

From: [Gina Anderson](#)
To: [Gina Anderson](#)
Subject: FW: New Reporting Structure for the Office of Corporate Relations
Date: Monday, April 18, 2011 1:20:10 PM
Attachments: [OCR overview and goals 2 page.pdf](#)

From: Lori Hubbard [mailto:lahubbard@ucdavis.edu]
Sent: Thursday, April 14, 2011 9:22 AM
To: 'codvc@ucdavis.edu'
Cc: 'codvc-assist@ucdavis.edu'; Spyros Tseregounis; 'bcweimer@ucdavis.edu'; Mona L. Ellerbrock; 'jkshattuck@ucdavis.edu'
Subject: New Reporting Structure for the Office of Corporate Relations

This message is being forwarded on behalf of Chancellor Katehi

Dear Colleagues,

As we have discussed, we are expanding our commitment to develop and manage strategic relationships with industry, spurred by the unpredictable nature of state funding and our burgeoning role as an enterprise for innovation and technology transfer. We began a restructuring process nearly a year ago, with Vice Chancellor Babs Sandeen incubating within University Relations a new approach to increase the number and the quality of our comprehensive industry partnerships. This led to the development of a new Office of Corporate Relations. Today, this office includes faculty coordinators Bart Weimer and Spyros Tseregounis, director Mona Ellerbrock and analyst Jamie Shattuck. The office plans and engages in corporate collaborations to support the mission of the university, and builds upon the research strengths of the campus by embracing the comprehensive needs of our strategic industry partners.

I am grateful to Babs for her insights and leadership in developing the foundation for this new office, and for supporting our vision to enhance the campus's ability to develop and expand corporate relations. Attached please find an overview of the Office of Corporate Relations that delineates the mission and founding goals. Thank you for your recommendations and comments that helped in the drafting and revision of this document.

With Harris Lewin's arrival on campus as the new vice chancellor for research, he brings to this position a deep understanding of the importance of corporate interactions, and the knowledge, skills and technical expertise needed to successfully build long-term, multifaceted corporate partnerships in areas of research strength and growth for the campus. The ongoing reorganization of the Office of Research includes a renewed focus and commitment to identify, foster and manage industry interactions for the campus community.

To that end, and after consulting with Babs and Harris, I have decided to change the reporting of the Office of Corporate Relations from University Relations to the Office of Research. This move will allow us to strengthen our capacity as a university to focus resources and expertise, and to engage with industry more effectively and efficiently. This new office and reporting structure will underscore the renewed focus of industry collaborations that support and strengthen our research enterprise. Effective immediately, the Office of Corporate Relations will report to the Office of Research.

This new reporting structure aligns with our vision to become leaders in the transfer of our research and creative endeavors from the lab bench to the marketplace, all for the public benefit. The Office of Corporate Relations is a campuswide resource that serves the entire campus community

and industry collaborators seeking to support and develop strategic corporate partnerships.

Thank you for your insights and ideas and your continued support as we create new frameworks to increase our capacity for external investments to the campus. We are excited that this new office will be integral to the long-term financial health and success of this university. Harris and I look forward to working with you to build and nurture industry collaborations that will bring added benefits and resources to the campus, and heighten our reputation as a university that innovates at the intersection of the world's most critical issues.

Best,
Linda

OFFICE OF CORPORATE RELATIONS

OVERVIEW AND GOALS OF OCR:

The UC Davis Office of Corporate Relations (OCR) plans and engages in corporate partnerships to support the mission of the university. OCR's mission is to develop, foster and manage strategic relationships with industry in a comprehensive manner that spans multiple interests across academic disciplines. The office is a service unit of the Office of Research.

To accomplish its mission, OCR will:

- Work closely with faculty, staff and campus leadership to build comprehensive and strategic corporate relationships,
- Expand and enhance existing relationships for additional corporate commitment, and
- Identify new companies with partnership and investment potential.

To increase industry collaborations for the benefit of the campus, OCR will:

- Manage strategic relationships with companies that have interests crossing multiple colleges, schools and centers, and
- Consult and coordinate with academic and administrative units to advance existing and new corporate partnerships.

METRICS OF SUCCESS:

- Increase in the total investment and commitments from industry to campus as measured through resources, including gifts, sponsored research contracts and private grants
- Increase the number and frequency of beneficial interactions with industry for faculty, students and alumni, including scientific meetings, internships, and recruitment opportunities
- Increase in extramural funding of university industry collaborations via joint proposals to federal, state and private sources with industry partners

INITIAL FOCUS AND APPROACH:

Manage selected strategic companies and grow these relationships in areas of mutual interest

Collaborate with administrative and academic corporate relations unit representatives to share information on action plans and goals for companies and improve our corporate interaction

Establish best practices and data infrastructure to develop plans and implement actions that lead to the most successful outcomes

Produce communications and marketing materials that guide the development of university-industry partnerships and benefit unit-administrative representatives in their respective industry interactions

STRUCTURE OF OCR:

OCR is a unit of the Office of Research under the leadership of Vice Chancellor Harris Lewin and is comprised of the following personnel:

- Two half-time faculty coordinators: Spyros Tseregounis (College of Engineering) and Bart Weimer (School of Veterinary Medicine)
- One full-time director: Mona Ellerbrock
- One analyst: Jamie Shattuck
- One administrative support: Under recruitment

FOR MORE INFORMATION OR QUESTIONS ABOUT THE OFFICE OF CORPORATE RELATIONS:

Please write to ocr@ucdavis.edu or call Jamie Shattuck at (530) 754-0110.

Comprehensive Corporate Relations

