

COLLABORATION FRAMEWORK FOR UGA DEVELOPMENT DIRECTORS



Business Engagement
UNIVERSITY OF GEORGIA

How OBE works with companies

DEVELOP STRATEGIC CORPORATE PARTNERS

- We spend most of our time with large companies (500 employees or more) that make the highest levels of investment in research, philanthropy and hiring across multiple units. These significant and complex partnerships benefit from central management.

MANAGE AND EXPAND PARTNERSHIPS

- Our corporate partnerships involve or have the potential to involve multiple units and multiple activities (e.g., research, philanthropy, and talent acquisition).

DELIVER COMPANY-CENTRIC CONCIERGE SERVICES

- We form partnerships around the expressed needs and interests of our strategic corporate partners. We identify and address the full range of their university partnering needs by connecting them with the campus resources that can fulfill those needs.

SCAN THE HORIZON

- We continually qualify companies to build the next generation of strategic corporate partners for UGA.

How OBE works with Development Directors

CONSULT ON INDUSTRY STRATEGY

- We can help when strategic corporate partners want to invest philanthropically in your unit, develop a talent pipeline, or sponsor a research project.

GROW EXISTING PARTNERSHIPS

- Let us know when a company asks you about non-philanthropic opportunities (e.g. research) or wants to expand its partnership beyond your unit.

SUPPORT INDUSTRY EVENTS

- We can assist with major business engagement activities (e.g., business summits, conferences, career days, etc.) that involve strategic corporate partners and/or multiple units.

COORDINATE WITH LEADERSHIP

- When your business engagement activities (e.g., campus/site visits) involve the Office of the President or the Office of the Provost, we can help facilitate.

DEVELOP BUSINESS LEADER RELATIONSHIPS

- We'd like to be involved when you are cultivating an alumnus or friend of UGA who sits in a leadership position at a strategic corporate partner.

We will communicate with you when we:

- learn that a company is interested in **philanthropically supporting a program in your unit**, and we will always add you to any GAIL giving plan involving your unit.
- are **planning a major business engagement activity** involving your unit.
- plan to **use space in your unit facilities** for industry engagement purposes.
- are engaging a corporate partner **managed exclusively by your unit**, i.e., your unit is the only one that has a plan or interactions recorded in GAIL.
- are qualifying a company that **intends to focus on a single area of campus**. We will meet with the appropriate Development Director to fully transfer the relationship, review progress-to-date, and discuss OBE resources available post-transfer.

You should communicate with us when you:

- intend to engage a company in **an OBE relationship manager's portfolio**. Please check interactions in GAIL to determine whether OBE is involved.
- plan to engage an **alumnus or friend of UGA who is a leader** of a company with which OBE is involved.
- **plan to host on campus** a company within the portfolio of an OBE relationship manager.
- are **planning business engagement activities** involving the Office of the President or the Office of the Provost.
- are planning a major business engagement activity involving **strategic corporate partners or multiple units**.

OBE liaison model

Each OBE relationship manager will serve as primary liaison with a defined set of Development Directors.

PURPOSE

- This model will facilitate collaboration and foster open lines of communications between OBE and UGA development officers.

MEETINGS

- We will meet with our liaisons every semester to review high-level opportunities to collaborate, pain points, and other shared interests.

Please note: OBE's liaison model is not intended to create exclusive relationships. When appropriate, Development Directors may work with other liaisons and OBE relationship managers may work with companies beyond those related to their units.

Kyle Tschepikow

- PSO, Arts and Sciences, School of Medicine

Stacy Stanford

- Engineering, Agriculture, Journalism and Mass Communications, Education

Allison Chesnutt

- Business, Veterinary Medicine, Pharmacy, Student Affairs

Heather Pearson

- Family and Consumer Sciences, Forestry, Law, and Public and International Affairs

Incoming Director

- Public Health, Ecology, Social Work, Georgia 4-H

Incoming Associate Director

- Honors, Instruction, Environment and Design, and Career Center

