AUTODESK UNIVERSITY

Hacking Academia-Industry Partnership

A hands-on workshop

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Fabiola Clayton

Education Program Manager, Autodesk Education | @fab_clayton

Introductions

Introductions – Dr. Nhut Ho

Professor/Director at CSU Northridge

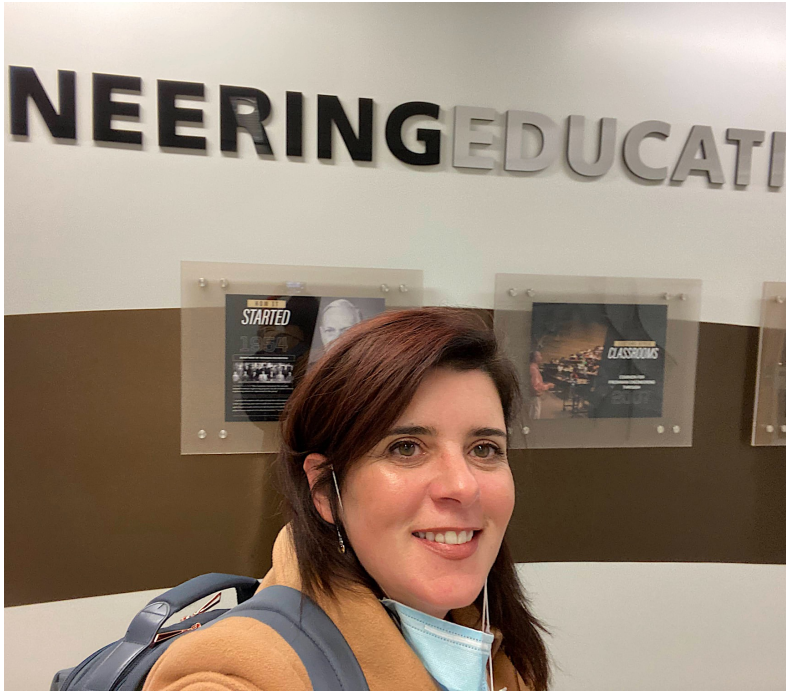
PARTNERSHIP BUILDING EXPERIENCE

- PhD, MIT – Systems Engineering
- Director, NASA-Sponsored Autonomy Research Center for STEAHM (ARCS)
- Fullbright Scholar and Specialist
- Chief Advisor for VNC-HCM and Senior Advisor for Vinh University
- Researcher, MIT-Boeing-UPS-FAA-NASA-City of Louisville

Introductions - Fab Clayton

Education Program Manager - Autodesk

- PhD Student in Engineering Education – Purdue University
- Master's and bachelor's in Architecture – University of São Paulo, Brazil
- Specialization in Higher Education Pedagogy – Mackenzie University, Brazil
- Partnerships experience – Eli Lilly (TFA), Ivy Tech Community College, Howard University, MIT, Stanford University, ASEE, CSUN, Oakland Community College.



Your Turn

Introduce yourselves

Safe Harbor Statement

The presentations during this event may contain forward-looking statements about our outlook, future results and related assumptions, total addressable markets, acquisitions, products and product capabilities, and strategies. These statements reflect our best judgment based on currently known factors. Actual events or results could differ materially. Please refer to our SEC filings, including our most recent Form 10-K and Form 10-Q filings available at www.sec.gov, for important risks and other factors that may cause our actual results to differ from those in our forward-looking statements.

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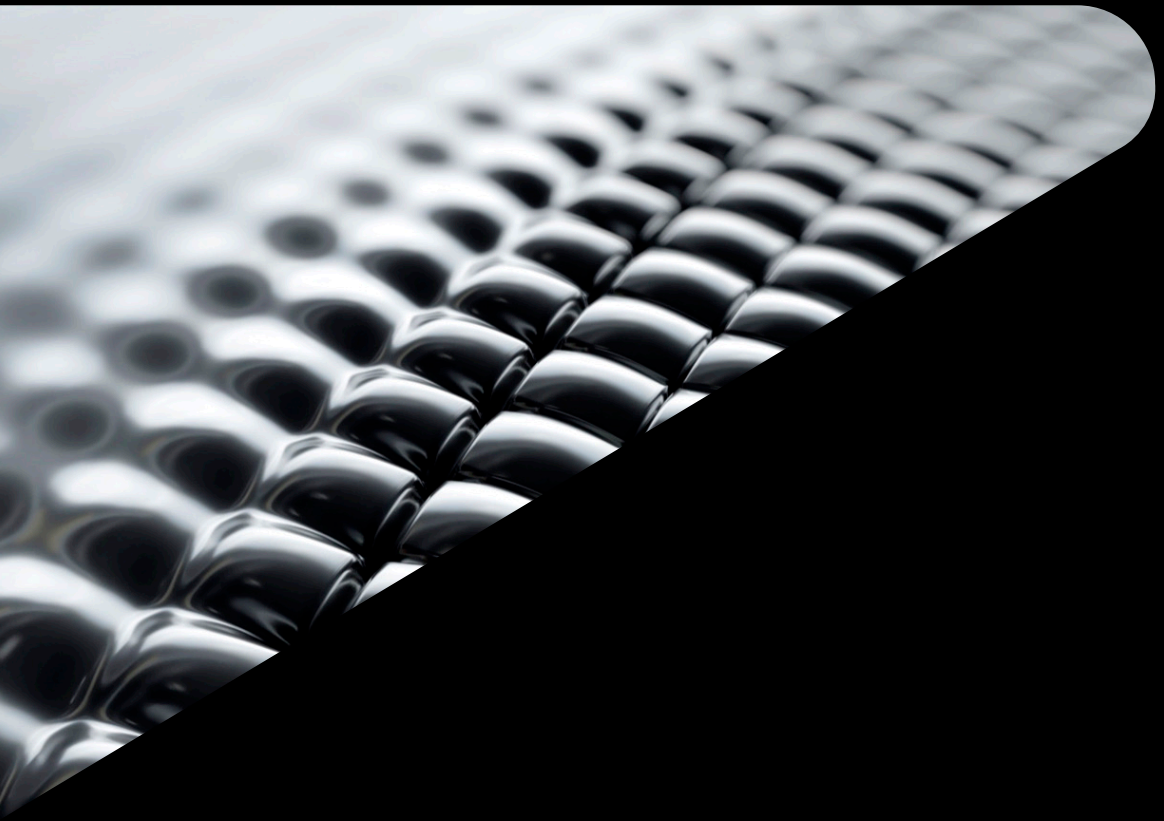


Workshop Objectives

At the end of this presentation, you will...

- create strategies for meaningful collaborations with universities, industry, and other agencies.
- facilitate conversations and engagements in your organization for productive collaborations.
- learn about key coaction points between organizations to create a proposal for engagement.
- learn collaboration "pain points" and how to eliminate them.
- go home with an action plan draft.

Agenda

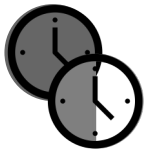
We have 1 hour and 30 minutes together but we will move fast!

Welcome and Introductions (10 minutes)

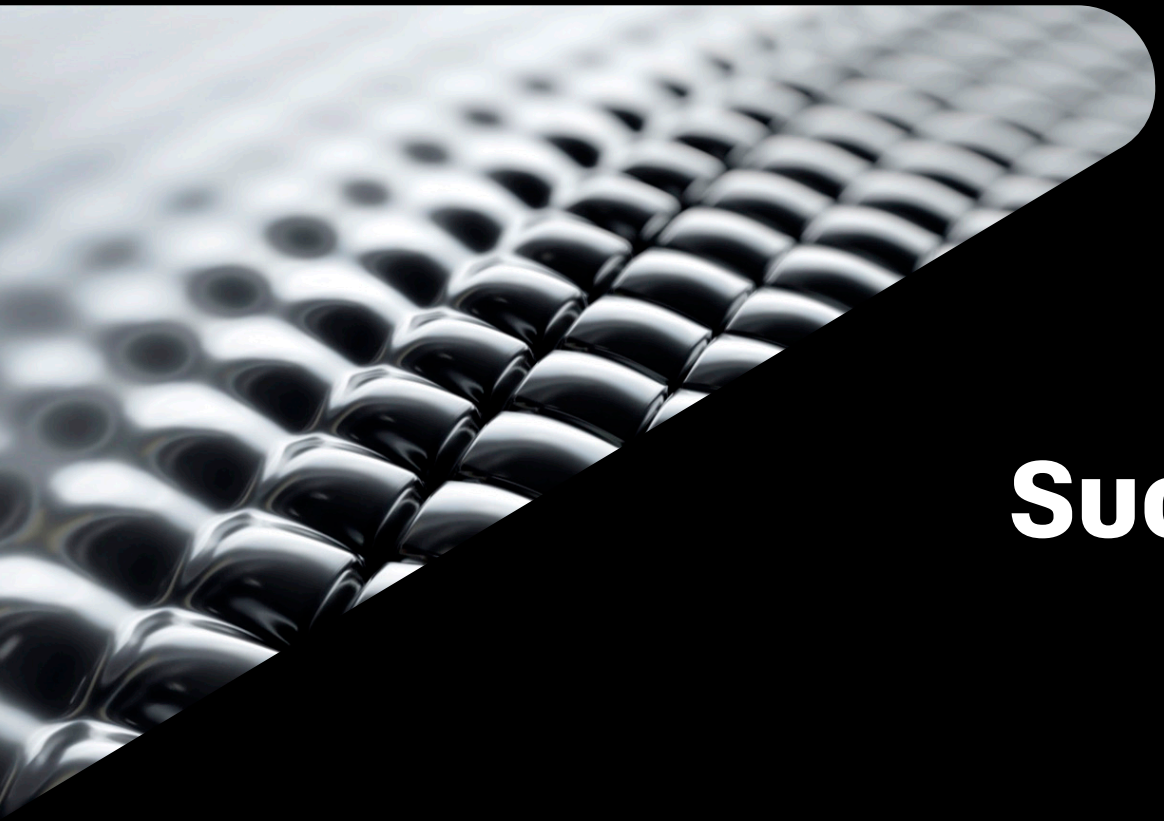
Success Stories and Word cloud (10 minutes)

Pain Points and solutions (10 minutes)

Worksheet – hands on portion (45 minutes)



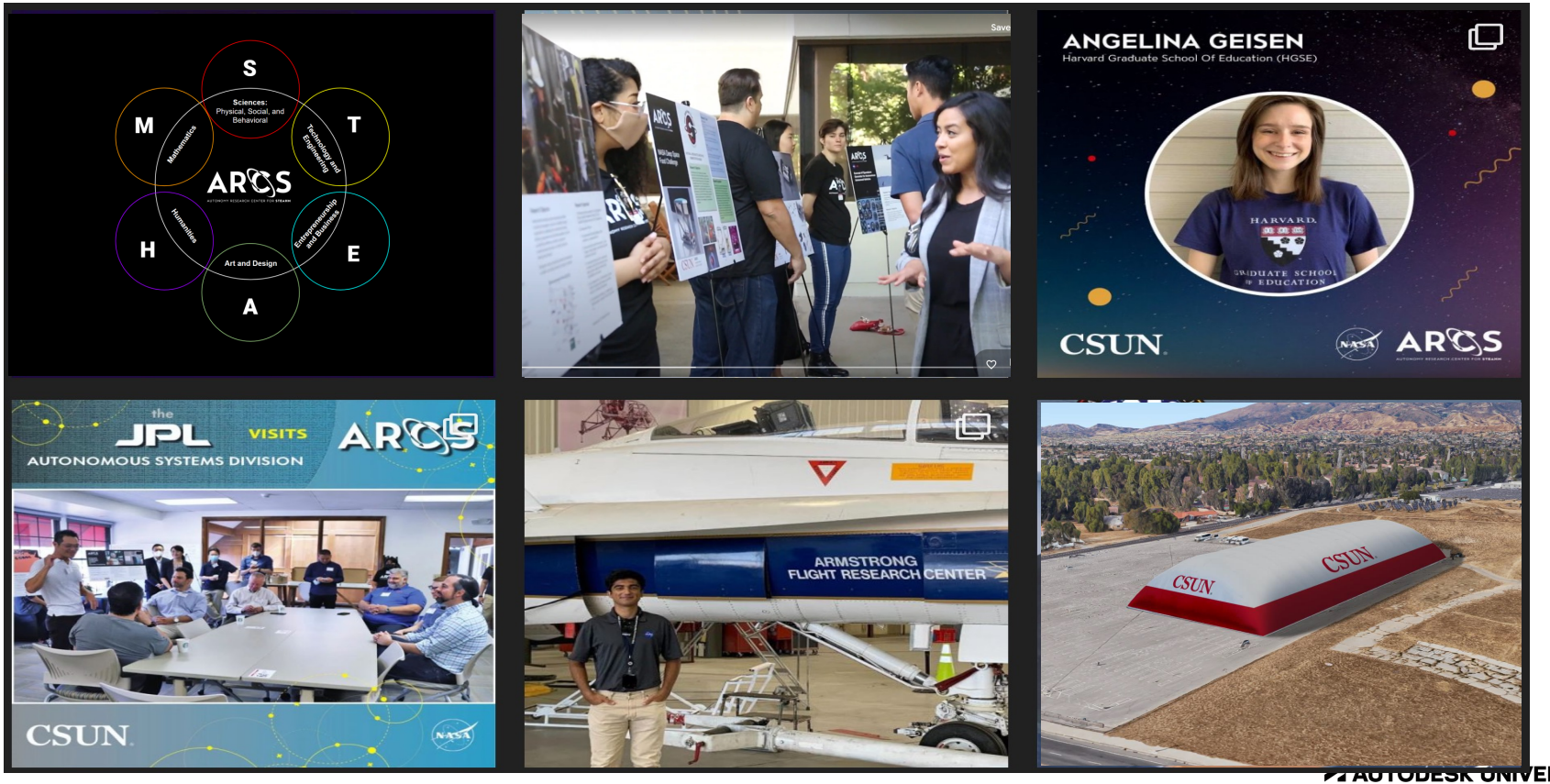
Sharing with Group, Q&A and resources(15 minutes)



Success Stories

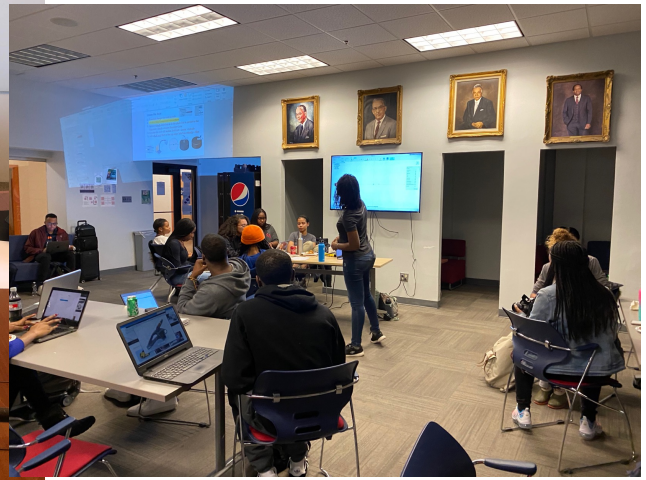
Engagements that worked

NASA/JPL-CSUN Autonomy Research Center for STEAHM



Stanford University

Howard University



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Why do you partner?

Why do schools and corporations collaborate?

Common Reasons to Partner

Schools partner with Corporations for:

- Recruitment
- Research/ Projects
- Funding

Corporations partner with schools for:

- Recruitment
- Research/ Projects
- Sales

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What are your pain points?

Pain Points Categories (GPA)

Governance

- Intellectual property agreements
- Marketing – usage of brand/ name

Pace

- Corporations - fiscal quarter calendar
- Schools - semester calendar

Associations

- Fear of big names
- Departments might compete

Pain Points Solutions (KPI)

Kindness

- Volunteer – advisory boards
- Professional and academic organizations

Pace

- Find the decision maker
- Plan within the school cycles – Fall, Spring, Quarter

Intelligence

- Reach out to alumni
- Understand the organization

Work Together Time

Sample Research Agreement

University of Tennessee Sample

RESEARCH AGREEMENT

THIS AGREEMENT is entered into and effective as of the ____ day of _____ 20__ ("Effective Date") by and between _____, a _____corporation with offices at _____("SPONSOR"); and The University of Tennessee, a public higher education institution and instrumentality of the State of Tennessee, on behalf of its Health Science Center, with offices at 62 S. Dunlap, Suite 300, Memphis, Tennessee 38163 ("the UNIVERSITY").

RECITALS

WHEREAS, the research program contemplated by this Agreement is of mutual interest and benefit to the parties and will further the instructional and research objectives of the UNIVERSITY and the research objectives of SPONSOR in a manner consistent with the UNIVERSITY's status as an educational corporate agency of the State of Tennessee.

NOW, THEREFORE, the parties agree as follows:

1. STATEMENT OF WORK AND PRINCIPAL INVESTIGATOR.

1.1 The UNIVERSITY agrees to use its reasonable efforts to perform the research project ("Project") as set out in the Statement of Work titled, _____, attached hereto and incorporated herein by reference as Appendix A.

1.2 The UNIVERSITY's obligations as stated in Article 1.1 above shall be carried out under the supervision of _____, Principal Investigator. The failure of _____ for any reason to continue to serve as Principal Investigator until the normal conclusion of the Project shall not be considered a breach of this Agreement and shall not subject the UNIVERSITY to any liability. In such case, the UNIVERSITY and SPONSOR shall endeavor to agree upon a successor, and if they fail to agree, either of them may terminate this Agreement without cause upon written

ASEE – American Society for Engineering Education

ASEE

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Extra Slide

Competitions and Contests

Events: how to organize and win for the students

- Main goals for competitions:
  - Brand awareness
  - Training sessions
  - Recruitment
  - Exposure to real-life problems
  - Resume builder
- Two options: schools or department as whole or student organizations
- Plan for awareness: social media, school paper, class announcements
- Participation will be between 3-5%

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