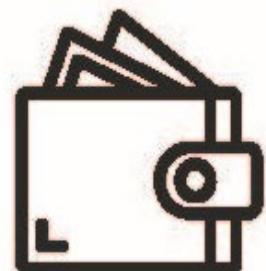
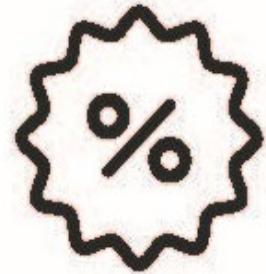
In the early-1990's, Corporate Engagement and/or Partnerships became a formal institutional affairs activity, with dedicated staff and offices – primarily at private universities and larger research institutions. Typically these offices were either part of Development or a Research Foundation.

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Mid-90's corporate entities began to move away from the role of benevolent neighbor as they viewed higher education as more of a preferred supplier, leading to the creation of "key or target" school programs and directing resources in a more strategic manner.

- Led by IBM, DuPont, General Motors, and Exxon, et al, in 1997, the American Business Roundtable began a series of biennial conferences with the top 100 colleges and universities to develop a blueprint for successful relationships between higher education and the corporate business community.
- Key needs identified by the private sector:
  - Human Capital
  - Applied Research
  - Continuing Education and Employee Development
  - Intellectual Capital
  - Experiential Education
  - Cleaner lines of communication





Key needs identified by higher education:

- Job Placement
- Research Support
- Experiential Education
- Philanthropic Support
- Stronger connection to the “real world”

Companies wanted stronger relationships with fewer institutions – matching strengths and eliminating duplication.

Higher education was slow to respond and had difficulties balancing the concept of key relationships with their broader constituent marketplace.

- Very limited, structured corporate interactions – mostly based on career services. A small number of unique, isolated relationships were in place. Concrete Management was the exception.
- In 2010, the *Positioning the University for the Future* initiative identified the need for increased corporate interaction, to better meet the needs of the University and our audiences.
- In FY16, funding was available to establish a formal program and create the Director of Strategic Partnerships position and Paula Leslie was hired.
- Efforts were initiated and a university plan was developed.

**MIDDLE**  
**TENNESSEE**  
STATE UNIVERSITY  
**Corporate**  
**Engagement**

Work with faculty and administration to identify private entities that offer the greatest potential for broad, complimentary, synergistic relationships, with initial focus on employment opportunities for graduates.

Work closely with the Chambers of Commerce and Economic Development staff in Rutherford, Davidson and Williamson Counties to assist in corporate recruitment efforts.

Alliance Bernstein

Amazon

Steel Barrel

Potential relationships are evaluated for “best fit” and the opportunity for clearly defined benefits for both parties, recognizing that we can’t be everything to everyone.

Provide a coordination point to facilitate easier communication and access to University resources.



This is NOT a development activity, but each potential relationship is evaluated on the opportunities it presents for resource exchange and as a value-added contributor to both parties.

Maintain a balance between campus-wide partnerships with more targeted programmatic or departmental interactions, always mindful of the total value of each relationship.

While continuing to support one-way relationships, priority will go to those that offer broad engagement opportunities.

Currently we have relationships of varying size and complexity with more than 70 companies.

**MIDDLE  
TENNESSEE  
STATE UNIVERSITY**  
**Corporate  
Relationships  
and Partners**

Alliance Bernstein	HCA	Steel Barrel
Amazon	Jackson National	SunTrust
Ascend	L3Harris	Tractor Supply
BlueCross/Blue Shield	Mapco	Turner Universal
BMI	Murfreesboro Medical	UBS
Bridgestone	NHC	UPS
Cracker Barrel	Nissan	Warner Music
Dell	Omni Hotels	Yazaki
Deloitte	Republic Services	
Delta Airlines	Schwan Cosmetics	
Dollar General	Schneider Electric	
Enterprise	Siemens	
FedEX	Southwest Airlines	
First Horizon	St. Thomas Health	

asurion

# Checks all the boxes!

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- ✓ Corporate HQ in Middle Tennessee with access to decision makers
- ✓ Asurion's needs match MTSU strengths
- ✓ National and global presence with strong local workforce
- ✓ Current workforce boasts over 370 MTSU alumni across the entire company (80 in senior positions), including executive leadership
  - VP of Operations and Finance
  - VP of Global Human Resource
- ✓ Dedicated university relationship manager
- ✓ **They WANT a relationship!**

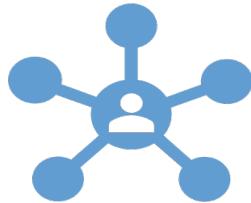


# Engagement Activities

*(based on bi-annual planning sessions)*

- On-campus recruiting
- Participation in classroom and student organization activities
- College/departmental advisory board membership
- Involvement with Cultural & Diversity Affairs and the Charlie and Hazel Daniels Center
- On-site tours and activities
- Faculty research and outreach support



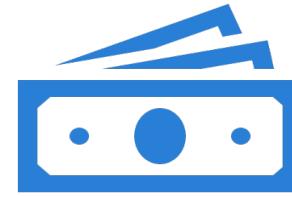


## Asurion

Since 2016 MTSU alumni employees have grown from 307 to 373

Internships and experiential learning has grown rapidly with 43 students receiving phone interviews this fall and 5 making it to their Super Interview Day

Engaged in research activities that support company needs



## MTSU

Increased recruitment and career support for students in Information Systems, Computer Science, Data Science and Supply Chain

Sponsorship and Private Support has grown to \$25,000 in 2019-2020

## Results and Benefits

Partnerships offer unique tangible opportunities for enhanced classroom participation, experiential education, collaboration and resource generation (philanthropy, research, sponsorships and advertising).

Currently opportunities are greater than our capacity. Successful engagement will require careful analysis of the cost/benefit afforded each relationship and the level of potential synergy.

Clear lines of communication are essential for both parties.

True preferred partnerships will mean that there will be “winners and losers” as you can only offer elite opportunities to a select few.

Not every program is appropriate for partnerships or has the ability to capitalize on them.

# Opportunities and Challenges

Creating a better world requires teamwork, partnerships, and collaboration, as we need an entire army to work together to build a better world within the next few decades. This means corporations and (education) must embrace the benefits of cooperating with one another.

We need to develop and disseminate an entirely new paradigm and practice of collaboration that supersedes the traditional silos that have divided governments, philanthropies (education) and private enterprises for decades and replace it with networks of partnerships working together to create a globally prosperous society.

*Simon Mainwaring*

