

# The Power of Partnership

Maura Donovan, Ph.D.  
Vice President of Economic Engagement



**MARQUETTE**  
UNIVERSITY

**BE THE DIFFERENCE.**

# OFFICE OF ECONOMIC ENGAGEMENT MISSION

## BUILDING STRATEGIC PARTNERSHIPS

OEE fosters proactive institutional engagement  
and builds mutually beneficial relationships  
with external partners

# OFFICE OF ECONOMIC ENGAGEMENT SERVICES

**Strategy and Program Management:** utilize cross university data analytics and program management tools to track and add value to Marquette's external engagements

**Community Engagement:** collaborate with faculty, staff and students to build and manage connections between Marquette and a broad range of community partners

**Corporate Engagement:** implement strategies that connect Marquette's interests and capabilities with corresponding corporate needs and opportunities

**Technology Transfer:** promote the sharing of knowledge through the protection and licensing of intellectual property

# OFFICE OF ECONOMIC ENGAGEMENT

## MUTUAL BENEFITS

Guidance  
and Growth

Research  
Support

Student  
Placement

Community  
Impact

Financial  
Investment

# OFFICE OF ECONOMIC ENGAGEMENT BENEFITS TO MARQUETTE

- Growth of high demand program
- Recruitment and hiring of new faculty
- Resources for research initiatives
- Community impact through K-12 enrichment programs
- Enhances the University's reputation



Northwestern Mutual  
Data Science Institute

# OFFICE OF ECONOMIC ENGAGEMENT

## CORPORATE ENGAGEMENT

### Technology (3)

Technology, Information Technology, Software, Retail, Entertainment

- Kohls\* (WI)
- Google\* (CA)
- Marcus Corp (WI)

### Manufacturing (19)

Manufacturing, Energy, Bio- Manufacturing, Transportation, Warehousing

- A.O. Smith (WI)
- Amazon\* (WA)
- Badger Meter (WI)
- Brady (WI)
- Briggs & Stratton (WI)
- Clarios (WI)
- Foxconn\* (Taiwan)
- Harley Davidson\* (WI)
- HUSCO (WI)
- ITW\* (IL)
- JCI\* (Ireland)
- Kohler (WI)
- Milwaukee Tool (WI)
- Rexnord (WI)
- Rockwell\* (WI)
- SC Johnson\* (WI)
- Snap-On (WI)
- Uline (WI)
- WE Energies\* (WI)

### Financial Services (10)

Financial Services, Banking, Other Services

- American Family\* (WI)
- Baird (WI)
- Deloitte\* (United Kingdom)
- EY\* (United Kingdom)
- Fiserv\* (WI)
- KPMG\* (Netherlands)
- Manpower\* (WI)
- Northwestern Mutual\* (WI)
- PwC\* (United Kingdom)
- Wintrust (IL)

### Healthcare (8)

Healthcare, Services and Facilities, Dental, Pharma & Medical Devices, Imaging

- Ascension Health (MO)
- Advocate Aurora (WI)
- Children's of WI (WI)
- Direct Supply (WI)
- EPIC (WI)
- Froedtert-MCW (WI)
- GE\* (MA)
- Medtronic\* (Ireland)

#### Notes:

- \* Fortune 500 company
- () Headquartered state/country

# OFFICE OF ECONOMIC ENGAGEMENT

## COMMUNITY ENGAGEMENT

### Developing Strategic Portfolio of Community Partners

#### Healthier Communities

- Advocate Aurora
- Benedict Center
- Casa Maria
- Friedens Community Ministries
- Medical College of Wisconsin
- Riverwest Food Pantry
- 16<sup>th</sup> St Comm Health Centers

#### K-12 Success

- Boys and Girls Club
- Milwaukee Academy of Science
- Milwaukee Public Museum
- Next Door Foundation
- Penfield
- SEA Literacy
- UCC

#### Geographic Revitalization

- Near West Side Partners
- Safe & Sound, Inc.

# OFFICE OF ECONOMIC ENGAGEMENT ENGAGEMENT MODELS

Prioritize connecting Marquette students, faculty and staff with portfolio organizations

- Student Day & Design Challenge
- Faculty Externship Program
- University Co-location Program





# OFFICE OF ECONOMIC ENGAGEMENT

## FACULTY EXTERNSHIP PROGRAM

### **What**

A competitive 2 - 4-week opportunity that pairs faculty with a corporate or community partner

### **When**

Summer 2020: Launch Pilot

Summer 2021 and Beyond: Increase Externship Options

### **Benefits: MU**

- Create opportunities to grow research and promote talent development
- Enhance pedagogical approach to provide students with the most up-to-date skills
- Learn more about current issues facing industries and communities

### **Benefits: Partner**

- Invite external voices to spur thoughts, ideas and innovation
- Engage with expert faculty to solve near-term problems
- Learn more about current issues facing higher education and help shape the perspectives of those teaching students (future workforce)

**Strengthen Mutual Understanding  
Promote Innovation & Collaboration**

### **Externship Types**

- *Broad*: Faculty will get access to many areas of the organization
- *Defined*: Faculty from a specific discipline will be paired with a specific area in the organization

# OFFICE OF ECONOMIC ENGAGEMENT

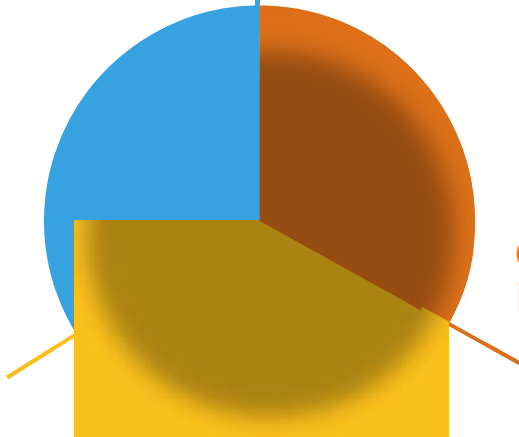
## INNOVATION ALLEY

- Educate innovation leaders
- Solve industry challenges
- Start with a “pilot”
  - 5-8 companies
  - 3-5 individuals/company “housed” at Marquette
  - Projects would last at least 6 months
  - Students involved

# OFFICE OF ECONOMIC ENGAGEMENT

## A UNIQUE APPROACH

CORPORATE  
ENGAGEMENT



COMMUNITY  
ENGAGEMENT

TECHNOLOGY  
TRANSFER

## MUAA Board Partnership

- How can we work most effectively with the AA?
- How can we increase connections between companies and organizations (national level) and Marquette?
- What are examples of collaboration models that you think we should consider?

A silhouette of a Gothic cathedral with multiple spires and a central tower, set against a vibrant sunset sky with orange and yellow clouds. The city skyline is visible in the background, including a large stadium with a blue roof.

**THANK YOU**