



DIVERSIFICATION AND EXPANSION OF CORPORATE RELATIONS

An overview of research, data analysis and strategy that propels UT Dallas forward in the realm of corporate relations, increasing major gifts to the university as well as student opportunities on campus

MALVI MEHTA

UT SYSTEM CENTER FOR ENHANCING PHILANTHROPY INTERN
UT Dallas Office of Development and Alumni Relations



Table of Contents

Abstract and Introduction	3
Background: Corporate Relations	5
Distinctions between Giving vs. Student Engagement	6
Top Corporations: Giving	8
Top Corporations: Campus and Student Engagement	14
Strategies on how to increase Corporate Giving and Student Engagement	15
Corporate Relations Case Study: UT Dallas Jindal School of Management (JSOM)	17
Corporate Diversification	20
UTD Corporate Open House 2017	25
Overall Impact on UT Dallas, Students, and the DFW Community	26
Works Cited	27
Special Thank You to...	28
About Me	28

Abstract and Introduction

On May 31, 2017, UT Dallas hosted its first Corporate Open House which showcased current students, research, organizations, and diverse business opportunities at UT Dallas to over 100 individuals from about 70 corporations. This impactful event, which occurred during the second week of my internship, is what sparked my interest in Corporate Relations.



My project report will focus on several elements that contribute to the diversification and expansion of Corporate Relations at UT Dallas. For corporations which are already affiliated with the university, I will analyze the relationship

between the level of financial giving to the university versus the level of student engagement and opportunities provided on campus. I will also target certain corporations that have potential to either give more to the university, or increase student engagement on campus, and provide strategies on how to accomplish this.

Additionally, my project will highlight several schools and departments on campus that will benefit from a more diverse pool of corporations, since UT Dallas's current corporate affiliates are largely in the fields of business/management (JSOM) and engineering/computer science (ECS). These corporations have the potential to either make major gifts to these schools or become top employers by recruiting our students. I aim to match different

corporations' needs to the needs of different schools and departments at UT Dallas, and create the potential for long lasting professional relationships between both entities.

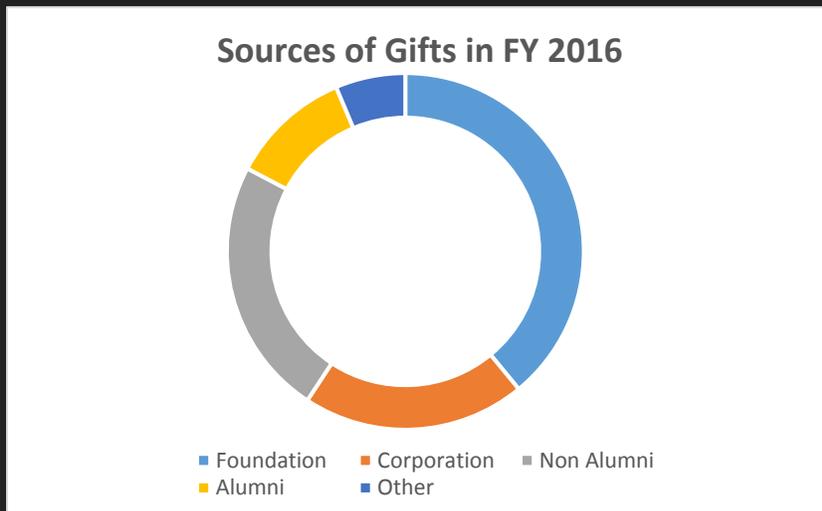
By the end of this report, I hope to have accomplished the following objectives:

- Identify corporations operating at varied levels of involvement with financial giving to UT Dallas
- Identify corporations operating at varied levels of providing student engagement and opportunities on campus at UT Dallas
- Compile information on potential corporations that contribute to increased diversity for certain growing schools, departments, and centers at UT Dallas
- Provide ideas on strategies about how to make top corporate employers/recruiters give more to the university in terms of financial contributions
- Provide ideas on strategies about how to make top corporate donors offer more student opportunities on campus and increase student engagement
- Analyze data and statistics about UTD Corporate Open House, as well as information about top corporations that give and engage with the university
- Review Stewardship techniques that impact corporate relations, in regards to donors or sponsors for events held on campus

Background: Corporate Relations

At an institute of higher education, what is “Corporate Relations” and why is it important?

In the UT System’s most recent operating budget, only about 20% of total gifts comes from corporate funding. The mission of Corporate Relations at universities is not only to help grow this percentage to greater amounts of financial giving, but also to connect corporations to mutually beneficial resources on campus. These connections can include research labs, esteemed faculty, bright students looking for internships or jobs, volunteer opportunities for employees, or simply support of campus and community enhancement.



Corporate Relations facilitates commitment to “Corporate Social Responsibility” by working with corporations within a university environment. These are investments being made in students and education - the future leaders of growing fields, the advancement of innovative research, and the expansion of diversity in the workplace.

At UT Dallas, Corporate Relations entails communicating with representatives from a large number of corporations, finding out where their interests and needs lie, developing and stewarding major gifts, and connecting them with students, faculty, and organizations on campus. Corporate Engagement Reports are made for top corporations that work with the university, and several other annual reports are made to track financial or monetary giving. Within the UT Dallas Office of Development and Alumni Relations, the University Corporate Relations staff includes a Senior Director (Jessica Shepard Watts) and Assistant Director (Leslie Crawford), who have supervised my project. There are also Corporate Relations staff for several schools, such as the Engineering and Business schools at UT Dallas.

Distinctions between Giving vs. Student Engagement

GIVING consists of mainly financial donations and gifts to the university, which can come in several forms. Monetary gifts can be donated via cash, stock, gifts in kind, planned gifts, endowments, pledges, or annual gift amounts. These gifts can be given to any school, department, center, or fund in the university, depending on the donor's wishes.



STUDENT ENGAGEMENT includes corporations having a presence on the university campus, actively recruiting students for internships and jobs, guest speaking in upper level courses, and working with career centers on campus to participate in leading workshops and job fairs.

GIVING	STUDENT ENGAGEMENT
<ul style="list-style-type: none"> ➤ Investing in university programs or research ➤ In Kind gifts such as technology, intellectual property, equipment, supplies, etc. ➤ Creating and contributing to scholarship funds for students ➤ Financial support for new buildings and laboratories ➤ Matching gift programs 	<ul style="list-style-type: none"> ➤ Recruitment for corporate internships and jobs ➤ Participating in career fairs and workshops ➤ Guest speaking in upper level courses ➤ Advising students on career prospects ➤ Being involved with student organizations and programs on campus

Both Giving and Student Engagement can be considered large parts of “Corporate Social Responsibility” for corporations in the DFW area. By supporting a local university via monetary gifts or interaction with students on campus, the corporations are facilitating improvement in the community and investing in the students of today – or the future leaders of tomorrow.

Top Corporations: Giving

The following data illustrates top corporate giving (only including major gifts, which are considered \$10,000 or more), broken down by each UT Dallas school/department/center, for FY13-FY17.

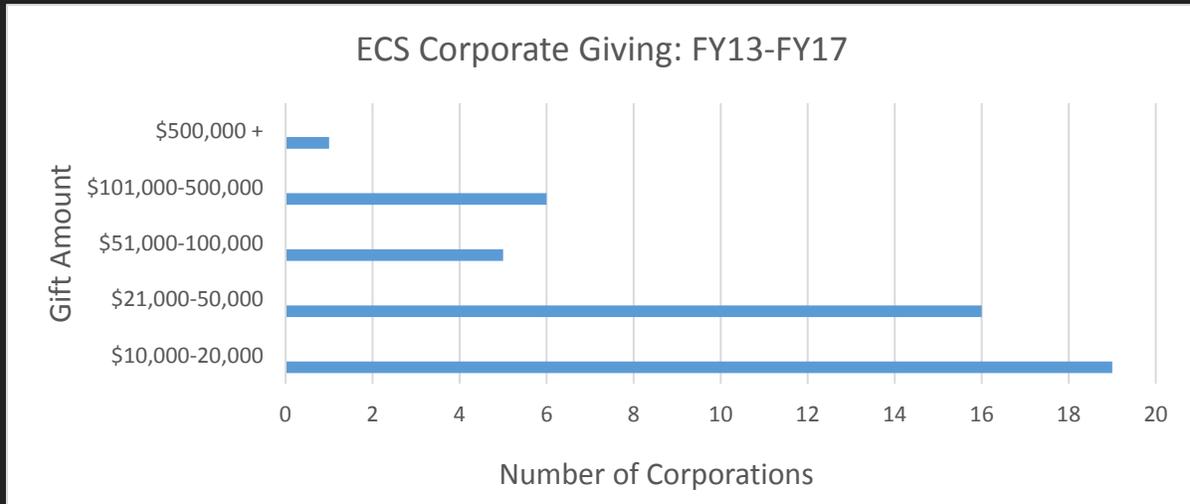
Erik Jonsson School of Engineering and Computer Science (ECS)



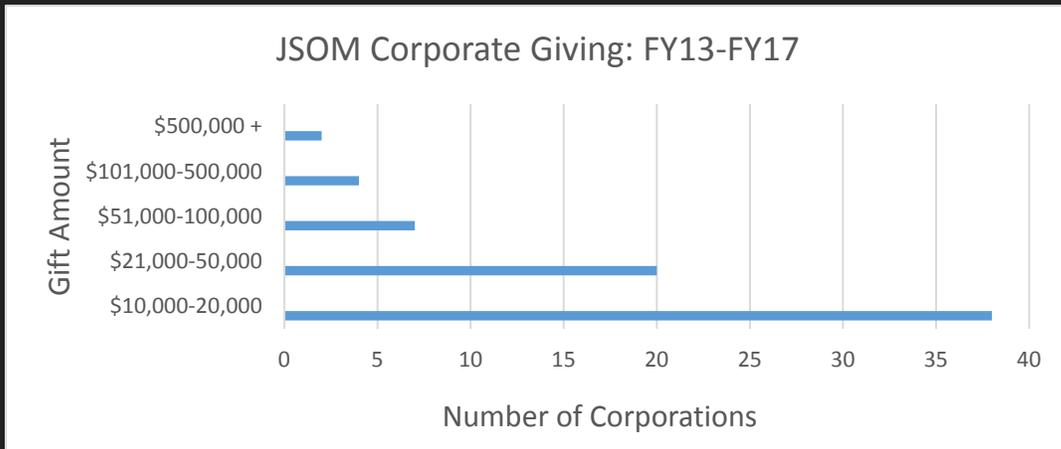
HUAWEI



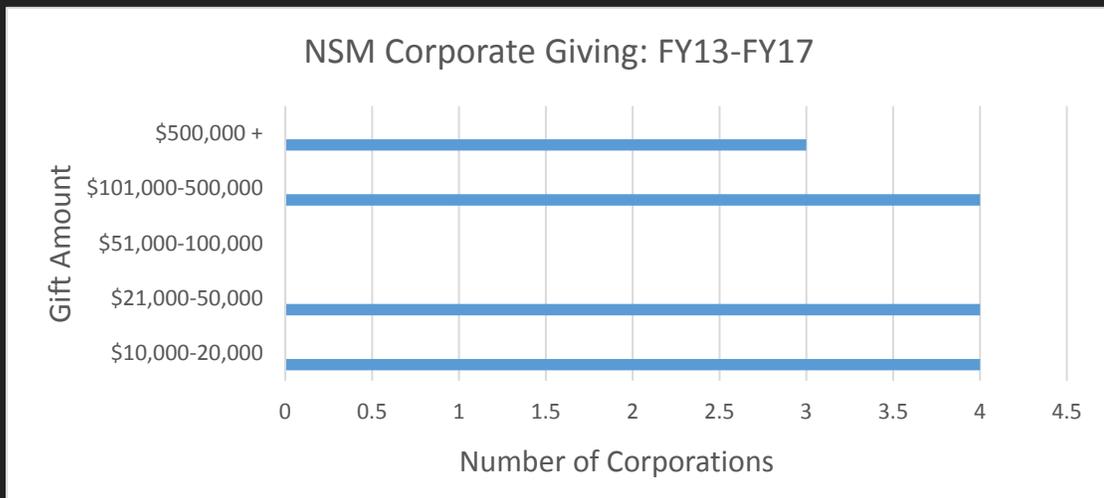
TEXAS
INSTRUMENTS



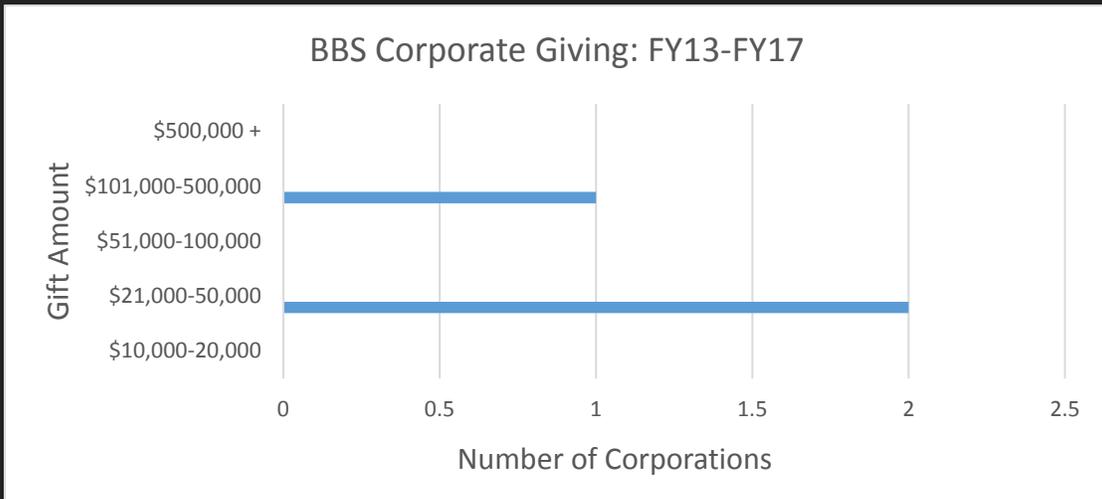
Naveen Jindal School of Management (JSOM)



School of Natural Sciences and Mathematics (NSM)



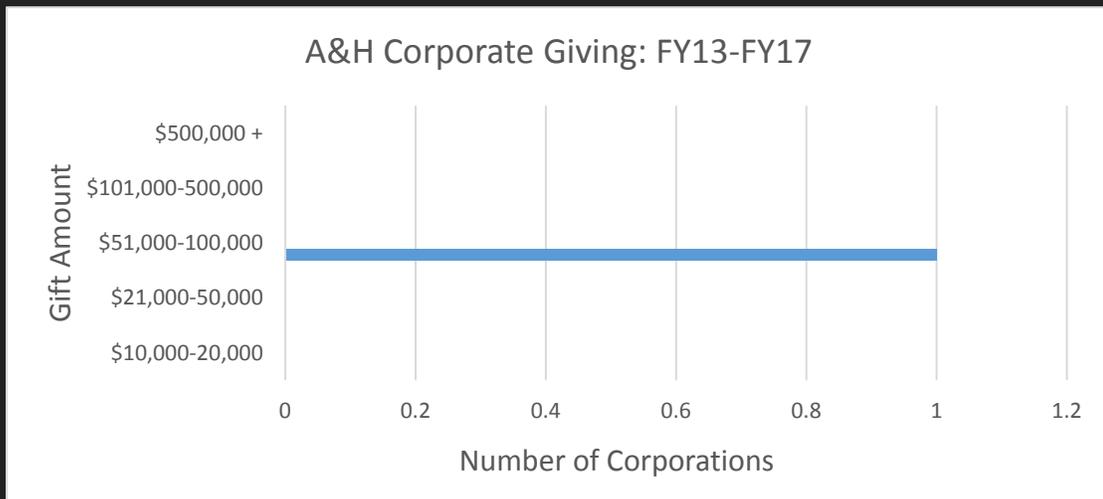
School of Behavioral and Brain Sciences (BBS)



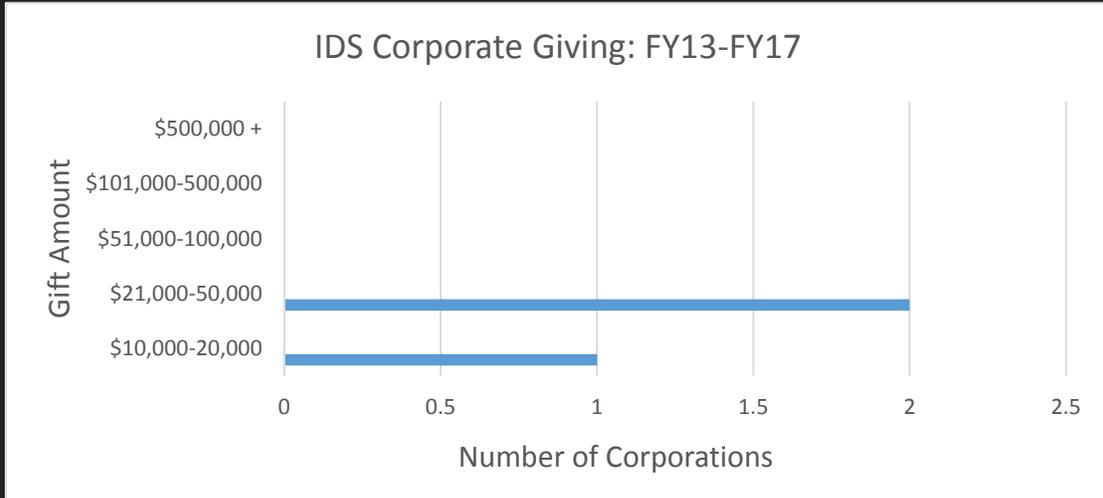
School of Arts and Humanities (A&H)



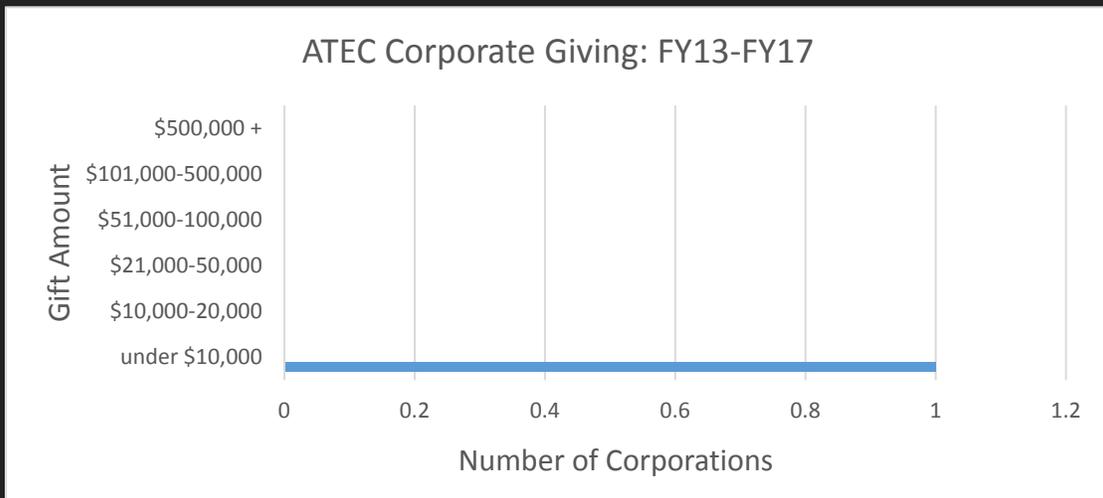
WILDENSTEIN



School of Interdisciplinary Studies (IDS)



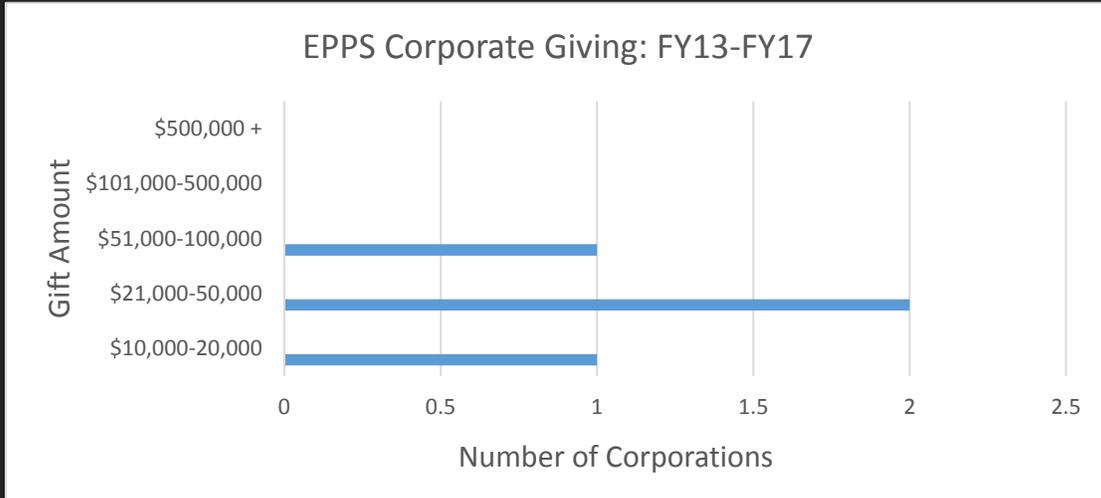
School of Arts, Technology, and Emerging Communication (ATEC)



School of Economic, Political and Policy Sciences (EPPS)

PIONEER
NATURAL RESOURCES

ExxonMobil



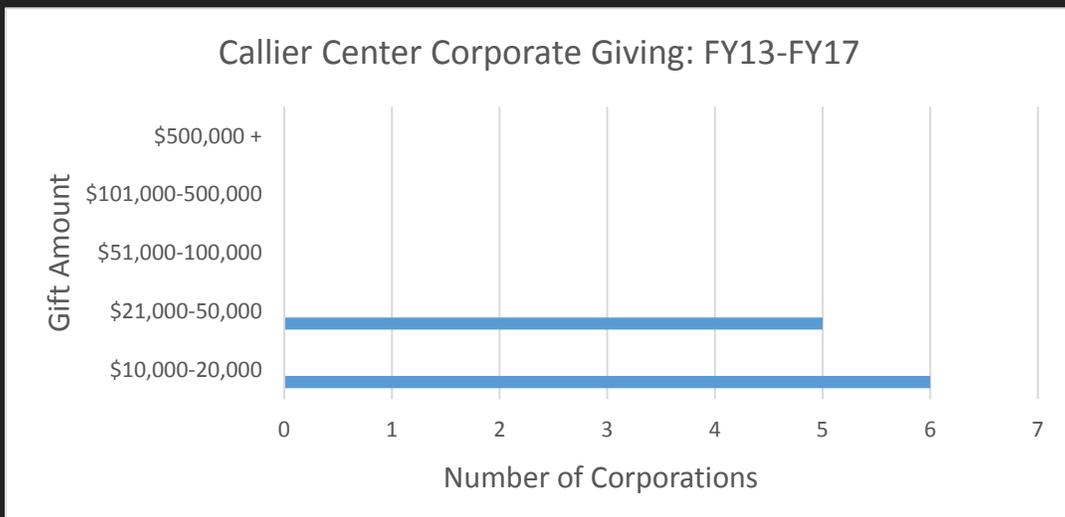
Callier Center for Communication Disorders



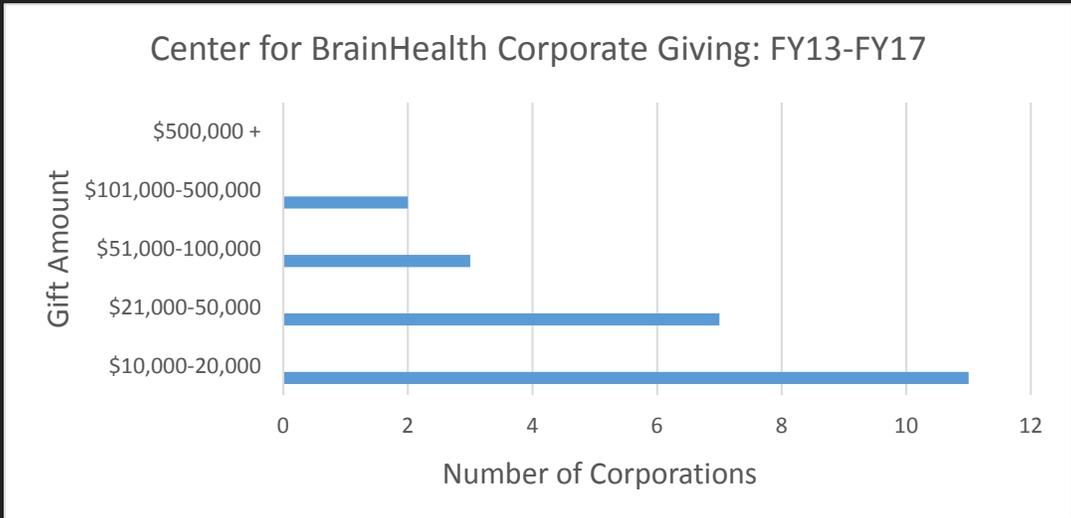
AllianceData®



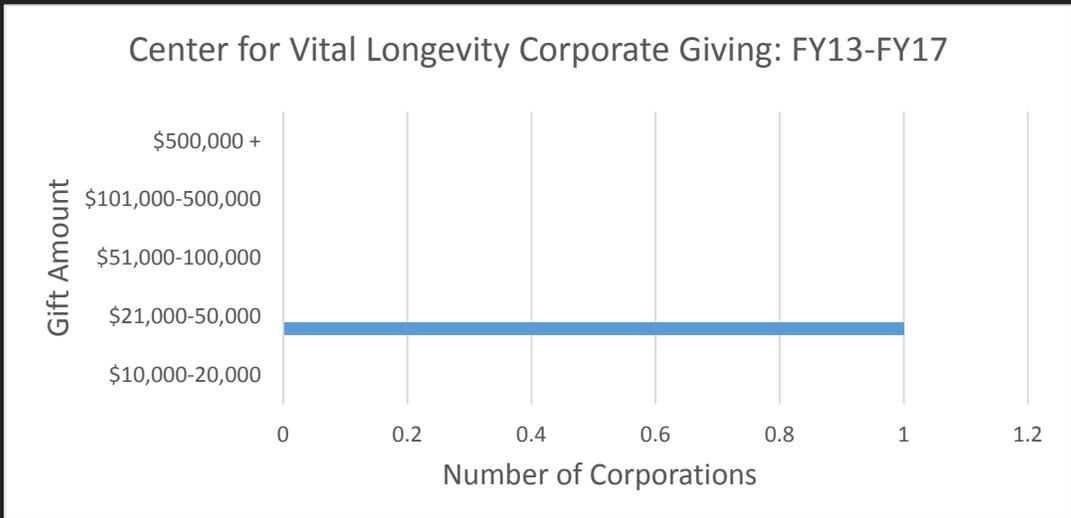
HANSON
ROBOTICS



Center for Brain Health



Center for Vital Longevity



Top Corporations: Campus and Student Engagement

The following data captures several examples of corporations that are highly or moderately involved on the UT Dallas campus and engaged with students.



- JSOM Program Support
 - Institute for Innovation and Entrepreneurship
 - Advisory Council
- NSM Contact Science
- Involvement with 2 student organizations
- Math SAT prep program
- Introduce a Girl to Engineering
- UTDesign

- JSOM Advisory Council
- ECS Undergraduate Research Competition
- NSM Advisory Council
- Diversity Programs supported
 - Disability Seminar
 - Women's Center
- K-12 Buildathon

Raytheon



- STEM K-12 Outreach Programming
- Engineering Projects in Community Service
- Involvement with JSOM Career Management Center
- Women in Technology and Business
- "Comet Cents" Financial Literacy Program
- Veteran Services Center

Strategies on how to increase Corporate Giving and Student Engagement

Find out what certain corporations' specific needs are at the moment.

Match these needs to connections on campus, such as scholarship funds, research projects, faculty members, or access to potential student employees.

- Example: Corporation X tells you during a qualification visit that they are looking to develop a new kind of technology within the Biomedical Engineering field. You connect them with professors in the Biomedical Engineering program who run research labs that can assist in development or testing of the new technology, if provided funding from Corporation X. In addition, you invite a corporate representative from Corporation X to visit campus and explore recruiting options with our Biomedical Engineering Students who are looking for jobs and internships. You also are sure to connect Corporation X to the UT Dallas Texas Biomedical Device Center, in case Corporation X would consider making a gift to this center.

Encourage corporations to participate in events on campus.

These events can include Corporate Open Houses, Career Fairs, Research Symposiums or Poster Competitions, Business Pitches, etc. By attending events like these, corporations are more likely to find a project they are interested in funding, or get in contact with students who they believe have high potential in the field.

- Example: Corporation Y is invited to a Corporate Open House event on campus. During this event, the representative from Corporation Y sits in on a presentation from a UTD student about a new degree program that has been introduced recently on campus. This program focuses on a specific type of sales, which is designed to attract business students. Corporation Y is a consulting company that is also interested in this type of sales, and is looking to expand their department in this particular field. As a result, they show interest in funding a scholarship for the program and recruiting students who graduate from the program in the future.

Connect corporations to Career Centers and Pre-Professional Advising Programs on campus.

By facilitating the connection between corporations and students seeking internships, jobs, and professional schools, opportunities arise for more student engagement and potential to give.

- Examples: The Career Management Center (CMC) in JSOM, the Health Professions Advising Center (HPAC), the Pre Law Society, etc. are all centers and programs that will welcome corporations to give presentations on opportunities at their companies, conduct mock interviews, or present on important career skills.

Corporate Relations Case Study: UT Dallas Jindal School of Management (JSOM)

The following case studies involve some of the corporations that have established different levels of relations with the UT Dallas Jindal School of Management. These relations can include financial giving to the school, recruiting business students, or serving on the JSOM Advisory Council. All data presented here is based on data from 2016-2017.



- **Giving:** Over \$100,000
- **Campus Engagement:** scholarship funding, involvement with student orgs, finance, sales, audit
- **Recruiting:** UTD is a target recruiting school, 23 internships reported from students, 24 internships posted
- **Member of JSOM Advisory Board:** YES

State Farm is an example of a highly involved corporation with UT Dallas. This is determined by their large amounts of gifts over the past few years, their enthusiasm to engage on campus, and the growing opportunities they provide to students. Also, they show dedication to the Jindal School by serving on the Advisory Board.

Since this corporate relation is signified as highly involved and has potential to grow even further, UTD will employ strong stewardship techniques with the company and ensure that the relation remains mutually beneficial. We will continue to encourage major gifts for the development of our university and recruiting students on our campus.



- **Giving:** Less than \$10,000
- **Campus Engagement:** undergrad info sessions, few representatives involved with accounting, audit, and global business
- **Recruiting:** 9 internships reported from students, 11 internships posted
- **Member of JSOM Advisory Board:** NO



Fidelity is an example of a moderately involved corporation with UT Dallas. This is determined by their few, relatively small gifts over the past few years, their budding interest to engage on campus, and the several opportunities they provide to students. Also, they are not yet serving on the Jindal School Advisory Board.

Since this corporate relation is signified as moderately involved and has lots of potential to grow, UTD will employ strong cultivation and solicitation techniques with the company and ensure that the relation begins to grow. We will encourage larger gifts, more recruiting opportunities for students on campus, and invite representatives to learn even more about how the company can positively interact with the university.



PEPSICO

- **Giving:** None
- **Campus Engagement:** interest in supply chain, student org speakers
- **Recruiting:** UTD is not a recruiting school, 5 internships reported from students, 3 internships posted
- **Member of JSOM Advisory Board:** NO



PepsiCo is an example of a weakly involved corporation with UT Dallas. This is determined by their absence of gifts over the past few years, their slight interest to engage on campus, and the very few opportunities they provide to students. Also, they are not yet serving on the Jindal School Advisory Board. PepsiCo is located in Plano, TX.

Since this corporate relation is signified as weakly involved and has the utmost potential to grow, UTD will employ strong qualification and cultivation techniques with the company and ensure that the relation begins to grow. We will encourage making small gifts, providing more recruiting opportunities for students, and invite representatives to learn about the university and specifically how our interests match with the company's interests.

Corporate Diversification

At UT Dallas, the vast majority of the corporations we work with are involved in the Jindal School of Management or the Jonsson School of Engineering and Computer Sciences. Because the university is heavily business and engineering focused, this is where most of our corporate relations is centered.

In order to appeal to an even broader base of students and faculty, the following insights feature several examples of schools and centers on campus that can benefit from increased corporate relations. These suggestions contribute to diversifying the types of corporations UT Dallas works with, and aims to expand corporate relations to smaller but growing schools on campus.

School of Natural Sciences and Mathematics (NSM) &

School of Behavioral and Brain Sciences (BBS)

In the Schools of Natural Sciences and Mathematics and Behavioral and Brain Sciences, many students are pre-health or involved in laboratory or clinical research of some kind.



UnitedHealth Group®

UnitedHealth Group is a Fortune 6 Corporation that provides health care coverage and benefits services. One of their office site locations is in Richardson, TX.

Partnerships with this company in any form can be helpful for pre-health students, who can get exposure to public health, health insurance, improving health care in our communities, and wellness initiatives.

How can UTD and UnitedHealth Group establish corporate relations?

- Gifts made to the university can be contributed towards scholarships for NSM and BBS students.
- Gifts made to the university can be contributed to health-related research on campus that is associated with public health or wellness initiatives.
- Students can obtain internships, jobs, and shadowing opportunities at the UnitedHealth Group site in Richardson and help the employees with various projects.



Tenet Health is a healthcare corporation that oversees hospitals, managed care facilities, and outpatient centers. There are many healthcare facilities around the DFW area that are managed by Tenet.

Partnerships with this company in any form can be helpful for pre-health or neuroscience research students, who can get exposure to managed care, clinical opportunities, and outpatient wellness or mental health initiatives.

How can UTD and Tenet Health establish corporate relations?

- Gifts made to the university can be contributed towards scholarships for NSM and BBS students.
- Gifts made to the university can be contributed to health-related research on campus that is associated with neuroscience or psychology.
- Students can obtain internships, jobs, and shadowing opportunities at Tenet Health facilities in the Dallas area and assist healthcare professionals or office staff.

School of Arts, Technology, and Emerging Communication (ATEC)

In the School of Arts, Technology, and Emerging Communication, many students study interactive design, digital media and animation or virtual environments. These skills can be applied in social media, Web design, platform and application development, and more.



Buzzshift is a digital strategy agency that delivers creative content, designs, and campaigns for different clients, such as Verizon and Which Wich. They are based in Dallas, TX.

Partnerships with this company in any form can be helpful for Arts, Technology and Communications students who want to gain experience in social media and Web design, platform development, and even social marketing.



How can UTD and Buzzshift establish corporate relations?

- Gifts made to the university can be contributed towards scholarships for ATEC students.
- Gifts made to the university can be contributed to research labs in the ATEC building or higher-tech equipment for students' use (such as 3D printers, animation technology, etc.)
- Students can obtain internships and jobs at Buzzshift in Dallas and work with existing employees to help brainstorm and create material.





Motto is a branding and digital agency that helps launch and reinvent designs and content for new brands. They are based in Dallas, TX.

Partnerships with this company in any form can be helpful for Arts, Technology and Communications students who want to gain experience in brand design and creation, digital marketing, and branding strategy.

How can UTD and Motto establish corporate relations?

- Gifts made to the university can be contributed towards scholarships for ATEC students.
- Gifts made to the university can be contributed to research labs in the ATEC building or higher-tech equipment for students' use (such as 3D printers, animation technology, etc.)
- Students can obtain internships and jobs at Motto in Dallas and work with existing employees to help brainstorm and create material.

Callier Center for Communication Disorders (Dallas and Richardson)



CALLIER CENTER
FOR COMMUNICATION DISORDERS

At the Callier Center for Communication Disorders, the main goals are treatment, training, and research in the areas of speech, hearing, autism, and cochlear implants. Graduate students in Speech Pathology and Audiology work and study in the Callier Centers, gaining experience in research, interacting with children on the autism spectrum, and working with children and adults with cochlear implants. The Callier Center runs camps, special programs, classes, and conducts research. Also, the annual Callier Cares Luncheon is their biggest fundraising event to help patients in need.



Butterfly Effects is a company that provides treatment plans and support to children and families affected by autism. They have a team of ABA (Applied Behavior Analysis) Therapy experts in Dallas and Austin, TX.

Partnerships with this company in any form can be helpful for Callier Center to obtain sponsorships, access to new technologies, and gifts to improve their autism center and classes for children on the autism spectrum.



Starkey Hearing Technologies is a company that manufactures hearing aids for people in need across the globe. There are Authorized Hearing Care Providers all over DFW that utilize their hearing aid technologies.

Partnerships with this company in any form can be helpful for Callier Center to obtain sponsorships, access to new technologies, and gifts to improve their cochlear implant program, speech therapy classes, and audiology programming.

UTD Corporate Open House 2017

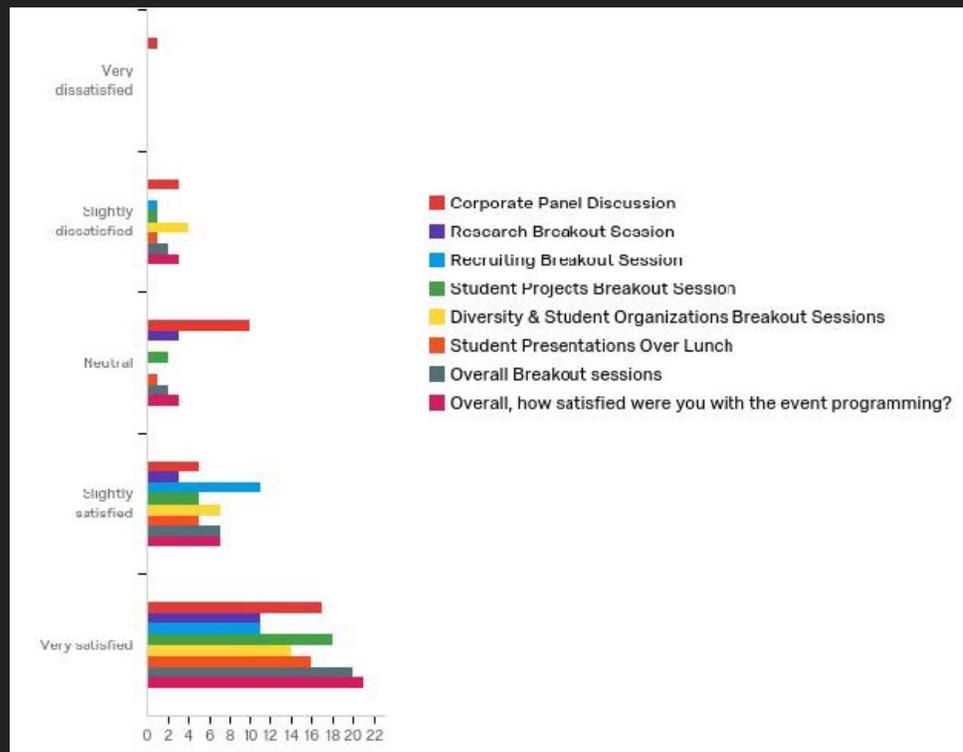
Corporate Relations is largely based on networking and educating companies in the area about the university's resources, connections and opportunities. This is why UT Dallas hosted its first Corporate Open House at the Jindal School of Management on May 31, 2017.

Approximately 100 individuals from about 70 corporations attended the event. This all-day event included the following components:

- Breakfast and Networking
- Welcome from President Richard C. Benson
- Panel Discussion featuring local corporate executives
- Breakout Sessions
 - Engaging in University Research
 - Recruiting Top Talent
 - Student Projects
 - Student Organizations and Diversity
- Lunch and Networking

After the event, attendees were sent a follow up survey. The following data reflects some of the responses from the survey.

77%
would return
next year



Overall Impact on UT Dallas, Students, and the DFW Community

The effects of positive collaboration between universities and corporations are enormous. As a result of increased corporate giving and campus engagement, we make strides as a society in academia, business and economics, strengthening the community, and empowering the next generation of researchers and professionals in every field of study.

SCHOLARSHIP FUNDING AND ENDOWMENTS



JOBS, INTERNSHIPS AND CAREER ADVANCEMENT

RESEARCH AND LABORATORY FUNDING



ADDITIONAL EDUCATIONAL PROGRAMMING (competitions, pitches, poster sessions, K-12)

In the field of Development at universities, specifically in Corporate Relations, it is important to continue utilizing and reinforcing strong stewardship techniques. These techniques can include encouraging campus and center visits for corporate representatives, sending annual corporate engagement reports, hosting corporate engagement events on campus, and showcasing student achievements in the areas of student research, organizations, and diversity.

Works Cited

Our Story. N.p., n.d. Web. 10 July 2017.

Home - Callier Center at UT Dallas. N.p., n.d. Web. 10 July 2017.

2017 Corporate Open House - Corporate Relations - The University of Texas at Dallas - The University of Texas at Dallas. N.p., n.d. Web. 10 July 2017.

Corporate Open House Engages Industry Partners - Alumni Link - The University of Texas at Dallas - The University of Texas at Dallas. N.p., n.d. Web. 10 July 2017.

"Branding Agency | Fortune Favors the Bold." *Motto*. N.p., n.d. Web. 10 July 2017.

"Butterfly Effects." *Butterfly Effects*. N.p., n.d. Web. 10 July 2017.

"Category: Course." *Department of Computer Science*. N.p., n.d. Web. 10 July 2017.

Dallas, UT. *Schools - The University of Texas at Dallas*. N.p., n.d. Web. 10 July 2017.

"Digital Strategy Agency | Dallas, TX." *BuzzShift*. N.p., n.d. Web. 10 July 2017.

Group, UnitedHealth. "About." *UnitedHealth Group - About*. N.p., n.d. Web. 10 July 2017.

"Starkey." *Starkey Hearing Technologies*. N.p., n.d. Web. 10 July 2017.

"The University of Texas at Dallas Bioengineering and Science Building." *The Beck Group*. N.p., n.d. Web. 10 July 2017.

"University of Texas at Dallas." *University of Texas at Dallas - Uncyclopedia, the content-free encyclopedia*. N.p., n.d. Web. 10 July 2017.

"UT Dallas is Open for Business." *UT Dallas*. N.p., n.d. Web. 10 July 2017.

Vincent, Charles. "NEWS." *UT Dallas*. N.p., n.d. Web. 10 July 2017.

Vincent, Charles. "NEWS." *UT Dallas*. N.p., n.d. Web. 10 July 2017.

Special Thank You to...

Leslie Crawford, Assistant Director of Corporate Relations

Jessica Shepard Watts, Senior Director of Corporate Relations

Laura Madden, JSOM External Affairs Director of Corporate Relations

Kelley Atwood, Director of Data, Technology and Prospect Research

Geoff Giauque, Assistant Director, Data Strategy

Deborah Day, Administrative Project Coordinator

About Me



Malvi Mehta is a Philanthropy Development Intern for the UT System's Center for Enhancing Philanthropy during the summer of 2017. She is a rising junior undergraduate student at UT Dallas, and works under the UT Dallas Office of Development and Alumni Relations as part of the 10-week internship.

Malvi has thoroughly enjoyed her experience of interning within higher education, and working with departments such as Data and Gift Services, Corporate and Foundation Relations, Alumni Relations, Annual Giving, Planned Giving, Endowments, Prospect Research and Management, and University Events.

At UT Dallas, Malvi is pursuing a double major in Biology and Healthcare Management. She is greatly involved in organizations such as the Collegium V Honors Program, the Davidson Management Honors Program, Kappa Alpha Theta Sorority, Red Cross UTD, and IGNITE UTD. In addition, Malvi works on campus at the Student Wellness Center as a Peer Health Educator/Bystander Intervention Liaison, and conducts research at the UTD Think Lab, a developmental psychology lab that researches cognitive development in children. She also works as a High School Facilitator for IGNITE, a nonprofit organization that encourages political ambition in young women.

In the future, Malvi hopes to work in a medical career that combines her passions for healthcare, education, and philanthropy/development. Her hobbies include traveling, shopping, crafting, volunteering with her sorority, and spending time with family and friends.