Industry Partnership Track
iConference 2017

Sean T. McGann – UW iSchool
Gobinda Chowdhury – Northumbria University Newcastle
Joon Lee – Seoul National University

March 24, 2017
Industry Partnership Track Goals

- Initiate a new iSchool Collaboration Area
- Share Global Best Practices
- Discuss Opportunities and Challenges
- Showcase Programs Across the World
# Industry Partnership Track Presenters

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>8:30-9</td>
<td>Intro &amp; UW iSchool iAffiliates Program</td>
<td>Sean McGann</td>
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<tr>
<td>9-9:30</td>
<td>Open Industry Partnerships for Innovation: A Discussion</td>
<td>Lee McKnight, Josephine Ballon,</td>
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<td>Richie Etwaru, Joshua Lory</td>
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<td>9:30-10</td>
<td>The Cooperation between Academia and Industry in Guangzhou Public</td>
<td>Jing Zhang, Liqiong Tan</td>
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<td>Librarianship: Case of iSchool in Sun Yat-sen University</td>
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<td>10-10:30</td>
<td>BREAK</td>
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<td>10:30-11</td>
<td>European iSchool Industry Partnerships</td>
<td>Gobinda Chowdhury</td>
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<td>11:00-12</td>
<td>Industry Partnership Panel Discussion</td>
<td>Sean McGann – Facilitator, All</td>
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<td>Presenters - Panelists</td>
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UW iSchool iAffiliates Program
iConference 2017

Sean T. McGann, PhD
March 24, 2017

ischool.uw.edu/iaffiliates
Peer Program Review Findings:
Area 1 – Program Design Aspects

- Fewer high potential partners (~30) vs. a large list (300+)
- Top quality stewardship/concierge service
- Holistic Engagement...”Friendraising” not fundraising
- Customized engagement plans (no set list of options, membership price based on size)
- Deep engagement opportunities (e.g. iAffiliates Day, iConsult Program)
Peer Program Review Findings:
Area 2 - Why Partners Engage

- Student Recruiting (Jobs & Internships)
- Student Capstone Project Sponsorship
- Program/School Advisory Board Membership
- Philanthropy/Scholarships/Gifts
- Guest Lecturing/Student Contact/Mentoring
- Faculty Research Partnerships
iAffiliates Mission

To **build awareness** of the iSchool in the community

To connect our iAffiliates partners with students and faculty, creating impactful and meaningful **engagement strategies** which promote **participation** in our learning community, **recruiting** of our students and **investing** in the future of the iSchool.
iAffiliates = Holistic Partner Engagement
Engagement Components

Participation
- Advisory Board Membership
- Guest Lecturing
- Faculty Research
- Capstone Project Sponsorship
- Student Mentorship

Recruiting
- Full Time Job Hiring
- Sponsoring Internships
- Attending Student Career Events

Investment
- iAffiliates Memberships
- Directed Financial Gifts
- Funded Faculty Research
- Student Scholarships
- Naming Opportunities
Engagement Planning Success

- Let the Partner do the Talking
- Our Answer is Always “Yes”
- Deliver Draft Engagement Plans Same Day
- Schedule Follow Up to Finalize Plan
- Deliver, Communicate, Deliver, Communicate
### UW iSchool Marquis iAffiliates Partners

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<tr>
<th>Alaska Airlines</th>
<th>Deloitte</th>
<th>Starbucks</th>
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<tbody>
<tr>
<td>Avanade</td>
<td>KPMG</td>
<td>Pitchbook</td>
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<td>Accenture</td>
<td>PWC</td>
<td>Amazon</td>
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<td>Bill &amp; Melinda Gates</td>
<td>EY</td>
<td>Boeing</td>
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<td>Costco</td>
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<td>Intel</td>
<td>Microsoft</td>
<td>IBM</td>
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Deep Engagement Event: Annual iAffiliates Day

- Celebrate iSchool Partnerships
- Updates on the iAffiliates Program
- Share Our Partnership Work
- Discuss Impactful Information Issues
- Network and Build Community
Deep Engagement Opportunity: iConsult Student Program

Knowledge Center
- Focused Curriculum
- Workshops
- Certification Programs
- Focused practice areas (IT Audit, etc.)

PMO
- Student-run Project Mgt. Office
- Pipeline of real-world projects
- Capstone project management

Fellows Program
- Competitive selection process
- Consulting/leadership development
The iConsult Program Goals

**Student Focus:** promote & encourage careers in consulting

Develop excellence in information problem solving

Consulting degree, certification and skill development

Proprietary iSchool consulting methodology (iCore)

Further engage our iAffiliate consulting partners

Become the epicenter of consulting excellence campus wide
iConsult Partnership Opportunities

- Student Talent Pipeline
- Course & Workshop Delivery
- Project Sponsorship
- Student Sponsorship/Scholarships
- Practice Area Ownership
- Board Membership
- Naming Opportunities (e.g. practice area, program, center)
Key iAffiliates 2016 Metrics

- 50+ customized initial engagement plans delivered
- 25+ returning member annual engagement plans
- From 150+ “low value” to 31 “marquis” partners
- $910,000+ in asks (memberships, in kind, $ gifts, sponsorships)
- $588,000+ committed (MS, Tableau, Google, IBM)
- $238,000 (~$8000 avg) recurring iAffiliates memberships
Key iAffiliates 2016 Metrics

- 15 new advisory board members
- 18 new guest faculty
- 200+ job and internship postings
- 60+ capstone projects
- 10+ new faculty research/consulting opportunities
mcgann@uw.edu

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