



OFFICE OF
CORPORATE RELATIONS



2011

A N N U A L R E P O R T



FROM THE DIRECTOR



As a land grant institution, the University of Illinois has a long record of commitment to the discovery and application of knowledge. We improve our understanding of the needs and concerns of society when we collaborate with external partners. Through these partnerships, critical societal issues are embedded in the research and educational missions of the university. Companies are an important partner for our university. The Office of Corporate Relations works closely with companies to help them navigate the university's vast human and technological resources. Just as collaboration across sectors is critical to sustain innovation in the business environment, working with the OCR enables companies to benefit from the entire breadth of the university's faculty, staff, and students.

The Office of Corporate Relations knows that it is critical for companies to build strong partnerships with a major research institution like the University of Illinois to productively and efficiently transfer knowledge and learning. We collaborate with companies to identify the right expertise within the university for developing innovative research portfolios, crafting targeted solutions for complex problems, engaging talented students, and discovering opportunities for professional education, technology transfer, accessing our Research Park, and participating in economic development in the state of Illinois.

Many companies take us up on our offer regularly. In 2011, the Office of Corporate Relations assisted with a \$13.1 million, five-year engagement with The Dow Chemical Company that includes sponsored research and support of graduate fellowships and faculty hiring in Chemical Engineering. The Archer Daniels Midland Company's \$10 million gift to the university that created the ADM Institute for the Prevention of Postharvest Loss is another example of how a company and the university have partnered to advance the real-world applicability of promising research findings. Overall corporate support increased from \$70.99 million in FY2010 to \$98.94 million in FY2011.

The Office of Corporate Relations looks forward to working with companies to find solutions that help them move ahead in the global market.

Pradeep Khanna
Associate Chancellor
Executive Director, Office of Corporate Relations

The University of Illinois at Urbana-Champaign has a strong tradition of successful corporate engagement:

- More than 150 laboratories, research institutes, and other specialized centers
- Over 42,000 students and more than 425,000 living alumni

In 2011:

- 3,645 companies recruited at Illinois
- Close to \$100 million in corporate support
- Leader in innovation with 12 startups and 166 U.S. patent applications
- AURP Outstanding Research Park



In this new global environment, we value the increased importance of public-private partnerships. That is why we are increasingly cultivating new partnerships with corporate entities here in Illinois and across the world. We also recognize and encourage the need for bigger and longer-term investments in each other. Cultivating the infrastructure and long-term sustainability of these relationships remains very important. Together I believe we can improve the quality of life for our citizens.

Phyllis Wise
Vice President, University of Illinois
Chancellor, University of Illinois at Urbana-Champaign

DIMENSIONS OF CORPORATE ENGAGEMENT

The University of Illinois at Urbana-Champaign offers great resources that can enable companies in the U.S. and abroad to become more successful in a rapidly changing global economy. Because the university is a large and diverse institution, it can be challenging for companies to locate and connect with these resources.

The Office of Corporate Relations (OCR) assists companies in assessing their needs and identifying the university academic units, researchers, students, programs, and laboratories that can help them meet their objectives. The OCR exists to help companies engage in meaningful relationships and interactions with these campus resources and to facilitate the development of mutually beneficial partnerships between companies and units across campus.

In our model of corporate engagement at the University of Illinois at Urbana-Champaign, the OCR emphasizes seven dimensions of involvement.

We facilitate company interactions on our campus along all seven of these key dimensions:

- Engaging students
- Leveraging research
- Transferring technology and innovation
- Accessing professional education opportunities
- Providing targeted solutions
- Optimizing philanthropy
- Fostering economic development



CORPORATE ENGAGEMENT COUNCIL

The **Corporate Engagement Council** provides strategic oversight for the Office of Corporate Relations and corporate engagement across campus. The Council establishes policies and processes to strengthen and expand corporate partnerships.

2011 Corporate Engagement Council Members

Phyllis Wise, *Vice President and Chancellor, Chair*
Richard Wheeler, *Vice Chancellor for Academic Affairs and Provost (Interim)*
Ravishankar Iyer, *Vice Chancellor for Research (Interim)*
C. Renée Romano, *Vice Chancellor for Student Affairs*
James Schroeder, *Vice Chancellor for Institutional Advancement*
Steven Sonka, *Vice Chancellor for Public Engagement (Interim, retired July 31, 2011)*
Ilesanmi Adesida, *Dean, College of Engineering*
Joel Cutcher-Gershenfeld, *Dean, School of Labor and Employment Relations (Term ended Fall 2011)*
Wynne Korr, *Dean, School of Social Work*
Ruth Watkins, *Dean, College of Liberal Arts and Sciences*
Pradeep Khanna, *Associate Chancellor; Executive Director, Corporate Relations*
Karen Bender, *Associate Director, Corporate Relations; Chief Operating Officer, CEC*

UNIT CORPORATE CONTACT NETWORK

The **Unit Corporate Contact network** was established upon the approval of the Corporate Engagement Council and the Council of Deans in 2009. Since then, the Unit Corporate Contact network has continued to meet regularly in order to facilitate coordination and communication between colleges and the Office of Corporate Relations. The Unit Corporate Contacts are selected by the Deans.

2011 Unit Corporate Contacts

Michael Biehl, *College of Veterinary Medicine*
Jennifer Carroll, *College of Law*
Barry Dickerson, *College of Agricultural, Consumer, and Environmental Sciences*
Merle Giles, *National Center for Supercomputing Applications*
Joseph Goldberg, *College of Medicine*
Sharon Johnson, *Graduate School of Library and Information Science*
Jean Driscoll, *College of Applied Health Sciences*
Christopher Larrison, *School of Social Work*
Steve Leigh, *College of Liberal Arts & Sciences*
Nell Madigan, *School of Labor & Employment Relations*
Mellissa McKillip, *Institute for Genomic Biology*
Tim Montague, *Beckman Institute*
Julie Pfeiffer, *College of Business*
Kevin Reeder, *College of Fine & Applied Arts*
Marise Robbins-Forbes, *The Graduate College*
K. Alex Schmidt, *College of Education*
Eric Thome, *College of Engineering*
Michelle Wellens, *College of Media*



ENGAGING STUDENTS

Corporate recruiting executives rank Illinois students among the best in the nation: our students are well prepared academically, trained in interdisciplinary team work and professional project collaboration, and help companies solve real problems during their time on campus. During 2011, the OCR worked in close partnership with career services offices around campus to connect firms with students. These are two examples of corporate student engagement programs that span the range and breadth of Illinois strengths:

Illinois Business Consulting (IBC) is the largest student-run consulting organization in the nation. Each year 200 students perform 40-50 projects for Fortune 500 mid-sized, startup and non-profit clients. The group allows students to apply classroom learning to real business issues. Led by MBA students, teams are interdisciplinary and engage students at the Bachelors, Masters and PhD levels. Weekly meetings with clients enhance student presentation skills via phone, video conferencing or face-to-face.

Capstone Design Courses and Student Projects offer students the opportunity to experience modern practices in their fields of study. These programs provide students the chance to work on team-oriented, industry-sponsored projects that provide real-world experience in a variety of disciplines. These programs emphasize written and oral communication skills; technical presentations; and development of interpersonal skills, economic justification of designs and product development processes and teamwork. Capstone Design and Student Projects are offered in several colleges across campus including College of Engineering; College of Agricultural, Consumer, and Environmental Sciences; College of Fine and Applied Arts; and College of Business.

The Office of Corporate Relations can facilitate a campus visit for you and will work with the appropriate offices on campus to facilitate recruiting and student engagement activities on campus. The OCR will continue to:

- Arrange corporate recruiting team visits to campus.
- Support philanthropic requests for student programs such as diversity efforts, student design projects and undergraduate research experiences.
- Initiate dialogues between companies and university leaders to support curriculum development.
- Build corporate partnerships on key educational initiatives and training needs.
- Work with industry to devise new approaches to prepare the emerging workforce to succeed in a rapidly changing business environment.

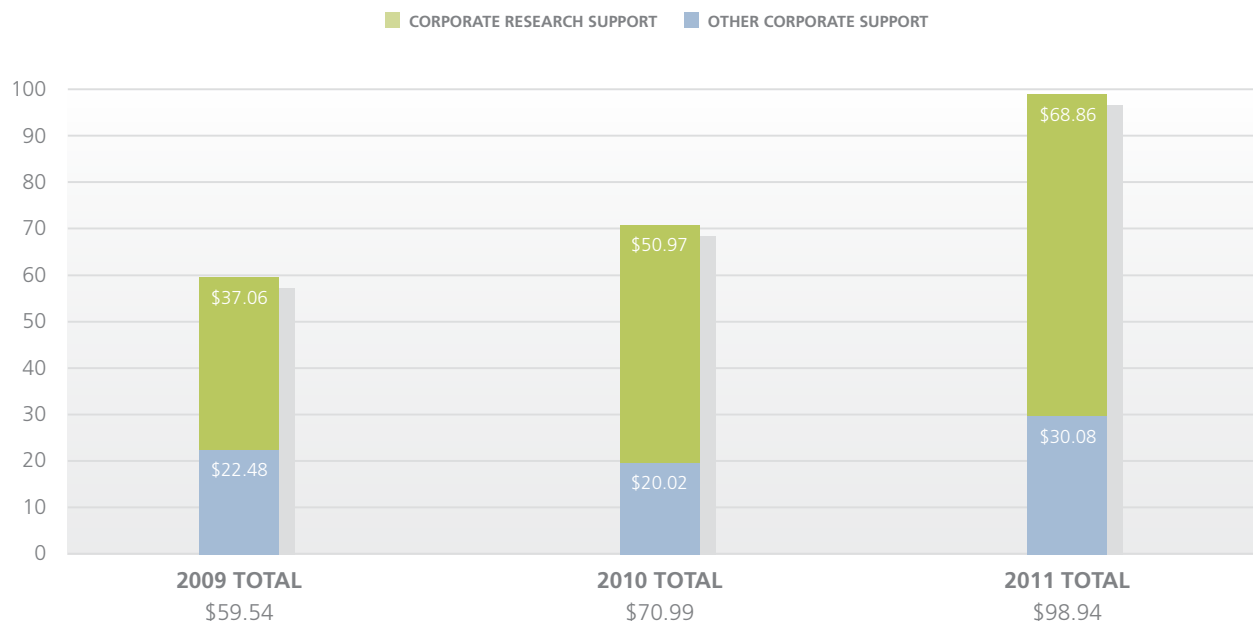


LEVERAGING RESEARCH

The Office of Corporate Relations recognizes the industry demand for University of Illinois basic and applied research. The results of research at Illinois have markedly impacted existing industries as well as created new industries altogether. The OCR serves industry by connecting companies with the intellectual resources available at Illinois. These connections are made and enhanced through close working relationships with faculty and staff in a variety of academic units, centers and institutes across the campus. These collaborations have led to the creation of new products, impacted existing products and markets, and solved issues facing today's companies. 2011 was an exceptionally successful and productive year for corporate support; \$98.94 million in research and gift funding represents an increase of \$27.95 million over the previous year.

In 2011, The Dow Chemical Company pledged more than \$13 million to the University of Illinois at Urbana-Champaign to support the Departments of Chemical & Biomolecular Engineering, Chemistry, Materials Science and Engineering, and the Library. These funds will provide support for graduate student fellows (who will be named Dow Chemical Company Fellows), enhance the start-up packages of junior faculty hires (who will be named Dow Chemical Company Faculty Scholars), and support four sponsored research projects.

CORPORATE SUPPORT FUNDING OVER THE PAST THREE YEARS (in millions)



SOURCE: Office of Sponsored Programs and Research Administration (OSPRA) and University of Illinois Foundation

INNOVATION AND TECHNOLOGY TRANSFER

The University of Illinois at Urbana-Champaign is rapidly developing as a hub of innovation in the Midwest. In 2011, 12 start-ups came out of the campus and 166 patent applications were filed. The campus also recognizes the importance of transferring the results of outstanding Illinois research to companies that could drive the economic growth of society. The Office of Corporate Relations works with companies to help them meet their innovation goals and identify key areas of commercial opportunity with the campus' research programs. Once these opportunities are identified, the OCR assists companies in coordinating with the Office of Technology Management, which negotiates and executes the licensing agreements.



Disclosures: 182
U.S. Patent Applications Filed: 166
U.S. Patents Issued: 68
Licenses & Options: 55
Start-Ups: 12

Source: Office of Technology Management FY11 Annual Report

Academic Units

The office of Corporate Relations serves as a gateway and facilitator for 15 major academic units and numerous primary campus centers and multidisciplinary units.

Academic Units

College of Agricultural, Consumer and Environmental Sciences (ACES)
College of Applied Health Sciences
College of Business
College of Education
College of Engineering
College of Fine and Applied Arts
College of Law
College of Liberal Arts and Sciences
College of Media
College of Medicine at Urbana-Champaign
College of Veterinary Medicine
Graduate School of Library and Information Sciences (GSLIS)
School of Labor and Employment Relations
School of Social Work
The Graduate College



ACCESSING PROFESSIONAL EDUCATION OPPORTUNITIES

As workforce responsibilities change and new knowledge is developed, keeping employees current in the latest techniques and technologies is a major priority for employers. The OCR works with companies to develop customized professional education programs for their employees that can be offered on or off campus. The OCR will help identify the programs for employers that will enable their employees to meet emerging challenges and opportunities. These programs range from executive leadership skills development to software training. Examples of current offerings include programs as diverse as:

- **Earth, Society and Environmental Sustainability online Bachelor of Science Degree** – The ESE program responds to the growing demand for courses that concentrate on the key issues associated with sustainability and the environment. Students have the opportunity to specialize in several different areas, including Sustainable Business, Environmental Informatics, and Sustainable Societies.
- **Civil and Environmental Engineering Online Master of Science Degree** – This degree is offered online in the areas of Construction Management, Transportation Engineering, and Infrastructure. Students can also develop cross-disciplinary programs in consultation with their advisors. The online option allows students to earn an MS degree from one of the nation's top civil engineering departments entirely online. The degree requirements are the same as for the on-campus MS program and students receive the same lectures, class assignments, exams, and projects as on-campus students.

PROVIDING TARGETED SOLUTIONS

The University of Illinois at Urbana-Champaign is home to a vast array of human and technological resources including our 17 colleges and schools and more than 150 centers and institutes. The OCR provides companies assistance with technical testing services, facilities use, and other agreements, facilitating access to specialized equipment and services throughout the campus. Two examples of campus resources available to industry are:

- **The High-Throughput Screening Facility** at the University of Illinois at Urbana-Champaign was created to assist researchers in developing and performing high-throughput screens of chemical libraries. Housed in Noyes Laboratory, the HTSF contains over 180,000 small molecules for screening. Through staff-assisted screening, users will have access to facility equipment including liquid handlers, plate readers and the small molecule libraries. In addition to high-throughput screening, there are also opportunities for assistance with and performance of mammalian cell culture.
- **NCSA's Advanced Visualization Laboratory** creates high-fidelity, high-resolution, data-driven scientific visualizations in 3D. Although AVL can work with sparse data sets and produce general information visualizations that communicate data with accuracy and interest, the group specializes in visualization challenges that are based on extremely large, complex data. These advanced scientific visualizations provide an important contemporary tool for discovery, enabling scientists to gain insight and understanding of phenomena that are simulated in large, complex computer models.



OPTIMIZING PHILANTHROPY

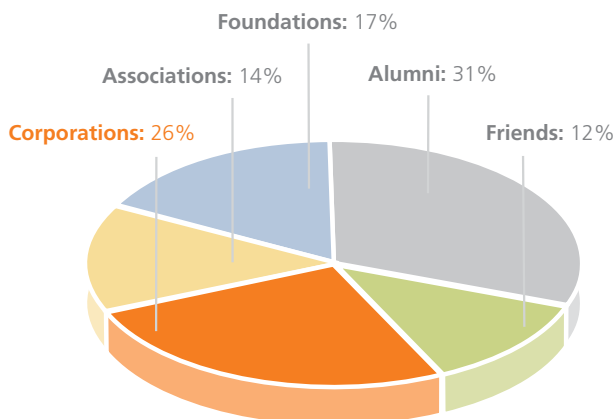
On December 31, 2011, the University of Illinois completed the Brilliant Futures Campaign, raising over \$2.43 billion in private support. The Brilliant Futures Campaign is the largest in university history and one of the most ambitious in the history of higher education in the country. Currently there are approximately 20 capital campaigns in the country with a goal of more than \$2 billion.

The Brilliant Futures Campaign was established to sustain and enhance the ability of faculty, students and staff to do their best work, as well as to increase the positive impact of the university locally, nationally and globally. Private support has become a vital facilitator for the development of groundbreaking research, lifesaving medical advances, innovative undergraduate curricula and progressive economic development, including spin-off business enterprises based on faculty and student research. Countless students have received an extraordinary University of Illinois education because of private philanthropy.

Corporate support was a significant element in the successful Brilliant Futures Campaign, with over 20,000 corporations and foundations investing in the University of Illinois. In FY 2011 alone, corporate support provided over one fourth of the total gifts to the university.

2011 GIFT SOURCES

Percentage of Dollars Received of Total \$216.6 Million
(Source: University of Illinois Foundation)



ADM Institute for the Prevention of Postharvest Loss

In January 2011, the Archer Daniels Midland Company (ADM) committed to provide a \$10 million gift to the University of Illinois to establish the ADM Institute for the Prevention of Postharvest Loss. The Institute was created as a response to the rising amounts of staple crops lost each year in food chains around the world. It will serve as an international information and technology hub for evaluating, creating and disseminating economically viable technologies, practices and systems that reduce postharvest loss in commodities such as rice, wheat, maize and oilseeds.

Research proposals, progress and periodic reports, other publications and resources, as well as a weekly newsletter about postharvest losses all can be found on the Institute's website: <http://postharvestinstitute.illinois.edu>.

FOSTERING ECONOMIC DEVELOPMENT

In 2011, the OCR worked with our partners in the Illinois Department of Commerce and Economic Opportunity (DCEO), the Champaign County Economic Development Corporation (CCEDC), and other local and regional economic development organizations to address job attraction and retention opportunities and challenges throughout the state of Illinois. In one key example, the OCR worked throughout the year with the Research Park at the University of Illinois, Fox/Atkins Development, LLC, and local software developers and engineers to address job creation in Champaign. The OCR identified and met with technology companies across the nation that did not have previous relationships with the campus. These meetings had a strong emphasis on bringing additional firms to Champaign and creating new jobs. These efforts have resulted in two new operations in the Research Park: the Neustar Innovation Center and a research & development facility for Intelligent Medical Objects. In their early days, these two new relationships and facilities have already resulted in internship opportunities for students across campus, employment opportunities for recent graduates, new jobs for more seasoned information technology professionals in the community, and collaborations with faculty and research scientists from many colleges and units.

As part of continuing efforts to meet the full range of interests with existing corporate relationships, and to continue to promote the community to them, the OCR has taken an active role in encouraging connections between these firms and the many startups in Champaign. During executive visits to campus, tours of the Research Park are a frequent agenda item. The tenants within EnterpriseWorks, the campus incubation facility in the Research Park, have proven to be of great interest to corporations from around the globe. In many cases, relationships between these major firms and these young companies have advanced, confidentiality agreements have been created, and new partnerships have developed.

The Research Park at the University of Illinois houses more than 90 companies ranging from startups to Fortune 500 corporations and employs almost 1500 people, including over 400 student interns. The OCR serves as an entry point to the campus for these companies, provides intern management services, and recruits new companies to the park. **In 2011, the Association of University Research Parks (AURP) named the Research Park at the University of Illinois at Urbana-Champaign the 2011 AURP Outstanding Research Park.** The award is given in recognition of parks that promote economic growth by successfully transferring laboratory technologies to business activities.



In 2011, the OCR interacted with a diverse range of private sector companies and economic development organizations including:

004 Technologies
3M
Abbott
ACCIONA
Accretive Health
AgReliant Genetics, LLC
Aldi
Alexandria Real Estate Equities Inc.
Allstate
Amdocs
Amgen Inc.
Anheuser-Busch
Applied Research Associates, Inc.
Archer Daniels Midland Company
AstraZeneca
ATCC
Ball Foundation
Baxter
Bayer HealthCare
Beckman Coulter, Inc.
Bigg Success
Bio-Rad Laboratories Inc.
Bluestar Energy
Bosch
BP p.l.c.
Bunge
Burrill & Company
Caterpillar
Champaign County Economic Development Corporation
Chicago Metropolitan Agency for Planning
Chicago Rapid Transit
Children's Hospital Boston
Cloudera, Inc.
CME Group
Corn Products
Daiichi Sankyo, Inc.
Decision Energy
Deere & Company
Dell
Dow AgroSciences LLC
Dow Chemical
Dow Corning Corporation
Dow Jones Enterprise Media Group
Eastman Chemical Company
Elanco
Electronic Arts Inc.

Ericsson Silicon Valley
Ernst & Young
ExxonMobil Corporation
Facebook
GEI
Genentech, Inc.
General Electric Company
General Mills Inc.
Genpact
Google
Green Economy Initiative Team
Groupon, Inc.
Heller May
Hewlett-Packard Development Company
Hill's Pet Nutrition, Inc.
Hottinger Baldwin Measurement Inc.
IBM
Idean Enterprises, Inc.
IFP, Inc.
Illini Computing, Inc.
Illini Prosthetic Technologies
Illinois Department of Commerce & Economic Opportunity
Incheon Free Economic Zone
Indian Oil Corporation Limited
Innovative Food Processors
Intel Corporation
Intelligent Medical Objects, Inc.
International Titanium Powder
Intervet/Schering-Plough Animal Health
Johnson & Johnson
Johnsonville Sausage
Kentucky BioAlliance
Korean Industry Convergence Association (KINCOA)
Kraft Foods Inc.
Lextech Global Services
Life Technologies Corporation
Littelfuse, Inc.
Lux Research
McKesson Corp.
Meltwater Group
Merck & Co., Inc.
Mesolink
Microsoft
Monsanto
Motorola Solutions Inc.
Nanofab3D, Inc.
National Starch Food LLC
Navteq
NeuStar, Inc.
New Edge
Nokia-Siemens Networks

Northrop Grumman
Novartis AG
Novo Nordisk
Nvidia Corporation
PayPal
PepsiCo Inc.
Pfizer Animal Health
Pfizer Inc.
Pioneer Hi-Bred
Plug and Play Tech Center
Prairiefire Consulting, Inc.
Procter & Gamble
Qualcomm
Raytheon Company
Rolls-Royce plc
SAIC
Salesforce.com, Inc.
Samsung
Samsung Information Systems America
Sanofi-Aventis U.S.
SAP
Sathguru Management Consultants
Schneider Electric
Sears
Securitas USA
Seminis, a Monsanto Company
Serra Ventures
Shell
SNR Denton
State Farm Mutual Automobile Insurance Company
Strategic Business Insights/SRI International
Sungard
Superior Composites Structures
T&L International
Takeda Pharmaceutical Company Limited
Tate & Lyle
TCF Bank
Telcordia Technologies, Inc.
The Boeing Company
The Clorox Company
The Dow Chemical Company
The Nielsen Company
Trading Technologies International, Inc.
Tynax Inc.
Unisys
URS Corporation
Vinnova
Virbac
Wal-Mart Stores, Inc.
Wm. Wrigley Jr. Company
Yahoo! Inc.

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