

Business & Strategic Partnerships

Addendum #1

NMU Board of Trustees
Friday, Sept. 15, 2023

Overview:

- Background
- Aligning NMU's Value Proposition
- Growing Mutually Beneficial Partnerships
- Office Formalization & Forward Plan
 - Business Partnerships Network
 - Website
 - On-Campus Engagement
- 2023-24 Focus



NORTHERN MICHIGAN UNIVERSITY

Business & Strategic Partnerships

Background:

- Position established in April, 2018 to facilitate **holistic and strategic** engagement with business and industry partners, foundations, and other mission-aligned institutions to cultivate **mutually-beneficial partnerships** with Northern's academic programs and initiatives.
- Expanded in September, 2020 to act as liaison for economic development partnerships and initiatives.

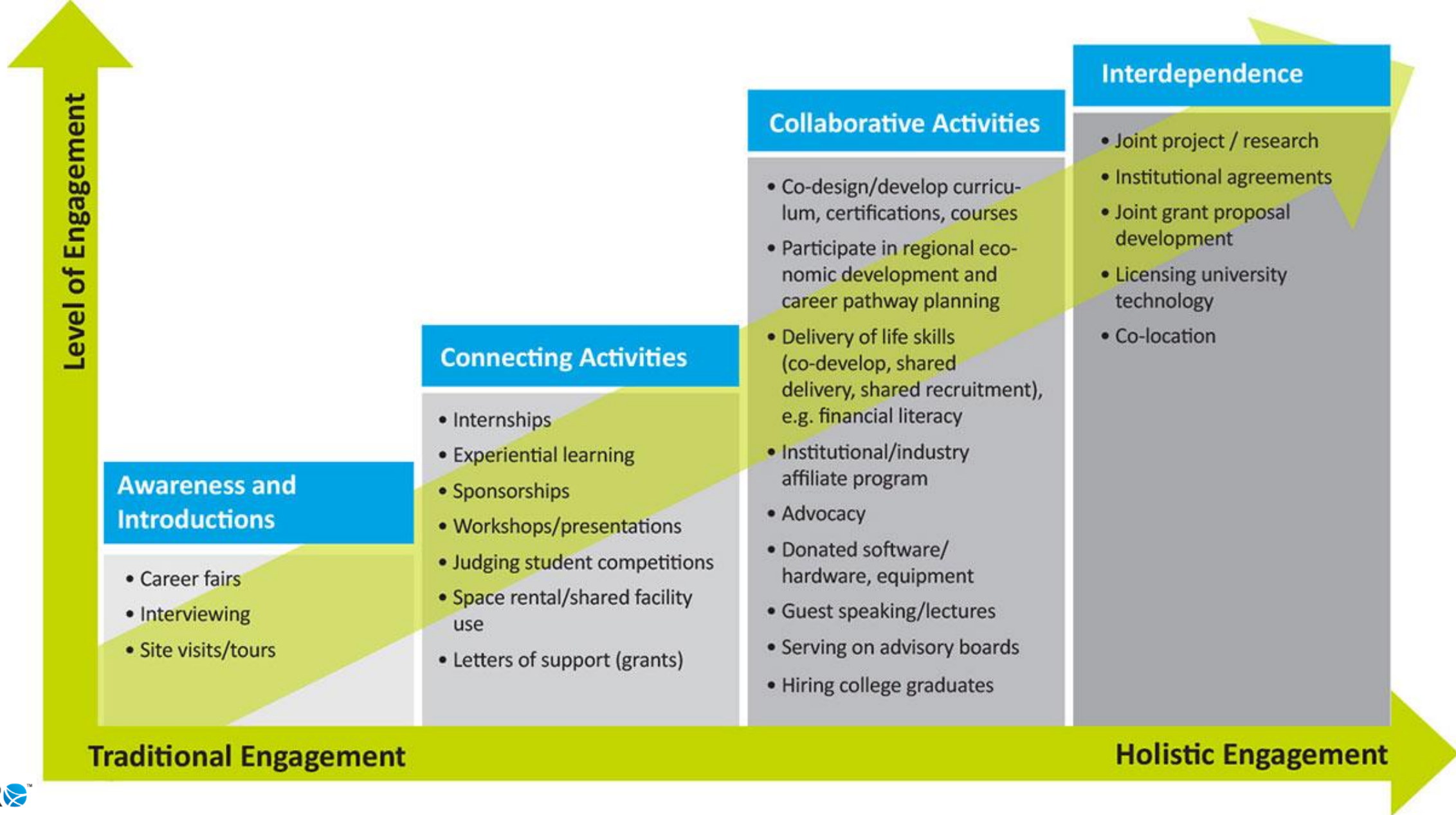


Business & Strategic Partnerships

Background:

- Business Development Manager position established in Oct., '22
- Primary focus: Align brand activations for NMU events and programs w/business interests.
 - External: Entry point for relationship cultivation while allowing businesses to proactively plan brand priorities
 - Internal: Simplify and systematize sponsorship opportunities for NMU programs and events (Reduce reactive solicitations)





Aligning NMU's Value Proposition

TABLE 1: WIN-WIN EXAMPLES

<i>University gets</i>	<i>Corporation gets</i>
Jobs/internships for students; fellowships	Future employees/ recruiting
Executive education participants	Executive education training for employees
Expanded research capacity; Access to real-world problems	Campus research collaborations
Licensing revenue	License to patents
Equipment/facility fees	Access to specialized equipment
Event funding	Event sponsorship/publicity



Assets:

- ➔ Talent Pipeline | Student Engagement
- ➔ CEWD + Flexible Program Development
- ➔ Faculty Scholarship & Student Capstones
- ➔ Product + Process Innovation | I.P.
- ➔ Labs/Facilities + Student Engagement
- ➔ Brand Exposure + Community Engagement



NMU's Value Proposition

1.) Talent – Student/Alumni Recruitment + Facilities Partnerships

- Meaningful interactions between students, alumni, and employers
- Work-based learning – Paid, for-credit, and relevant to field of study
- Advisory boards and connections to facilitate collaborative program development
- Sponsored student capstone or research projects
- Co-location and facility/laboratory collaboration
- Career and internship fairs (Traditional + Sector-focused)
- Co-hosting K-12 engagement and career exploration initiatives
- On-campus summer camps (e.g., Cyber Summer Camp)
- Talent tours and field trips
- Volunteer advising/coaching (e.g., YooperCon, FIRST Robotics)



NMU's Value Proposition

2.) Brand Affiliation

- Create unique brand identities and strong connections through sponsored NMU programs and events (e.g., Meijer Master Sponsorship Agreement)
- *Potential: Leverage vendor contracts to develop and grow partnerships*
- *Potential: Expand NMU's value and grow vendor investment through exclusive marketing opportunities in the vendor RFP process*

3.) Research Collaborations

- Build connections for sponsored research with targeted solutions, including support and alignment for faculty-led grant proposals
- Cultivate and establish privately-funded research investigations (e.g., CYP Nano)



NMU's Value Proposition

3.) Employee Upskilling and Workforce Training Programs

- Develop non-degree programs that serve employee professional development, certification, and continuing education requirements
- Lifelong learning opportunities for retirees and alumni

4.) Innovation and Entrepreneurship

- Support a culture of innovation among academic programs and private/economic development partners, including connecting activities (e.g., Innovation Week), public-private partnerships (e.g., Invent@NMU), and student showcase events (e.g., NMU College of Business's Big Pitch Competition)
- *Potential: Technology transfer programs, commercialization partnerships, and Intellectual Property coaching/services for faculty researchers*



NMU's Value Proposition

5.) Community Collaboration

- Cultivating strategic relationships to support the institution and students, faculty, staff, and alumni (e.g., Marquette Community Leaders Roundtable, Marquette Community Master Plan, Marquette Sawyer Airport committee, the U.P. 200 Sled Dog Championship, and the former Marquette General Hospital Project)

6.) Strategic Giving

- Built on the foundational success of meaningful engagement and partnerships through categories 1-5.
- Aligning opportunities for philanthropic missions that can be served through NMU, including student scholarship, capacity building (e.g., endowed chairs/faculty positions and facilities/equipment partnerships), and legacy gifts (e.g., naming opportunities)



Partnership Success Stories



**MARSHALL PLAN
FOR TALENT**
INVEST • DEVELOP • ATTRACT

GRIMM



LONGYEAR

ABLE
MEDICAL DEVICES



RESOLVE
SURGICAL TECHNOLOGIES™



SHIMADZU
Excellence in Science



PotlatchDeltic



THE
JOHN AND MELISSA BESSE
FOUNDATION



meijer

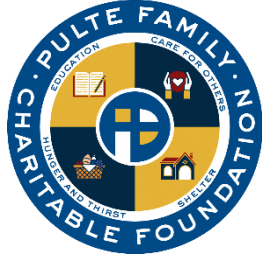
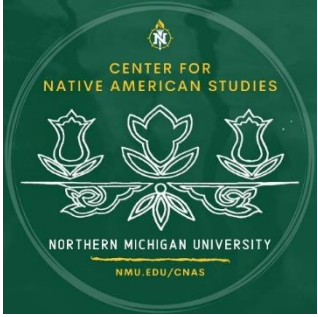
Talent Development

Facilities Partnerships



NORTHERN MICHIGAN UNIVERSITY

Partnership Success Stories



INVENT@NMU



Grant Partnerships

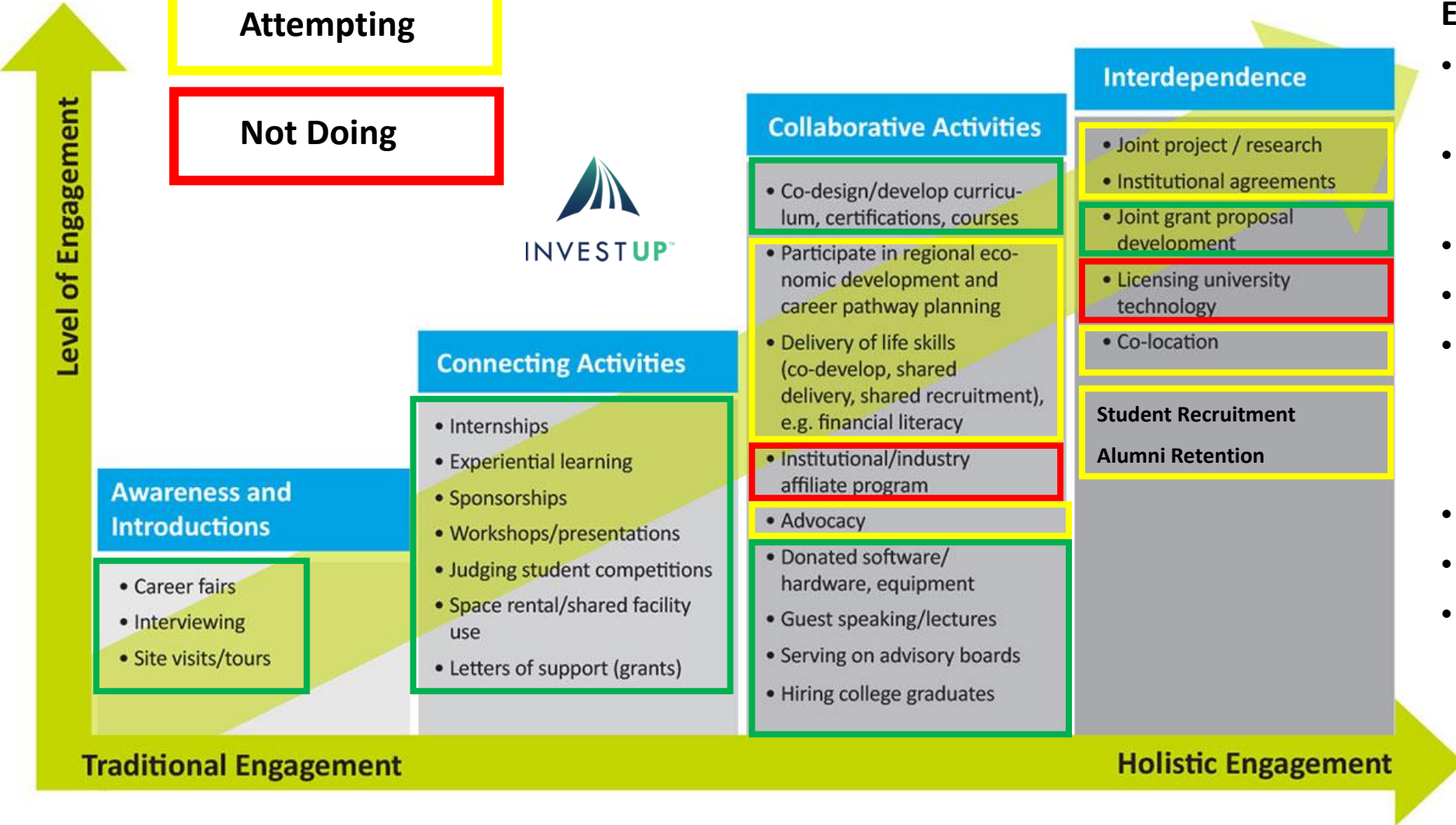
Brand Affiliation

Strategic Giving



NORTHERN MICHIGAN UNIVERSITY

How are we doing?



Examples:

- Medical Device Manufacturing – “Work Scholars”
- COB “Main Street Academy” – Grant Partnership w/EDOs
- NMU Cyber IAC (ONCD + CAE)
- Shimadzu Lab/MPC Program
- Engineering Tech Facilities
 - Able Medical
 - Potlach Deltic
 - Resolve Surigal
- Work-based learning co-location
- Master Sponsorship Agreements
- InvestUP
 - Joint Grant Collaboration
 - Hospital Project
 - Billerud Escanaba Mill
 - Rural Fellowship Program
 - U.P. Labor Market Study



Talent Partnership Pilot

Opportunity:

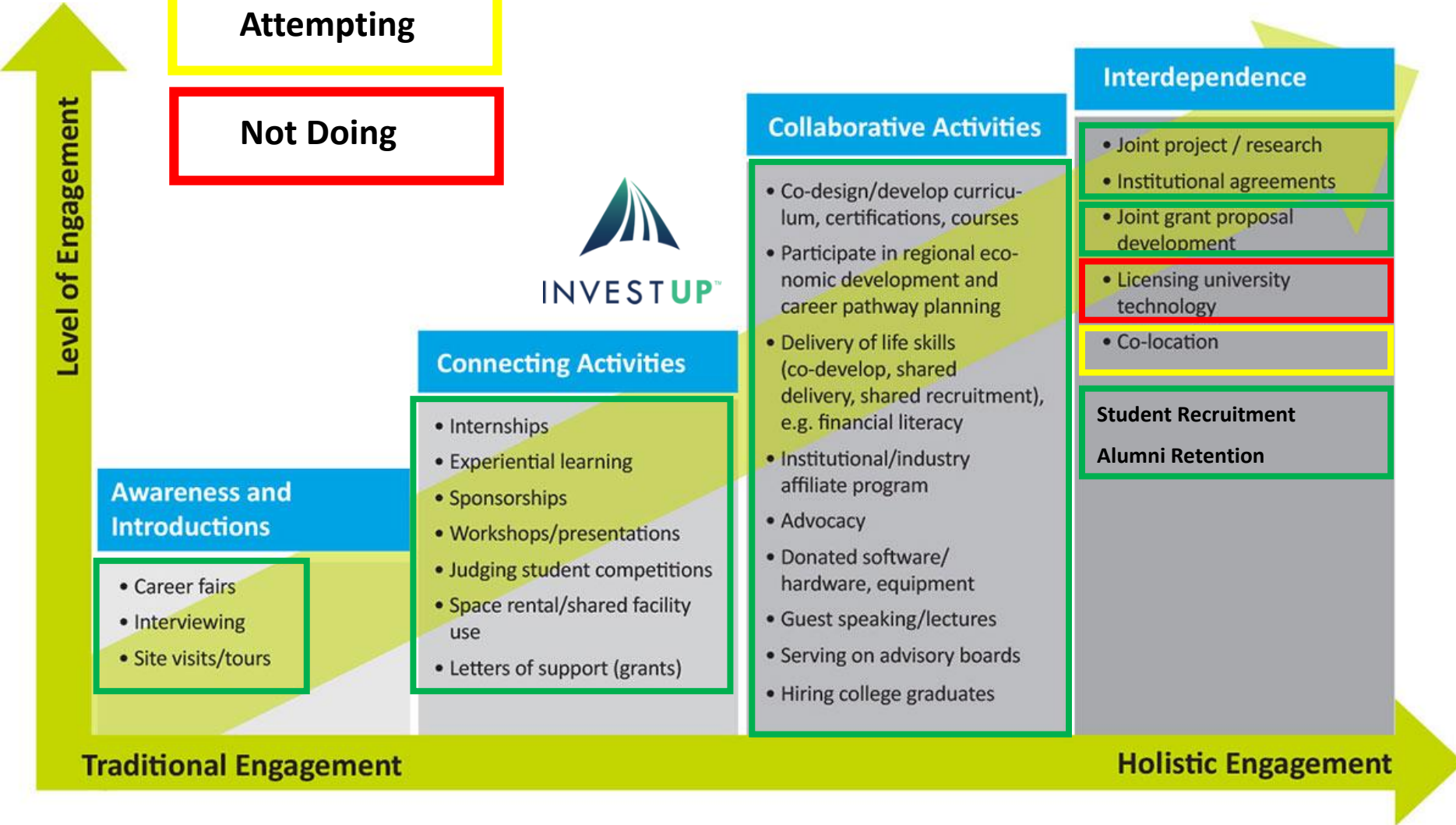
- Three medical device manufacturers in the Marquette area are poised for short- and long-term growth and inhibited primarily by the number and quality of professionals with CNC machining and programming expertise
- Enrollment opportunity for the Engineering Technology Department

Work Scholars Program Pilot

- **Student work-based learning**, including competitive pay and credit for NMU courses. Likely full-time job opportunity with a local manufacturer after graduation
- Employers provide **curriculum insight** and build connection with students for **recruitment opportunities**
- **Marketing Campaign** – Demonstrate high-tech local career opportunities through the lens of NMU programs, including alumni and student interns working with employers
- Collaboration on **K-12 career exploration** events, including on-campus + industry facilities field trips, classroom presentations, etc.



Medical Device Manufacturing Sector



Forward Plan for 2023-24



1. Formalize the Office of Business and Strategic Partnerships
2. Business Partnerships Network
 - Internal Coordination and Strategic Alignment for Business + Institutional Partnerships
3. [NMU Business & Strategic Partnerships Website](#)
 - “Front Door” for information + engagement
4. On-Campus engagement with academic leadership faculty, and staff
5. Brand Affiliation and Event Sponsorships
 - Establish Exclusive Marketing Protocol
6. Corporate & Foundation Grant Alignment
 - SHINE
 - Rural Leadership
 - Honors Program



Thank you!

Questions?



NORTHERN MICHIGAN UNIVERSITY