



# **Open Industry Partnerships for Innovation**

**iConference 2017 Workshop Proposal**

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## 1. Workshop Overview

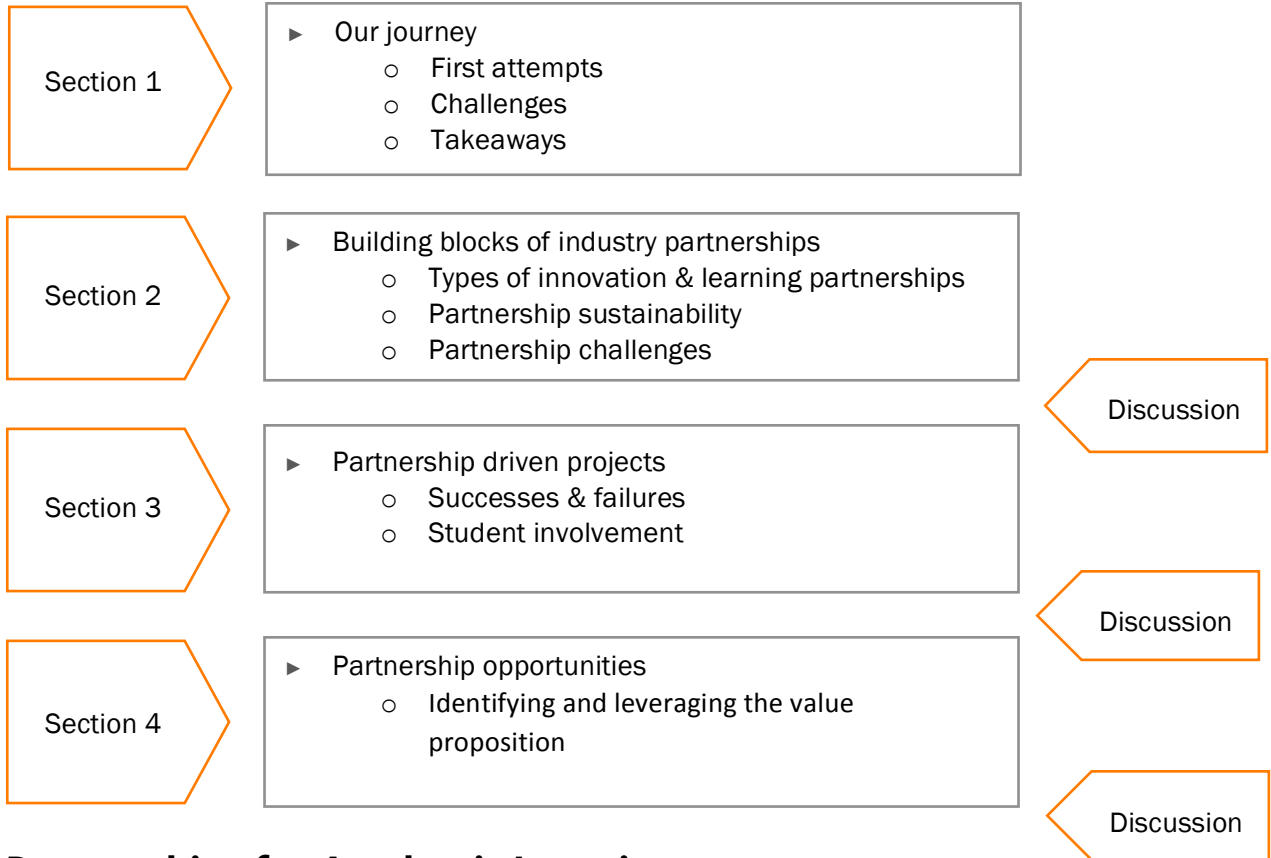
The 2017 iConference offers an opportunity for the Syracuse University iSchool to share insights on open industry partnerships for innovation positive impact on academic learning outcomes, How Syracuse University iSchool faculty, staff and students have developed methods and processes for mutually beneficial industry partnerships will be reviewed. Over the years, a number of partnership models have been employed and adapted to enhance research and learning. The challenges faced by faculty, students, staff, and industry partners in achieving objectives will be reviewed and shared for lessons learned. The distinguishing added value of effective open industry partnerships for enhancing student learning outcomes will be highlighted. Our workshop will walk participants through the uncertain learning journey of industry partnership formation and adaptation. The workshop will provide key insights into how to successfully sustain and evolve effective industry partnerships. Workshop content to be shared will be a combination of prerecorded interviews, select publications, and prior project insights from iSchool professors led by Lee McKnight, The workshop may feature short video interviews or live web or in person appearances of colleagues Carlos Caicedo, Ruth Small, Tyson Brooks, Murali Venkatesh, and/or Marilyn Arnone, depending upon whom may have other work accepted by the iConference and therefore be in attendance. All have participated with McKnight in significant open industry research partnership innovation and learning activities, Select student representatives will also be asked to share their views on the benefits of open industry partnerships. Finally, colleagues from the Silicon Valley-based firm VMware, with whom Syracuse University is closely engaging at present, will share their perspectives on the benefits and costs of partnering with academics, and in particular iSchools, in flexible, open industry partnerships for innovation and learning. Several VMware colleagues may join the workshop, in person, via webconferencing tools, or recorded video interviews. Other industry partners may also join the event to share their diverse perspectives, if the workshop proposal is accepted.

## 2. Workshop Goals

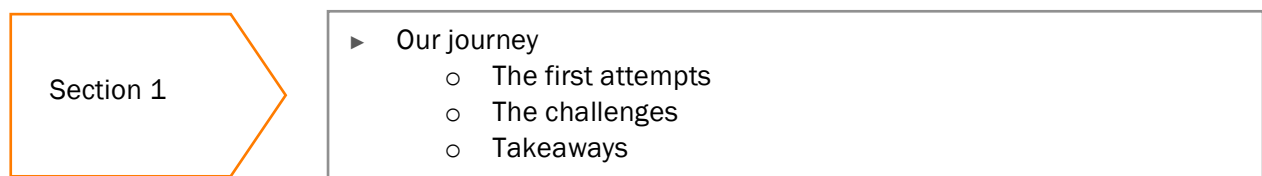
By the end of the workshop participants will have acquired knowledge on the following:

- ▶ The open industry partnership journey
- ▶ Key building blocks of successful industry partnerships for innovation and learning
- ▶ How to organize industry partnerships for research and educational benefits

### 3. Workshop Structure



### 4. Partnerships for Academic Learning

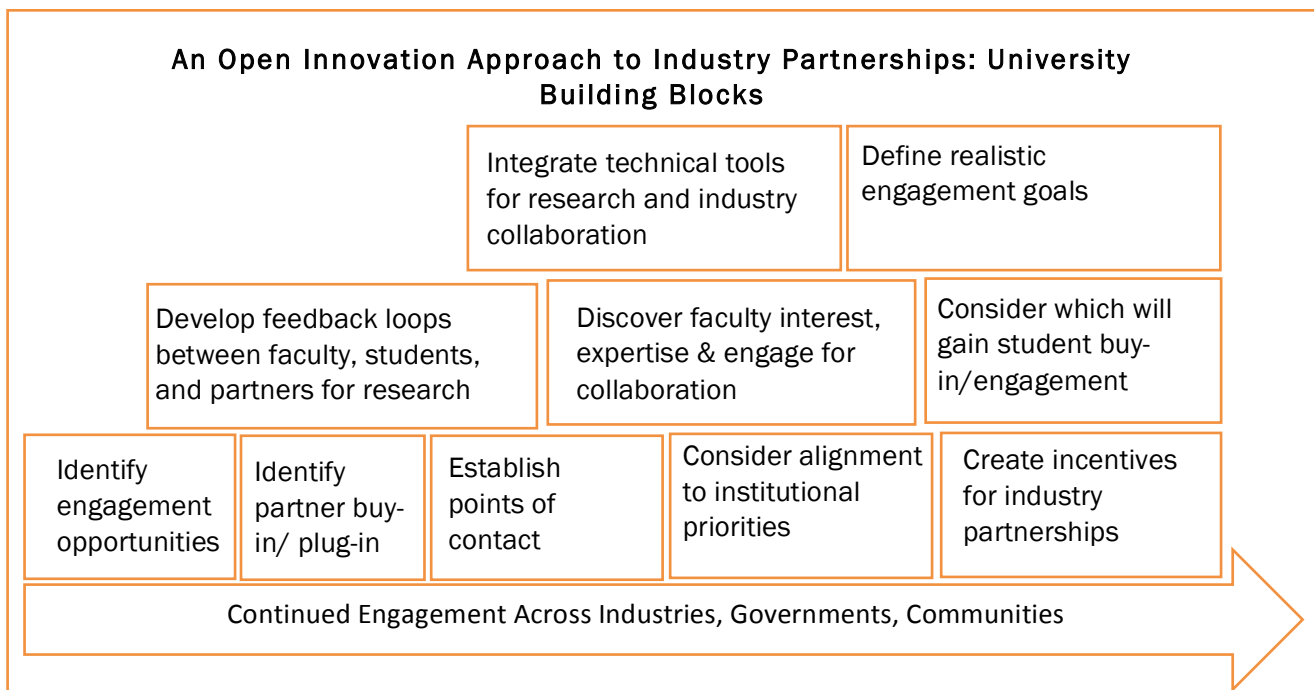


This section sets the framework for the workshop, by establishing the motivations for and academic learning benefits expected from the Syracuse University iSchool industry partnership journey. We will discuss the origins of some of our key partnerships, the challenges encountered, and the academic learning programs that have resulted. We will include short videos from some of our faculty who may not be able to physically attend the workshop, where they highlight the benefits, and costs, and failures of industry partnerships they have spearheaded. This will enable adequate coverage of the breadth of iSchool related academic areas impacted by industry partnerships. After presenting on our partnership journey, workshop participants will have from fifteen minutes to ask the onsite team questions and discuss some of their own industry partnership journey insights.

Section 2

- ▶ Building blocks of industry partnerships
  - Types of partnerships
  - Partnership sustainability

Here workshop participants will review what we believe are some of the key building blocks, from partnership type identification to communication approaches, and partner relationship sustainability determinants. A discussion will be facilitated around the building blocks based on participants own experiences.



### Section 3

- ▶ Partnership driven projects
  - Successes & failures
  - Student involvement

This period of the workshop focuses on how partnerships between the iSchool and its partners were initiated, through both industry specific and cross-industry projects. Through these projects, students connect their classroom learning with established and emerging technology trends and may interact with industry partner resources. Partnership-driven projects have covered iSchool related focus areas including distributed learning, information security, data science/big data, wired and wireless technologies, and most recently, cloud management. The partnerships that we are especially proud of will be discussed. Less successful projects, and utter failures, will also be shared. How were lessons learned applied to increase the success rate of future partnerships? Student engagement is one of the most important, indeed fundamental aspects of the open innovation partnership projects that distinguished our most successful relationships. Students will share their views and experiences, and will facilitate workshop participant discussions.

### Section 4

- ▶ Partnership opportunities
  - Identifying and leveraging the value proposition

After sharing insights from past and ongoing projects, the workshop concludes with discussion of how to identify and leverage the opportunities industry partnerships present. Existing firm relationships for internships, co-ops, and future student employment often present the first opportunities for deepening industry engagement. We have found the key to gaining value from industry partnerships is going beyond these common relationships and identifying which firms and industries are already engaging more deeply with faculty and research centers. These tend to be the best candidates for more substantial industry partnerships, because at least some of the firms employees value and are clearly open to collaboration with academic and non-academic entities. It is also important to identify if the university strategic plan encourages specific areas of collaboration, to help garner institutional support for aligned partnership opportunities. Understanding which areas of university expertise are recognized through federal, state and foundation grants, can also reveal opportunities that will attract industry partnerships for further student engagement, research, and commercialization. We have also discovered that startups can play a key role in developing partnerships with larger firms based on future market opportunities. Leveraging virtual networks for regional, and international collaborations also provides unique and valuable opportunities for academic learning.

## 5. Conclusion

The workshop will conclude with participants sharing how they plan to implement the insights gathered during the workshop to their existing or new industry partnerships, Finally,, workshop participants will be challenged to identify areas potentially ripe for new multi-iConference member

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university industry partnerships, Ideally, in future several new open industry partnerships for innovation may trace their origins to this workshop.