

FOUNDATION RELATIONS

Division of Institutional Advancement

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Foundation Relations Overview

- **Who we are**
- **What we do**
- **How it works**
- **A successful partnership**
- **Q&A**
- **Tools and Tips**



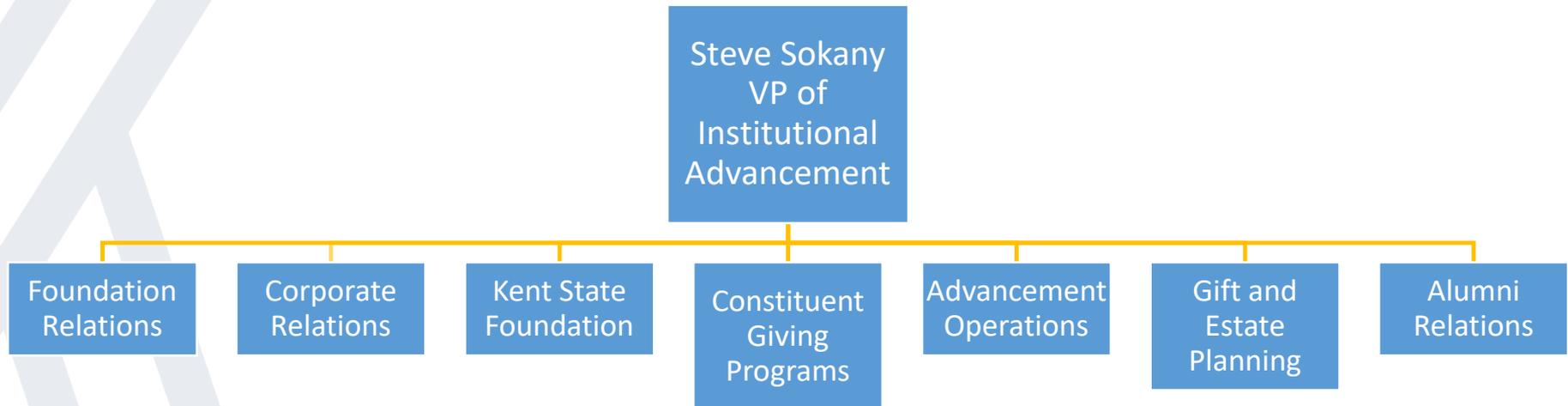
Who we are

- **Department within Institutional Advancement**
- **University's central point of contact for private foundations**
- **Purpose is to increase private organization support to the university**



Who we are

Advancement at Kent State



What we do

- **Secure funding from private foundations**
- **Cultivate relationships and provide university coordination**

We do not...

- **Secure government funding**
→ **Sponsored Programs leads these efforts**
- **Secure individual donations**
→ **We can connect you to the resources**



Foundations

Burton D. Morgan
Foundation

Martha Holden
Jennings Foundation

John S. and James L.
Knight Foundation

Robert Wood
Johnson Foundation

Ewing M. Kauffman
Foundation

Ascendium
Education Group

Family Foundations

Fowler Family
Foundation

Sears-Swetland Family
Foundation

Gregory Hackett
Family Foundation

Ames Family
Foundation

Brennan Family
Foundation

Feth Family
Foundation

Community Foundations

Cleveland Foundation

Akron Community
Foundation

Columbus Foundation

Portage Foundation

How it works

- **We assist with funding research**
- **We facilitate networking with private foundations**
- **We assist with proposal development and strategy**
- **We help you submit a strong proposal**



How we work with you

PI develops project idea

- PI contacts Foundation Relations
- Meet to discuss project

FR initiates funding search

- FR selects prospective funders
- FR Initiates conversation with prospects
- FR gleans information regarding funding process

PI produces rough draft of proposal

- FR/Grant Writer will forward proposal format and requirements to PI
- PI produces first draft
- FR/Grant Writer revise proposal
- Grant Writer initiates Kuali record

Funding Secured(!)

- FR/Grant Writer ensures reports are submitted timely
- FR ensures accounting team is notified and involved
- FR ensures General Counsel reviews documents as needed
- **Together**, we maintain donor relationship



Handout: Overview of Grants at Kent State

OVERVIEW OF GRANTS AT KENT STATE

Before Initiating a proposal with Foundation Relations or Sponsored Programs, It is recommended that the PI speak with his/her chair, director or dean of college about the proposed project.

Kent State University policy regarding grants/external funding:

Proposals submitted by faculty/staff/students on behalf of Kent State University must be consistent with the mission of the university and must be suitable to the unit in which the project is to be conducted. A proposal is a formal offer by the university to conduct a program under the direction of the principal investigator/project director who does so utilizing personnel and facilities of the university. Therefore, projects must comply both with university policies and external sponsor regulations. Authority for proposal submission resides in Sponsored Programs where the authorized organizational representative (AOR) or his/her designee is the legal signatory on submissions.

To ensure a successful submission, please be advised of the following internal deadlines:

- **10+ business days before a grant proposal deadline or ASAP:**
 - Contact the Office of Sponsored Programs or Foundation Relations (see Pre-Award Grant Process at KSU) with your intent to apply.
 - Review proposal guidelines.
 - Provide information for budget development.
- **5+ business days before a grant proposal deadline:**
 - Complete your tasks in Quali, Kent State's online grants management system.
 - Ensure co-PIs or Key Personnel complete their tasks in Quali.
 - Finalize budget.
 - Provide documents required for submission.
- **2+ business days before deadline:**
 - Finalize all required documents.
 - If applicable, log into agency system to view submitted proposal or complete final review of documents.
- **If applicable and required in advance by funder, PI should submit IACUC or IRB forms through the review process, which can take up to 6 weeks:**
 - IACUC Process: <https://www.kent.edu/research/office-research-compliance/overview-iacuc-process>
 - IRB Process: <https://www.kent.edu/research/office-research-compliance/approval-timelines-and-irb-process>
 - Once obtained, PI will send IACUC and/or IRB approval to Sponsored Programs.

A successful partnership

- Inform us of current projects
- Highlight your ***BIG IDEAS***
- Share your funding ***“WISH LISTS”***
- Keep us updated on funded projects



What Foundations are Interested in Funding

- **It depends...**
 - **Geographic Preferences**
 - **Topics that have an impact on their area of concern**
 - **Grant Type Restrictions**
 - **Amount Limits**



Questions to Consider When Developing Proposal

- **Is Kent State University best situated to implement this project? Why?**
- **What is the impact of your project?**
- **Who is the audience/targeted population?**
- **Why is the project necessary? What is the need?**
- **Can your project be replicated?**
- **What is your budgetary contribution?**
- **Is your project sustainable beyond the grant funding requested?**



Foundation Relations Team



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Questions? & Conversation



Thank You!

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Tools and tips

- **Foundation Center Online**
 - <http://foundationcenter.org/>
 - Access here: <http://kentlink.kent.edu/record=b3318900>
- **Form 990 tax filings**
 - May give you the application requirements if no website is available
 - Has contact info for organizations
 - Lists key personnel and board members
 - Lists most recent grant awards and grantees
- **Review foundation websites directly**
 - NEVER! call a foundation without reviewing all available content
 - Asking a question that is already answered is a sure way to upset the foundation
- **Submit a research request to Foundation Relations**
- **Calling a foundation**
 - Know exactly what info you need
 - Most foundation staff are helpful and will give you honest feedback about your project if you can give them the “elevator speech” of your project



College of Arts & Sciences Faculty Meeting

Corporate Engagement

Nov. 13, 2019 • 12pm-1pm • Schwartz Center 177



What Are Corporate Partnerships?

- **Comprehensive strategic relationships between industry & higher ed that span multiple interests across academic disciplines:**
 - Recruiting talented students for employment
 - Research collaborations with faculty
 - Engaging with talented faculty
 - Developing & licensing university technologies
 - Training & educating company employees

Importance of Corporate Partnerships

- Fund faculty research; cycle into new products/processes
- Enhance educational experiences (grad & undergrad)
- Access to new opportunities, ideas, applications
- Catalyst for start-ups & commercialization
- Foster deeper, more strategic collaborative partnerships with target industries, companies

Faculty & Industry Share Many Interests

1. Productive use of time & resources
2. Pursue & expand research goals
3. Talent recruitment (student enrollment & job placement)
4. Communicate & exchange new ideas & discoveries

What Companies Want in University Partners

Results of NACRO 2019 Industry Survey:



149 respondents from 115 Fortune 500 companies

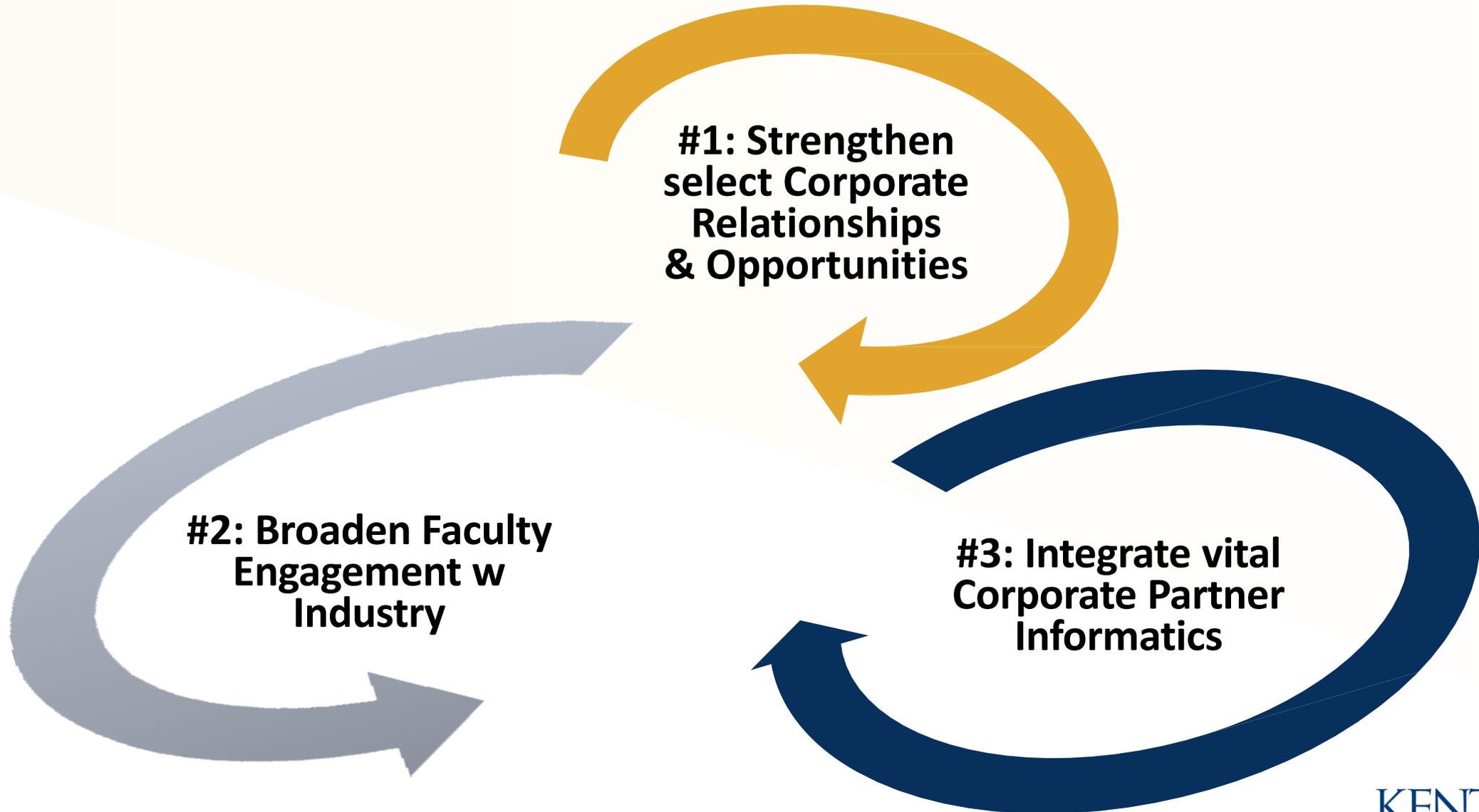
← companies use various criteria to identify & select academic partners, but top-2 are alignment of **degree pgms** and **research w/ company goals**.

Holistic “One Kent State” Corporate Relations

GOAL:

Increase *impact, scale,* and
sustainability of KSU
corporate partnerships

KSU Corporate Initiative



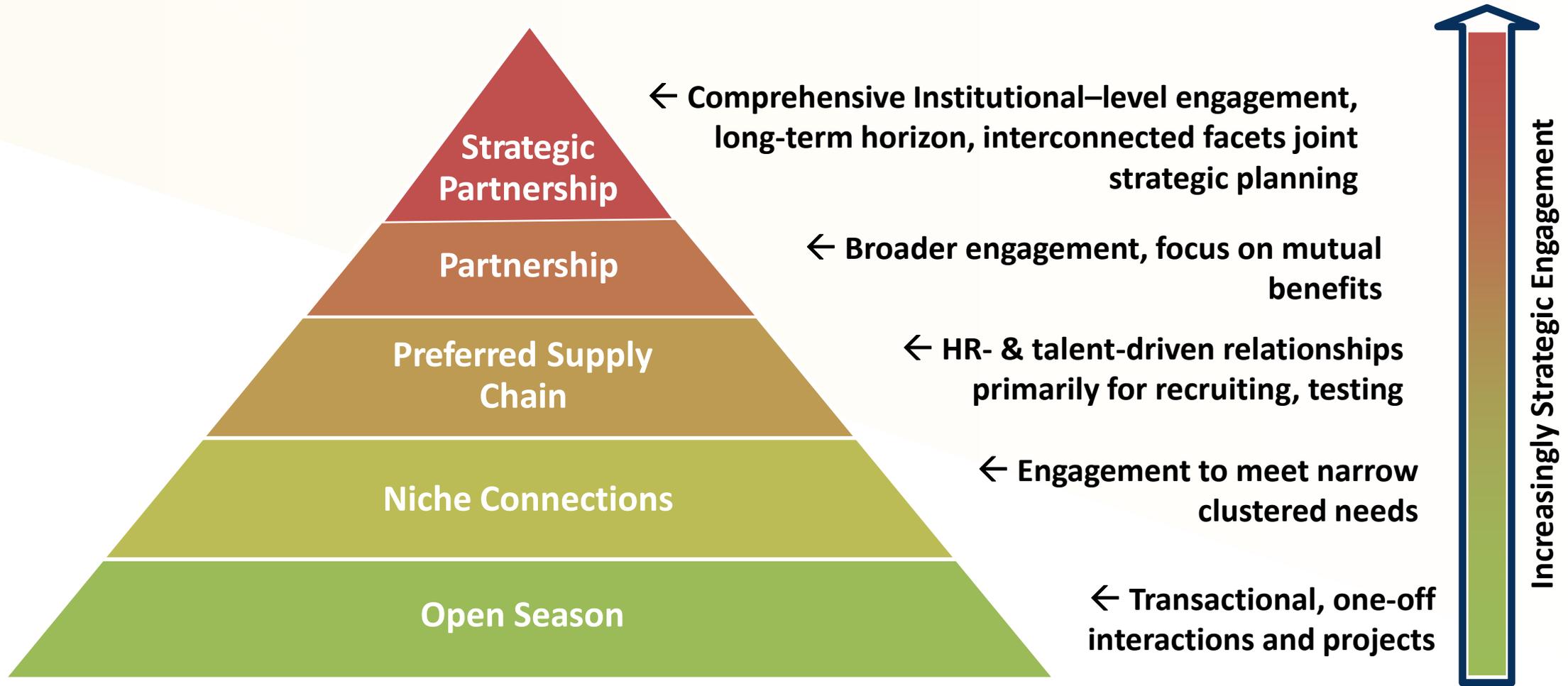
Strengthen Relationships – HP’s Relationship Continuum



Figure 1
HP Relationship Continuum

Source
Wayne C. Johnson
Former Vice President,
HP University Relations

Strengthen Relationships – Sandia’s Partnership Model



Source: Dr. Paul Hommert, Sandia

Broaden Faculty Engagement –

Broaden KSU faculty participation and relationship-building opportunities with corporations



- Help early-career and mid-career faculty collaborate more effectively with corporations
- Strengthen linkages between corporations and KSU's strongest multi-disciplinary research teams
- Foster improved faculty & student tech transfer, commercialization, and start-up efforts

Integrate Vital Corporate Partner Informatatics

1. Integrate multiple KSU client data repositories
2. Integrate multiple KSU info tech

Outcome: Strengthen KSU's corporate & industry analytics and knowledge base for improved strategy, agility, accessibility, and other corporate engagement capabilities



KSU Commercialization

- Research and Sponsored Programs Technology Commercialization staff
 - assistance with research SoW conversations & negotiations
 - assistance with industry-favorable IP licensing terms

TeCK Fund

- Cleveland State University & Kent State University collaboration to help **move faculty technology & innovation from research labs/facilities into commercial markets**
 - grants from \$10,000 to \$100,000; used to validate university owned technology, build prototypes, and analyze commercial market potential

Corporate Relations Team

- Terry Robinson
--Corporate
Relations
Officer



- Tracy Schlemmer
--External Relations
Officer –
Public Health



Faculty-driven Success

- Strengthen active/current corporate funding partners
- Identify & pursue new corporate funding partners
- Communicate research projects & interests with potential for industry application
- Engage with company representatives during campus visits

Examples of Corporate Engagement

- Specific-area applied research partnership with target company – as individual researcher or team research
- Interdisciplinary research effort to address complex industry or company need
- Industry partnerships to extend federally-funded fundamental research into applied research areas

Examples of Corporate Engagement

- Creation of pre-competitive research consortia that pool corporate member fees to fund exploratory research with robust industry potential
- Company-specified research (aka “research for hire”) leading to new lab equipment, introduction to new protocols/processes, direct research-to-hire opportunities for grad students

How Do You Start?

- Meet with Corporate Relations team to discuss your research ideas & outline partner opportunities
- Work with CR team to identify current or prospective corporate partners that might have interest in your research
- Develop corporate engagement action steps & timelines

Summary

We're here to support your needs & facilitate your success related to corporate engagement.

We do that by working to **give companies what they're looking for...**

- efficient, knowledgeable entrée into Kent State University in order to 1) **partner with faculty**, 2) **recruit students**, and ultimately 3) **strengthen their business**



Thank You.

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