



Corporate Relations  
University Advancement  
**MICHIGAN STATE UNIVERSITY**

# Partnership Pathways

## Private Support



- Philanthropy
- Gifts in Kind
- Grants

## Talent



- Recruit undergraduate and graduate talent by developing intentional and strategic recruiting plans
- Participate in the professional development and skillsets of future industry leaders

## Colleges & Programs



- Participate in advisory boards
- Participate as a mentor, project partner
- Engage with specific centers and student groups

## Business Strategies & Growth



- Consulting
- Executive Education
- Continuing Education
- Project & research development

## Research, Commercialization & Licensing



- Partnerships with Business Connect, Innovation Center
- Invest in research directly impacting your industry and specific goals

# Corporate Relations Funding Facts

## Corporate Relations Goals:

1. Raise awareness of MSU among Industry
2. Increase corporate/corporate foundation giving
3. Foster interdisciplinary collaborations
4. Engage and steward corporate partnerships

## How We Can Help:

1. Raise awareness across campus and foster collaboration
2. Provide insight regarding corporate partners and their current level of engagement
3. Coach on strategy and proposal development (can take 12-18 months to actuate)
4. Plan and coordinate site and campus visits
5. Partner with College/Unit Advancement Teams

*Think beyond the funding  
to the relationship!*



# Contact Us



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