It Takes Two: Research and Corporate/Foundation Offices -- Perfect Together

Rutgers University & Rutgers Foundation
Princeton University, Office of the Dean for Research
Purpose
Identify Funding Opportunities
Assist Faculty in Preparing Competitive Proposals
Building Strategic Alliances

- Research Office – Federal, professional associations, corporations and foundations
- Corporate and Foundation Relations Office – Corporations and Foundations
Separate entities

Research Office (Rutgers Univ).
- Research Commercialization
- Translational Sciences
- Research Administration (includes Research Development)
- Research Advancement
- Research Regulatory Affairs
- Economic Development

Corporate and Foundation Relations (part of The Rutgers Foundation)
- Liaisons with corporate/foundation funders
- School-specific
Office of the Dean for Research (DFR)

Includes

- Corporate and Foundation Relations (CFR)
- Technology Licensing (OTL)
- Research and Project Administration (ORPA)
- Research Integrity and Assurance (RIA)
- Laboratory Animal Resources (LAR)

Note: CFR was formerly a part of Development, with close ties
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Advantages:
- Proximity
- Cohesiveness
- Reputation
- “Fundraising priorities”

Challenges:
- Out of sight, out of mind?
- Family foundations
- Role confusion
- “Fundraising priorities”
Advantages and Challenges?
Alleviating Tension: Networking
- Networking
  Best Practices for working together

• Monthly meetings between development officers and CFR
  – Enhance communication
  – Encourage collaboration
  – Leverage strengths and knowledge

• Joint information sessions between CFR and Research office

• Collaborate on faculty development activities
Networking

• Collegial communications
• Institutional Fundraising Committees
• Monthly meetings with Development
• Individual meetings with faculty and staff, etc.
Research Commercialization

- Licensing
- IP
- Collaboration with translational research center
- Corporate Engagement – works closely with Corporate and Foundation Relations
Office of the Dean for Research (DFR)

Corporate Relations and Tech Licensing Partnership

- Cooperative and synergistic: research value chain

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<td>Target: CSO, VP of R&amp;D</td>
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Key?

- Seeing the group as a whole
- Finding mutual objectives
- Building alliances
- Not worrying about who gets “credit”
- Setting expectations/informing faculty and staff early on
Success Stories/Examples

- Award agreement negotiations (ORPA, OGC, CFR)
- Fluid proposal development (ORPA, faculty, CFR)
- Appropriate stewardship coordination (SRA, CFR, ORPA)
- Close connections to faculty, staff, sr. leadership
- Easy to manage relationships, but still room for growth!
Summary
Ways to Enhance Success

- Independent of institutional structure, communication and coordination are key
- Be mindful of alignments and priorities
- Be consistent (reporting, ambit, etc.)
- Big picture? Build strong relationships!!! (internally and externally)
Questions

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