

***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

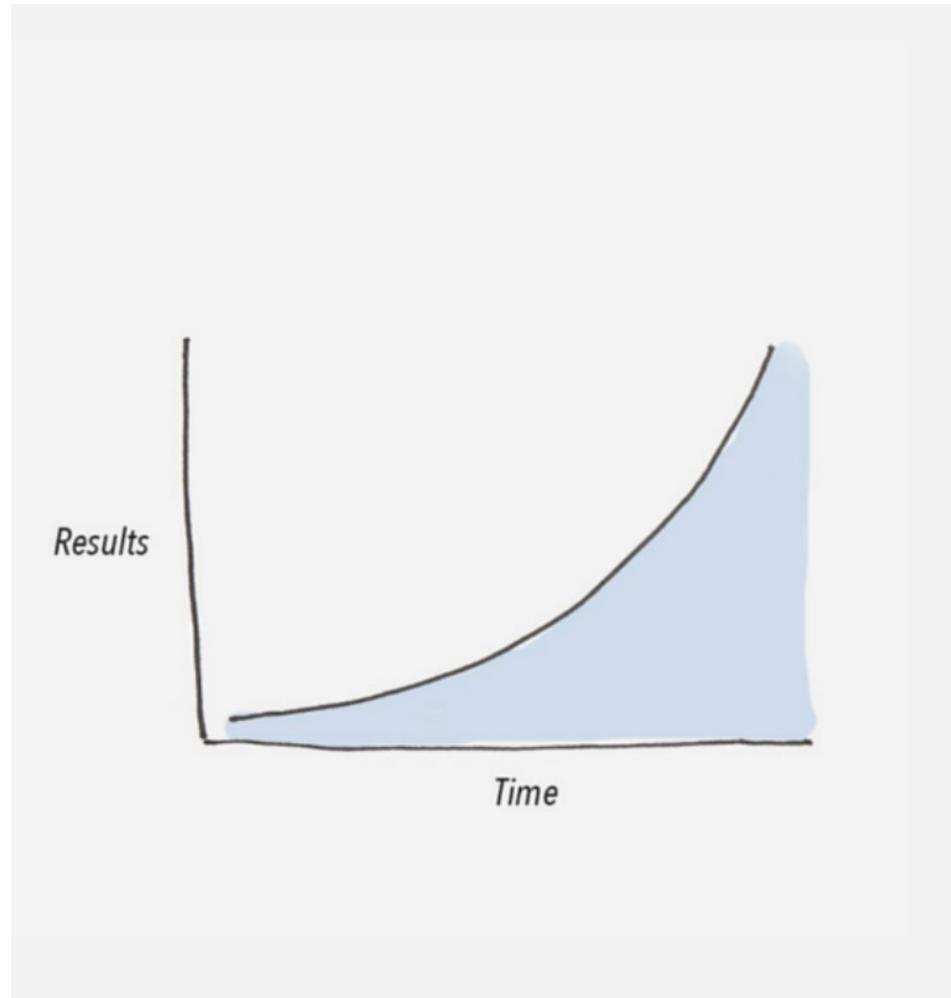
Purdue | Jessica Jud

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

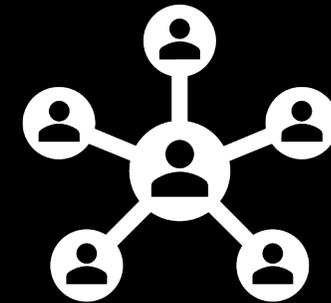
Growth of Corporate Partners

	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

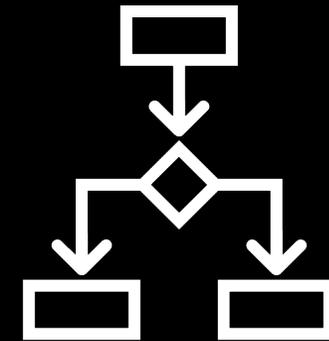
- Projects are a **value add**
 - Proof-of-concepts or “art of possible”
 - Low hanging fruit that they don’t have time for because of other priorities
 - Quick wins if they have 5 more staff right now
 - Summer internship projects scoped out deeper
 - Avoid mission critical projects – experiential learning
 - Let the company lead project design
- Nearly every company has data, **focus on connection & engagement**
 - The mentor makes more of a difference 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?

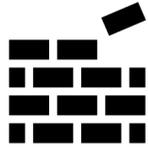


Benefits to the partner



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>

The Examples Book Appendices ▾

Corporate Partners Corporate Partners / Mentors / Partner With Us Edit this Page

Corporate Partners

- Introduction
- Students
- TAs
- ▾ Mentors
 - ▾ **Partner With Us**
 - FAQs
 - Summer Checklist
 - General Resources
 - Technical Resources
 - Agile and Scrum

Roadmap to Partnership & Renewal

The diagram is a horizontal timeline from February to August. Key events are marked with dots and connected to text boxes. Above the timeline: Feb (Meet with Corporate Partners Specialist and scope out project), Mar 31 (Submit project descriptions), Apr 24 (The Data Mine Symposium @ Purdue University), May 26 (Submit project charter), Jun 23 (Project charter review and enhancements), Jul 21 (Legal and funding agreements executed), Aug 21 (Start of fall semester!). Below the timeline: Feb (Meet with Corporate Partners Specialist and scope out project), Mar 14 (Late deadline for project descriptions), May 26 (Submit project charter), Jun 23 (Project charter review and enhancements), Jul 21 (Final preparation for project work with student groups).

Contents

1. Schedule a call with our Corporate Partners team
2. Submit a Project Description
3. Review Legal & Funding
4. Summer Planning
5. Renewal Questions?

Figure 1. 2023 Corporate Partners Timeline

1. Schedule a call with our Corporate Partners team

Discovery and learning are what we are all about. Whether this is your first introduction to The Data Mine or you are a dear friend, we look forward to collaborating with you. The purpose of this 25-minute call is to understand your data-driven challenges and

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?

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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