THE DATA MINE:
ACADEMIC PARTNER WORKSHOPS

Workshop #3: February 22, 2023

Agenda

January 25	Intro | Stakeholders | Students
February 8	Students | Seminar | Technical Support & Research Computing
February 22	**Business Partnerships & Recruiting Industry Sponsored Projects**
March 8	Corporate Partners Course
March 22	Legal | Operations

Please RENAME yourself in ZOOM:
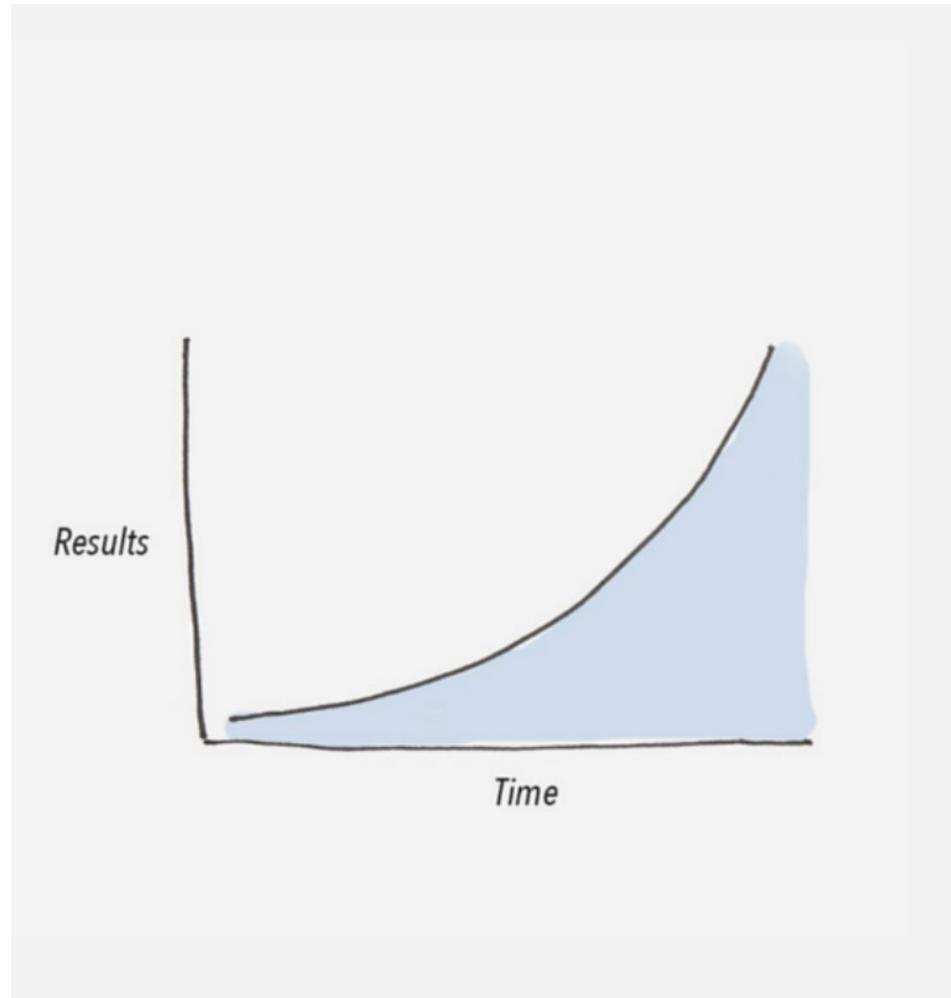
University | Name   *Purdue | Jessica Jud*

Recap of Corporate Partners

- Student experience course with data driven projects from industry
  - Fall: 3 credits
  - Spring: 3 credits

- Agile-based project & course management

- Students work directly with industry mentors each week for 1 hour

Start small. Grow organically.
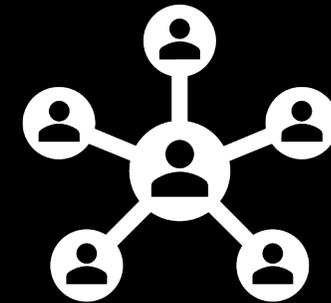

It only takes 1 partnership to get started

Growth of Corporate Partners

	2018-19	2019-20	2020-21	2021-22	2022-23
Number of Partners	1	12	23	47	72
Number of Projects	1	16	31	60	84
UG Students in CRP program	10	141	310	407	650
Grad Students in CRP program	0	0	92	100	120

This is where we started 5 years ago!

PRE-WORKSHOP "HOMEWORK"

What connections did you find in your network?

Were you surprised at any of the resources you found at your University?

Building a portfolio of corporate partnerships

- Think about **your network**

  - Colleagues

  - Department head/Dean

  - Alumni from your department/classes/research teams

  - Professional societies

- Think about your **university's network**

  - Alumni Office

  - External facing office like Office of Industry Partnerships or Office of Engagement

  - Companies that *already* recruit students from campus for internships and FT

Scoping out a project

- Projects are a **value add**

  - Proof-of-concepts or "art of possible"

  - Low hanging fruit that they don't have time for because of other priorities

  - Quick wins if they have 5 more staff right now

  - Summer internship projects scoped out deeper

  - Avoid mission critical projects – experiential learning

  - Let the company lead project design

- Nearly every company has data, **focus on connection & engagement**

  - The mentor makes more of a different than project

  - Find people that are ready to engage and make an impact/mentor students

https://the-examples-book.com/crp/mentors/project_descriptions

WOULD YOU RATHER?

(1) **Have an engaged mentor and uncertain project?**

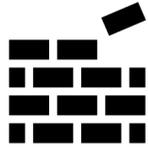(2) **Have an ideal project and unengaged mentor?**
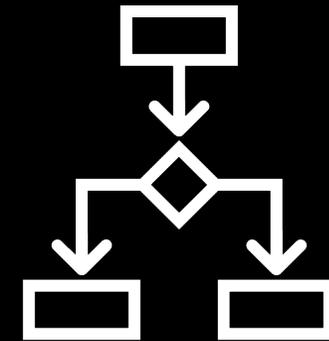
Benefits to the partner

Talent access

- Working with interdisciplinary students for 9 months (compared to 10 weeks in summer)

Companies build name recognition

- Competition with big tech companies

Testing proof-of-concept projects

- See what innovative students can create before putting internal company resources on the effort

Completing value add projects

- Projects that are known to add value but haven't made the priority list – stuck in the backlog

Mentor Expectations

- Regular summer planning meetings

- 1 hour / week meeting during academic year + planning

- Project Description

- Project Charter

Fall 2022: Raytheon Mentor & Data Mine Project Team

https://the-examples-book.com/crp/mentors/introduction

FAQs

- What's the difference between a **summer internship** and TDM?

- What's the difference between a **capstone** and TDM?

- What is the **cost structure**?

- What's the **background** of students participating? **Skill levels**?

- What are **common obstacles**?

  - Finding the right contact to get buy in and then identifying the right mentor

  - Scoping out the project with clear expectations, some flexibility, and sufficient data

Resources

🖥 **https://the-examples-book.com/crp/mentors/partner**

Figure 1. 2023 Corporate Partners Timeline

LET'S

TALK

PRE-WORKSHOP "HOMEWORK"

Review student and TA resources in The Examples Book

https://the-examples-book.com/crp/students/spring2023/introduction

WHAT'S NEXT?

January 25	Intro | Stakeholders | Students
February 8	Students | Seminar | Technical Support & Research Computing
February 22	Business Partnerships & Recruiting Industry Sponsored Projects
March 8	**Corporate Partners Course**
March 22	Legal | Operations

- All post-meeting materials will be posted on The Examples Book

- Questions? Email Jessica Jud at jljud@purdue.edu

THANK YOU

PURDUE UNIVERSITY®