

Office of Advancement

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UNIVERSITY SYSTEM
of MARYLAND

Navigating The Future

Building Blocks for Comprehensive Partnerships



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STRATEGIC PARTNERSHIPS OVERVIEW

Why a Comprehensive Approach?

Contextual Observations

1. In general, universities lack a clear structure and consistent processes for external stakeholders to engage with the University, these partnerships are siloed across schools and units. As a result, neither the University nor its partners have a full sense of the breadth and depth of existing relationships, nor can they develop comprehensive plans for expanding them.
2. To maximize the value of external partnerships, University leadership may look to establish a centralized hub that evaluates prospective partners and coordinate with appropriate schools, units, and offices, leading to an expansive, interdisciplinary approach to internal and external collaborations.





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Contextual Observations

STRATEGIC PARTNERSHIPS OVERVIEW

Mutually Beneficial Collaboration

Industry Partnership Goals:

- Inform corporate strategy and/or business operations
- Recruitment/Workforce Development
- Fulfillment of R&D objectives/ Research access/ Product development
- Marketing/ Branding / Product promotion
- Fulfillment of Corporate Social Responsibility (CSR) / Community Giving and Engagement objectives

University Partnership Goals:

- Research funding
- Commercial research collaboration
- Philanthropic support for a program
- Philanthropic support for students or faculty (scholarships, fellowships)
- Sponsorship gifts
- In-kind donation of products or services
- Internship opportunities for students
- Recruitment



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Comprehensive Partnerships

STRATEGIC PARTNERSHIPS OVERVIEW

Collaborative and Interdisciplinary

- A centralized office coordinating external partnerships and collaborations must position itself as a “hub” rather than the gatekeeper and owner of new and established relationships.
- Designing a roadmap for engagement that is inclusive of multiple University partners.
 - The roadmap envisions 4 pillars for engagement.
 - Academic Program Partnership**
 - Economic & Workforce Development**
 - Research and Innovation**
 - Philanthropy**





STRATEGIC PARTNERSHIPS

Partnership Life Cycle

Stage 1: Scoping and Building

- Involves mapping the landscape of relevant stakeholders and initiatives;
- Engaging key stakeholders to together build a full understanding of the problem;
- Develop a value-creating partnership,

Stages 2: Managing and Maintaining; and

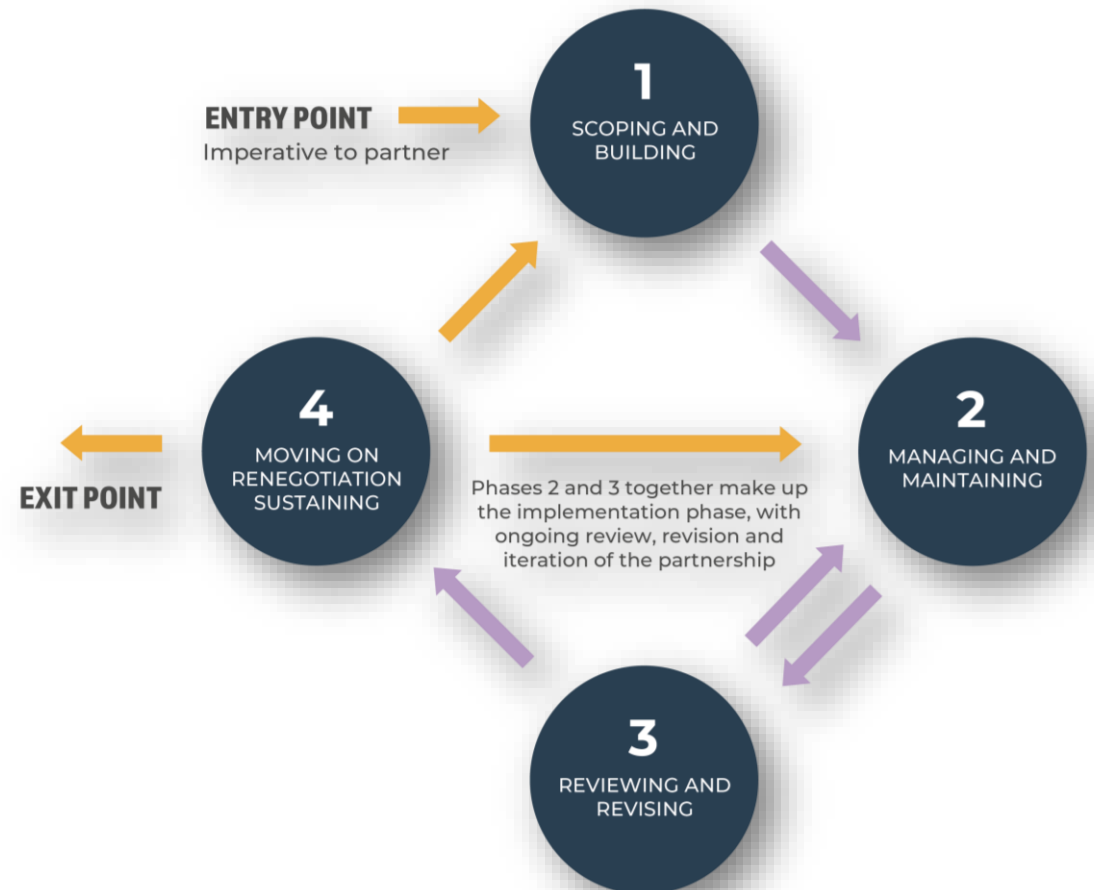
Stage 3: Reviewing and Revising

- Implementation phase of the partnership;
- Partners establish the governance, operational and management structures, allocate human resources and financial resources;
- Monitoring progress towards goals, reviewing the health of the partnership, and evaluating.

Stage 4: Moving On

- Decide to close, scale up activities, redirect efforts, or reimagine the partnership.

Principal Partnerships





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STRATEGIC PARTNERSHIPS

4 PILLARS FOR ENGAGEMENT: Where Are We On the Continuum?

Principal Partnerships





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PIECING TOGETHER THE OPPORTUNITIES

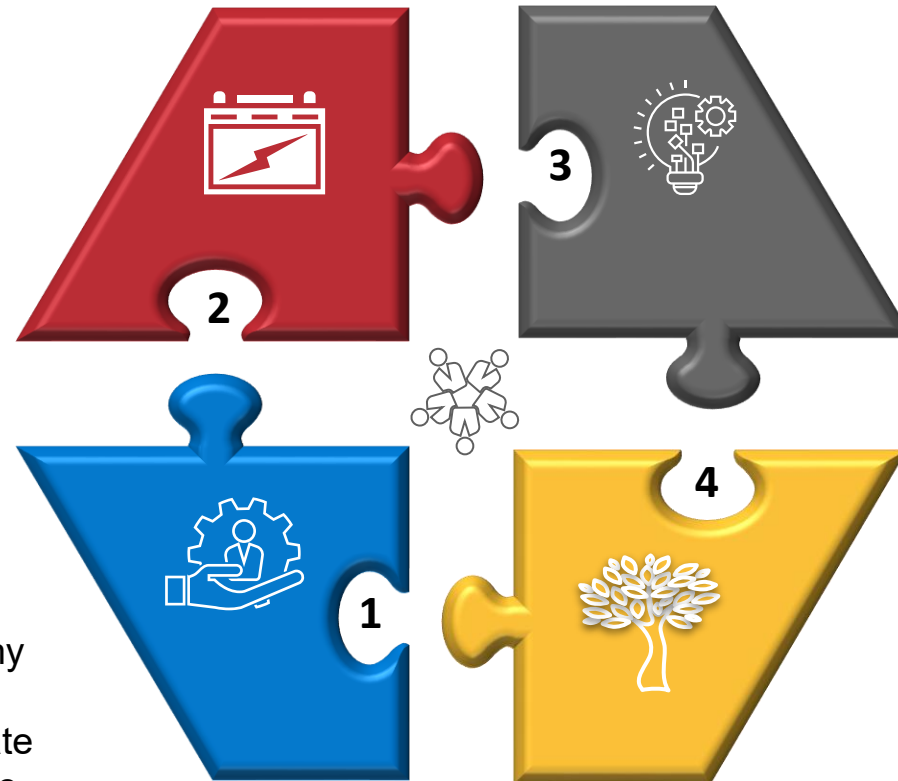
Industry Partner & University Partnership Strategy

Technology Education

- Academic program partnership focused on tech manufacturing
- CAP stone projects

Talent Development

- Corporate innovation academy
- Intern / Co-ops
- Develop a candidate sourcing strategy to fill Toyota's pipeline



Innovation

- Developmental opportunities with new technology
- Improving tech performance

Environmental

- Collaborate on initiatives that are beneficial for the environment
- Ideas on how to recycle materials



STRATEGIC PARTNERSHIPS

ROADMAP FOR ENGAGEMENT

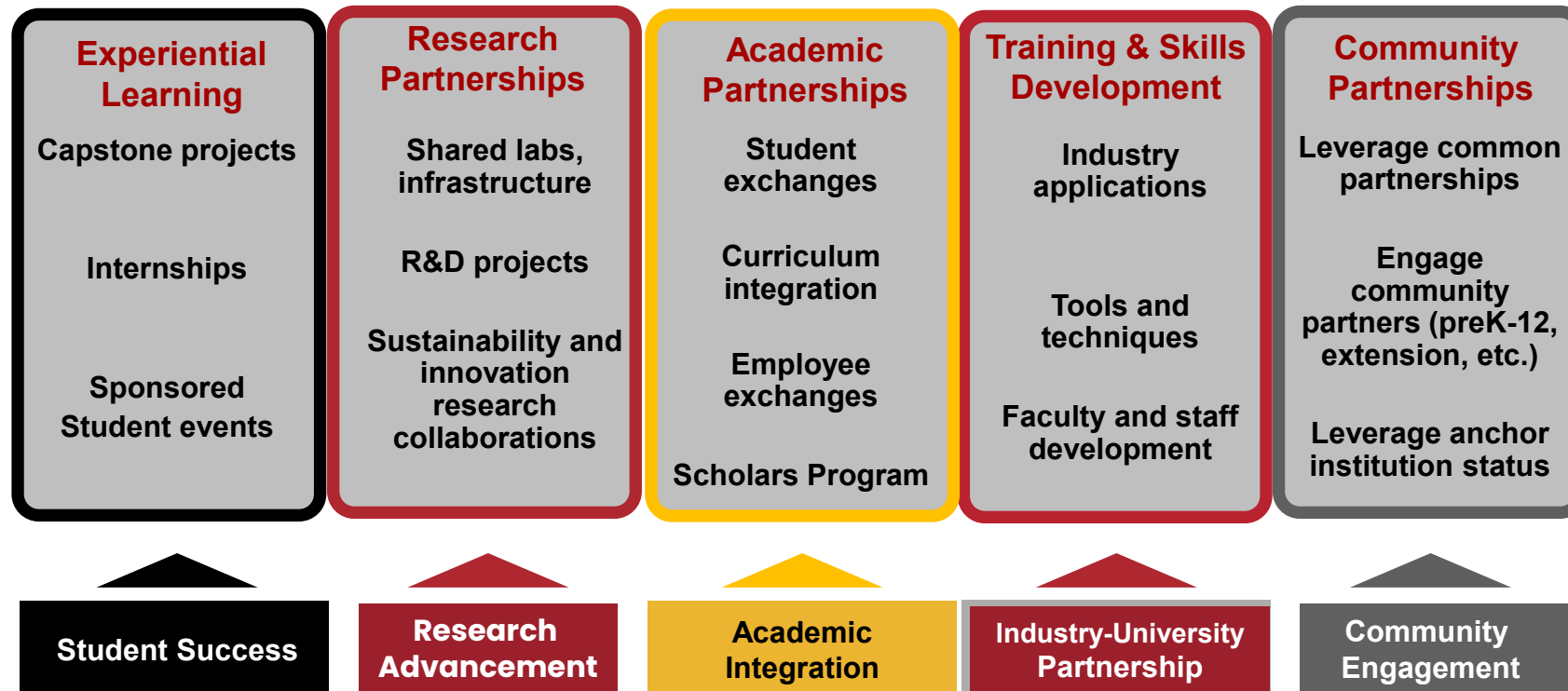
Principal Partnerships





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We seek mutually beneficial partnerships





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