



USC Viterbi
School of Engineering

August 17, 2023

New Faculty Orientation

USC Viterbi Advancement



SENIOR ASSOCIATE DEAN FOR ADVANCEMENT



Kaci Silverman

USC Viterbi Advancement

- Advancement and Team Overview
- Nuts & Bolts of Fundraising
- Partnership with Departments and Faculty
- Faculty Partnership Highlight
- Corporate and Foundation Relations

Viterbi Advancement

Viterbi Advancement is focused on building engagement and philanthropic support for strategic initiatives and priorities for the school and dean. Our team works with alumni, parents, friends, corporations and foundations to generate support. We connect our donors and prospects with the areas across Viterbi they find meaningful and education them about ways to provide philanthropic and volunteer support.

Our Team



Kaci Silverman

Senior Associate Dean for
Advancement



Aven Yam
Administrative
Services Manager



Heidi Rosano
Executive Director,
Advancement Operations and
Strategy



Sabrina Espinoza
Executive Director,
Alumni Relations and
Annual Giving



Chris Napolitano
Assistant Dean for
Advancement



Maurena Nacheff-Benedict
Executive Director,
Corporate and Foundation
Relations

“Nuts and Bolts” of Advancement

- Pledge vs. Outright Gift
- Restricted vs. Unrestricted
- Annual vs. Major vs. Principal
- Current Use vs. Endowed

Donor Profiles

The donor base can come from different constituencies:

- Alumni
- Parents of students & Parents of alumni
- Friends & Philanthropists
- Faculty & Staff
- Corporations & Foundations

Focus Areas



SUSTAINABILITY

Energy, water,
climate, food,
materials,
ecosystems,
natural
resources



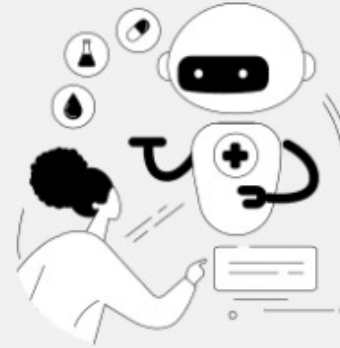
HEALTH

Bioengineering,
medicine



SECURITY

Cyber,
infrastructure,
supply chains



ENRICHING LIFE

Computing,
enabling
scientific
discovery



SOCIETAL IMPACT

Human-
centered
design.
mitigating
unintended
consequences

Partnerships with Departments and Faculty

- Department Advisory Boards
- Research Efforts
- Affiliate Programs
- Viterbi Awards
- Faculty Advisor/Lab/Network Relationships

Faculty Partnership Highlight

Infolab 25th Anniversary Event hosted by Prof Cyrus Shahabi (past CS Chair)

Included Advancement for an opportunity for alumni to further engage.

Outcomes: Identify and cultivate individuals and explore corporate partnerships and support.



Contact Us

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Obtaining Funding from Companies and Foundations

Viterbi

EXECUTIVE DIRECTOR

CORPORATE AND FOUNDATION RELATIONS



Maurena Nacheff-Benedict, PhD

What We Do: Corporate and Foundation Relations

- Manage Viterbi's largest corporate and non-profit partnerships
- Work with faculty, administration to secure funding/support for research (both gift and sponsored research), educational initiatives, student support, lab equipment, and shared facilities
- Identify new opportunities and sources of support (e.g., cloud computing credits)
- Host technical interchange meetings for companies to learn about faculty research >> lead to funding or gift-in-kind (e.g., equipment)
- Facilitate generation of proposals and high-level knowledge exchange with prospective supporters

>\$300M in funding from Companies and Foundations (2011-2022)

Advantages of Developing Corporate Partnerships

- Significant source of support for faculty
 - Research Funding - both gift/grant funding and sponsored research
 - Scholarships / Fellowships
 - Data exchange
 - In-kind support – equipment for labs
 - Visiting scholars
- Career paths for your students
- Opportunity to increase impact of your research
- Real world knowledge informs research
- Partner for larger govt proposals

***Companies are Investors in Academia
Need Return on Investment***



Significant New Corporate Partnerships in the Past Few Years

- USC-Amazon Center for Secure and Trusted Machine Learning
- USC-Meta Center for Research and Education in AI and Learning
- Dynamic Imaging Science Center – NSF/Siemens Healthineers Collaboration
- USC iPodia and Microsoft Collaboration
- Toyota and Siemens joined new Center for Autonomy and AI Affiliates Program

Recent Faculty Submittals/Awards from Companies

- | | | | |
|------------------|-------------|---------------------|-----------|
| • Amazon | • Agilent | • Johnson & Johnson | • Boeing |
| • Cisco | • Microsoft | • Raymond Corp | • Samsung |
| • JPMorgan Chase | • Qualcomm | • Lockheed Martin | • Merck |
| • Google | • 3M | • Northrop Grumman | • Sony |

Corporate Support – 3 Main Types for Research Funding

- ***Gift*** – No expected deliverables or specific timeline. Usually no statement of work in agreement, but can be restricted to specific research and companies can ask for a proposal. – 15% standard overhead/indirect cost fee. (Need cost share approval if less than 15%)
- ***Grant*** – Usually statement of work and timeline. No expectations of IP. Variable overhead. (Need cost share approval if less than 15%)
- ***Sponsored Research Contract***– Statement of work, deliverables, timeline, usually IP requirements – 65% overhead/IDC.
 - Note: these must go through VBA/DCG (same as govt process), but please contact CFR first and we will work this with you
 - CFR may be able to negotiate funding avenue to adjust agreement to a gift/grant instead of a contract so assessed at a lower overhead = more funding to your lab

Advantages of Foundation/Non-Profit Support

- Significant sources of philanthropic support:
 - Major source of funding for specific research domains
 - Often committed to solving major societal issues
 - Open calls for proposal
 - Invitations to submit proposals
- Requires different approach that can provide sustained funding for many years
- Some convey a great deal of prestige

Recent Awards from Foundations/Non-Profits

- | | | |
|--------------------------------------|-----------------------------|---------------------------------|
| • Chan Zuckerberg Initiative (CZI) | • One Mind | • Schmidt Futures |
| • David & Lucille Packard Foundation | • American Cancer Society | • Charles Lee Powell Foundation |
| • Paul G. Allen Family Foundation | • American Chemical Society | • Good Ventures Foundation |
| • Alfred P. Sloan Foundation | • American Heart Assoc | • United Engineering Foundation |

Foundations are looking for impact from their investment

How to Work With Us

- Contact a CFR member for any activity/proposal with a company or foundation
 - Contact from a conference/publication
 - Identification of a relevant RFP - CFR opportunities sent in weekly Viterbi GIST
 - We may be able to influence funding route (contract vs grant/gift)
- Update us on your research - the more we know, the more we can share with prospects
 - Share with us the companies and foundations with overlapping interests in your work
 - We can often help identify potential matches after a quick conversation
- CFR can provide assistance with every phase of the proposal process from solicitation strategies, editing/submittal of the technical proposal, to pulling in the funds and interfacing with your Research Administrator, to reporting/stewardship

How to Work With Us

- We can help match you to current RFP's - need your help!
 - Keep your faculty profile and research website updated through myViterbi to ensure you are linked to the best keywords in the Viterbi Faculty Directory
 - Find time to meet with one/more members of our team to provide an overview of your work
- Update your campus wide “Find an Expert” site at <https://pressroom.usc.edu>
 - Opportunity for PR for your research
 - Info links to the USC Foundation Matching Database

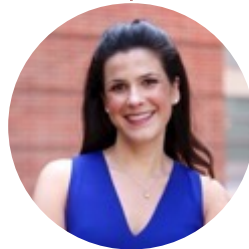
Our team is experienced and eager to work with you!



Maurena Nacheff-Benedict, PhD
Executive Director of Corporate and Foundation Relations



James Hale
Senior Director of
Corporate and
Foundation Relations



Blair Lake
Senior Director of
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Lisa Mitchell
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Andie Self
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Contact Us

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Thank You!

For questions, please contact any of us directly.

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