

Handout Companion

to the

Office of Research Awareness Session titled:

University-Industry (U-I) Collaborations Understanding Your Industry Counterparts and the Corporate World

Wednesday, February 2, 2022, 10:30 a.m.

Presenter:

Jennifer Crisp, Director
Office of Technology Transfer


Important: *To connect to the links in this handout, register using your Syracuse University email as your username at [UIDP](#) (University-Industry Demonstration Partnership).*

UIDP Definition of “Industry-Sponsored Research” - A university undertakes specified work, either for or with an industry partner, in which there is a reciprocal transfer of something of value.

<p>15 Effective Practices for Strong U-I Partnerships (then download)</p>	<p>Insights for Researchers Learning Path UIDP Academy (segments/links for each segment, both videos and slide decks)</p>
<ol style="list-style-type: none"> 1. Clear Pitch 2. Strength Assessment 3. Competitive Appraisal 4. Goal Alignment 5. PI to PI Relationship 6. Trusted Disclosure 7. Simplicity 8. People Skills 9. Flexibility 10. Exceptions 11. Single POC 12. Responsiveness 13. Open Mindedness 14. Master Agreements 15. Co-location 	<ol style="list-style-type: none"> 1. Motives for University-Industry Collaboration 2. Ways to Collaborate 3. Key Issues for University-Industry Research Collaborations 4. Establishing Research Partnerships 5. Key Elements of Successful U-I Partnerships 6. Types of Collaborative Meetings 7. The Involved Parties in Collaborations 8. The Corporate Approach to University Partnerships 9. Confidentiality 10. Conflict of Interest (COI) 11. Communicating Results 12. Intellectual Property 13. Publication 14. UIDP Resources (see page 2 of this handout)


<p>UIDP Academy: UIDP Contracting Fundamentals Webinar Series: Complete Collection</p>	
<ol style="list-style-type: none"> 1. Contracting Basics 2. Background Intellectual Property (BIP) 3. Foreground Intellectual Property (FIP) 4. Statement of Work (SOW) 5. Confidentiality & Publication 6. Indemnification, Warranties and Liabilities 7. Data Use Agreements (DUA) 8. Contract Continuum 9. Basic Budgeting Strategies for Industry Agreements 10. Tax-Exempt Bonds and Research Contracts 11. Ask Me Anything 	<p>Why We Work Together (then download the 2 page document)</p> <p>Communicating Research Collaborations Quick Guide (2018) (then download the document)</p>

[UIDP Projects](#)




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Concept




PHASE
I

Development



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II

Continuation



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III

Complete

See what is in the works:

Helpful List “UIDP Resources” with Links

Links good as of February 1, 2022

1. [15 Effective Practices for Strong U-I Partnerships](#) - This publication is intended to build on the [Partnership Continuum](#) by providing real-world examples of what universities and industry can do to make their collaborations more effective and efficient.
2. [Co-locating Industry Personnel on University Campuses](#) - This quick guide illuminates the different ways that companies can be present on university campuses and delves more deeply into the benefits and challenges that are specific to fully integrated co-location arrangements.
3. [Communicating Research Collaborations Quick Guide](#) - This quick guide intends to be a practical tool for corporate and academic researchers and others to help them understand what to consider when communicating U-I research collaborations.
4. [Comparing Internal Structures Guide](#) - This guide was developed in an effort to enhance the understanding of the various roles and responsibilities within universities and companies.
5. [Contract Accords](#) - The Contract Accords identify common areas that require clarity and forethought in U-I sponsored research contracts. The Accords provide practical guidance and insight into how parties can address topics in mutually beneficial ways.
6. [Five ways to Nail Industry Presentations](#) - This video is based on content in UIDP’s quick guide on [Researcher Collaborative Visits](#) and outlines five ways to make a pitch to industry as a university representative.
7. [Guiding Principles for U-I Endeavors](#) - This publication details the three principles of university-industry relations.
8. [Intellectual Property Quick Guide](#) - This quick guide provides a greater understanding of key elements of IP to those who need to understand IP language, but do not work with it every day.
9. [Networking with a Purpose: The Basics of Facilitated Serendipity](#) - This publication highlights the different people who could be in the room, the responsibilities they have, and the key attributes that contribute to serendipitous outcomes.
10. [Partnership Continuum](#) - This publication is a new way of thinking about the myriad ways in which academia and industry can interact for mutual benefit, often in ways which contribute to national growth.
11. [Principled Partnerships Quick Guide](#) - This quick guide helps develop clear understanding about the importance of U-I research partnerships and how potential financial conflicts can be effectively addressed and managed.
12. [Public Dedication of Intellectual Property](#) - This quick guide elaborates on the key issues from both the company and university perspectives and provides clear guidance for implementation of the public dedication approach.
13. [Researcher Guidebook](#) - The Researcher Guidebook and Quick Guide offer practical tools to help active industrial and academic researchers work together more effectively.
14. [UIDP Perspectives](#) - This series features fact sheets on topical issues challenging U-I collaboration, with context and insight on the issue from both industry and university perspectives.
15. [University and Industry Visits: Maximizing the Outcomes](#) - This publication highlights the key considerations for each step of the visit process and can be used to assist university and industry personnel in planning high-impact visits.

[UIDP U-I Contracting Bundle](#) (Suggested audience: Proposal support professionals, Sponsored Programs professionals, Associate Deans for Research, Corporate Relations professionals, Deans, Department Chairs)
“Companies and universities are seeking better ways to strike collaborations between the sectors. These timely materials, with recordings created September 2020 for UIDPConnect, are curated for contracting professionals to support your work. Click on the session titles for timely insight from speakers representing Princeton, Microsoft, Georgia Tech, VMware, University of Arizona, UIDP contracting consultant Elaine Brock, Yale, MIT, and more.”
Requires purchase - \$200 for members (Syracuse University is a member organization).