Charge:
Create an Industry Affiliates Partnership to advance support for research and the commercialization of products and services.

What is it?
The San Diego State University (SDSU) Industry Affiliates Program (IAP) would provide a gateway for exchange and productive collaboration between industry and the university in an effort to build long lasting, mutually beneficial relationships. The pillars of such a relationship are: research collaborations, internships, fellowships and the commercialization of products and services.

The SDSU IAP would be an excellent way for the university to partner with and engage industry in a structured environment and complements any existing relationships they may already have on campus.

How will it work?
After researching various IAPs, Stanford and UCSD’s programs were particularly noteworthy. Traditional IAPs, such as theirs are robust and well-staffed. They feature internship programs, career placement services, research opportunities, faculty/student matching, FMAs (Fellow, Mentor, Advisor), and much more. Most IAPs are housed within specific high demand departments or colleges, such as engineering and computer science. This placement allows them to charge a membership fee.

Based on conversations and feedback from industry, we recommend utilizing a component of the traditional IAP model, the FMA, as the foundation of our program. The FMA is a staple of the Stanford and UCSD programs. Focusing on the FMA as the fundamental component of our IAP will allow us to engage industry on a project basis. This will allow us to establish mutually beneficial relationships with industry from the ground up. By doing so, the IAP will develop a pipeline of industry partners for further engagement.

Another recommendation is to make our IAP university-wide to allow potential partners more options for collaboration. Currently, we have not been able to establish which colleges/programs/faculty is in high enough demand that industry would pay to engage on a large scale. Also, many that are in high demand are already heavily funded. That is why we believe a membership fee would be a barrier to entry for industry and therefore, we recommend we charge industry partners a FMA fee (see chart below).

What is an FMA?
FMAs are a partnership between industry and the university. The Fellow (student), Mentor (industry contact) and Advisor (faculty) work together to select a project for a student to work on. This type of partnership establishes a new depth of contact between the university and industry. The FMA relationships can be a primary mechanism for establishing and nurturing industrial connections over time. In addition to strengthening partnerships with industry, the FMA program allows fellows to develop into broader and stronger students through the counsel of their mentors and contact with their mentors’ colleagues.
The depth of interaction provided by the FMA relationships is a win-win-win for our industry partners, students, and faculty. These interactions are the foundation for more relevant research, an early look at that research, technical exchange and ultimately, future employment.

**What is needed?**
The IAP would be managed by Ben Moraga, Senior Director of Corporate, Foundation and Community Relations. To successfully implement the SDSU IAP to its full potential, it will require a full-time Assistant Director of Corporate Relations.

This position will report to Ben Moraga and be housed in Development. The Assistant Director of Corporate Relations will be responsible for identifying, securing, and stewarding industry partners. He/she will also be responsible for the recruitment of faculty, staff and students to match with industry. In addition, this person will be responsible for the implementation and management of the FMAs, program logistics, follow-up, meeting coordination, and financial management. This person would also develop and execute a template FMA agreement in collaboration with the Campanile Foundation, Graduate & Research Affairs, Tech Transfer and Financial Aid and Scholarships.

**Challenges:**
The primary challenge for the IAP is identifying the programs/faculty that are in high demand by industry and are not already fully funded. Currently, we are not at the stage to implement a full IAP. By starting with the FMA IAP model, we will be able to establish mutually beneficial relationships with industry that will lead to more robust relationships in the future.

We also need to shift the campus culture toward industry relationships to be more open. This will develop over time with the implementation successful FMAs.

**Program Goals:**
Stanford and UCSD FMAs charge $75,000-$100,000 a year, per project. It would be advantageous for us to be in the $25,000-$50,000 range. The fellowship would reside in the specific program or area that partner with industry on the project.

- Create a mutually agreed upon FMA template agreement.
- Secure 10 founding industry partners
- Secure 6 FMA’s ($150,000-$300,000)
- Retain all 10 founding partners

**Partial List of Potential Founding Members**
1. Qualcomm
2. Kyocera
3. Sharp
4. CareFusion
5. Illumina
6. Cymer
7. SDG&E/Sempra
8. AT&T
9. Northrup Grumman
10. Life Technologies
11. General Atomics
12. Solar Turbines
13. Cubic
14. Autosplice
15. City of San Diego
16. County of San Diego