

UT Austin – Industry Engagement Map

A guide for companies to identify high-impact collaboration and investment opportunities

Strategic Philanthropy

Your company has made a commitment to corporate citizenship in key areas that touch lives around the world.

- Partner with *Corporate Relations* to map the strategic investments in research & education that showcase your company brand and align with your CSR mission to solve challenges.

Mission Alignment and Philanthropy

Talent Pipeline & Student Support

Talent Pipeline, Student Recruiting and Engagement

- Connect with 51,000+ students across 18 Colleges & Schools
- Post jobs and hire students through *Texas Career Engagement*
- Attend Career Fairs & schedule interviews
- Speaking/Lectures opportunities
- Graduate Fellowship investment to accelerate talent pipeline
- Scholarship investment to broaden workforce candidates
- Experiential learning: capstone projects, case competitions
- Targeted student population interactions

Research Collaborations

Position your execs/thought leaders in:

- Research Centers in target areas
- Executive Boards/Councils
- Industry/Academic partnerships in federally-funded research
- Sponsored research with faculty
- Collaborative research partnerships
 - Inter-disciplinary collaboration
 - Translation of research to impact
 - Master Research Agreements

Research

Strategic Engagement Areas

Workforce Development

Workforce Development & Continuing Professional Education

Partner with *Extended Education Ventures* to upskill your current workforce through:

- Open enrollment courses
- Certificate programs
- Custom programs
- Online Courses / Option III Masters
- On-site Design Thinking Workshops, Data Science trainings, and more

Innovation and Technical Pursuits

Partner with *Discovery to Impact* team to:

- IP Licensing and tech transfer
- Fund bold, joint technical pursuits
- Link company venture arms into non-traditional areas of exploration
- Link into Incubator & Innovation portals
- Access to world-leading computing facilities

Licensing & Innovation

Business Pursuits

Business Services, Contracts and Co-Location

Partner with *Business Strategies* Team to pursue:

- Service agreements: software licenses, facility use, interlocal/interagency cooperation, equipment rental
- Work Made for Hire (and APS/AIS)
- Non-disclosure agreements for information sharing
- Vendor relationships where appropriate
- Co-location opportunities via strategic real estate agreements

