

THE Major Gifts REPORT

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MONTHLY IDEAS TO UNLOCK YOUR MAJOR GIFTS POTENTIAL *A Stevenson, Inc. Publication*

CORPORATE RELATIONS

Advisory Boards Welcome Involvement, Lead to Major Gifts

Identify and mine specific ways to connect individuals, businesses and industries to your organization to engage them in your cause.

Purdue University (West Lafayette, IN) hosts 34 industrial advisory boards that share research with corporate partners and to build relationships that lead to funding.

Each advisory board is tied to a different field of research, such as food sciences, computer science, engineering education, and computer information and technology, says Betsy Liley, assistant vice president for corporate and foundation relations.

Liley says many of the boards are structured around membership levels, which range from \$2,500 to \$80,000 per year. Average group size is 15 to 20. These annual gifts help pay for the costs of running each board, including a salary for a paid staff member.

In addition to the annual membership gift, many companies sponsor research projects and fund scholarships for students in fields of interest to their advisory board, Liley says. While individual board structures vary, generally, each board sponsors research as a group, attends two meetings a year and may participate in annual job recruitment fairs.

"If the company's interest is in students and recruiting, they will be interested in supporting scholarships that will get them in front of students," she says. "If their interest is in research, they will want to sponsor research projects that expose them to our experts and allow them direct access to our research."

Advisory board members are at the corporate management level. Specific departments or colleges — many of which already have relationships with those departments or colleges through previous research funding — identify prospective corporate partners or attendance at job recruitment fairs on campus.

"Corporate involvement helps shape our curriculum, keeps us up to date on the skills our students need to have to compete in the job market, and guides our research," says Liley. "Our corporate partners have access to our research and our top students, and get to interact with their peers and partner with them on projects."

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Industrial advisory boards at Purdue University (West Lafayette, IN), allow the university to share research with corporate partners.

College / unit	Department / unit	Industrial advisory or consortia (can be solely focused on research, student recruitment or industry-higher education engagement)
College of Agriculture	Food Sciences	Industrial Associates
College of Consumer & Family Sciences	Food & Nutrition	Corporate Affiliate Program
College of Consumer & Family Sciences	Hospitality & Tourism Management	Strategic Alliance Council
College of Pharmacy, Nursing, & Health Sciences	Industrial Pharmacy	Dane O. Kildsig Center for Pharmaceutical Processing Research
College of Science	Computer Science	CS Corporate Partner Program
Discovery Park (DP) / Center for Advanced Manufacturing	Engineering/Aeronautics & Astronautics	Product Lifecycle Management
Discovery Park (DP)	Network for Computational Nanotechnology	Research Consortium
College of Agriculture	Food Sciences	Whistler Center for Carbohydrate Research
College of Technology	Computer & Information Technology	Industry Advisory Board
College of Engineering	Chemical Engineering	Industry Advisory Council
College of Engineering	Electrical & Computer Engineering	ECE Corporate Partners
College of Engineering	Engineering Education	Industrial Advisory Council
Student Services	Center for Career Opportunities	Corporate Partners

Advisory Board Attracts Corporate Funds

The Center for Education and Research in Information Assurance and Security (CERIAS) Industry Partnership Program is one of 34 corporate advisory boards at Purdue University (West Lafayette, IN).

CERIAS was formed in 1998, with the help of a Lily Foundation grant. Eugene H. Spafford, a professor of computer sciences at Purdue, is founder and executive director.

"CERIAS attracted Purdue faculty from 17 different departments and six different colleges," says Joel Rasmus, CERIAS director of strategic relations, who manages the Industry Partnership Program. "We're really here to help our faculty make connections to research companies and organizations, as well as being a single point of contact for the outside world to connect to the outstanding research that our faculty is doing."

The CERIAS Industry Partnership Program recognizes three tiers of donors (or members):

- \$60,000 and up (all 11 members are at this level)
- \$30,000 to \$59,999
- \$15,000 to \$29,999 (geared to small Indiana start-ups)

Corporate partners include Oracle, Cisco Systems, Sun Microsystems, Hewlett Packard, IBM Internet Security Systems, Lockheed Martin, McAfee, Sypris Electronics, Air Force Research Labs, Telcordia Technologies and Booz Allen Hamilton.

"These companies are interested in partnering with us because they recognize the ever-growing threat of cyber security and want to keep up to date with advances taking place at Purdue," says Rasmus. "Many of these same companies fund direct research in this area (with 60-plus research projects currently under way). Their involvement with CERIAS gives them one place to call and connect with qualified faculty doing research in their interest areas. We also introduce them to our students, which gives them a leg up when it comes to hiring."

Tier one partners sit on the CERIAS External Advisory Board. CERIAS Industry Partnership members attend two meetings a year and are asked for assistance and guidance on emerging cyber security threats, new research areas, etc.

In addition to the annual membership fee, many companies provide funds for specific projects, he says.

Lockheed Martin recently funded an information assurance assistantship at Purdue that provides full scholarships to five students per year. Lockheed encourages the students to do an internship at their company, and hopes the students will pursue a career there, but it isn't a condition of the scholarship.

"Our goal at the end of the year," Rasmus says, "is for each partner company to find it very easy to say that the relationship with CERIAS was absolutely worth the \$60,000 investment and that they want to continue the partnership."

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