

Corporate and Foundation Relations Forum
Thursday, June 7, 2018
Austin, TX
10 am – 3 pm

OUTLINE

10:15 am – 12:15 pm Morning Session and Discussions

Welcome and Overview

The Importance of Corporate and Foundation Relations

Discussions

Purpose – How does your institution see the purpose of Corporate Relations and Foundation Relations? How is this different from your perspective?

Structure – How is Corporate and Foundation Relations (CFR) structured at your institution?

My Work – What I wish my vice president, dean, and major gift officers knew about my work? An element of success for CFR is institutional knowledge, collaboration with faculty, and alignment with corporate interests and foundation priorities.

- What are the best ways you have found to engage faculty members and academic leaders?
 - What do faculty members see as the value add of working through your office?
 - What do corporations and/or foundations see as the value add of working through your office?
 - What are some creative strategies your team is using to facilitate collaboration/content exchange across campus?
- From your perspective, what is an important skill/program for a successful Corporate Relations Officer? Foundation Relations Officer?

12:15 – 1:00 pm Lunch

1:00 – 2:45 pm Afternoon Session and Discussions

Metrics/Goals – What is similar? How are they different?

- Corporate Relations
- Foundation Relations

Process and Databases

– How are corporate/foundation gifts/grants processed at your institution? What is working? What are the obstacles?

– How are you using your database to give you a comprehensive picture of corporations and foundations total investment at your institution?

Going Forward – What does the future look like for CFR at your institution or elsewhere?