



# Industrial Affiliate Programs

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HP University Relations

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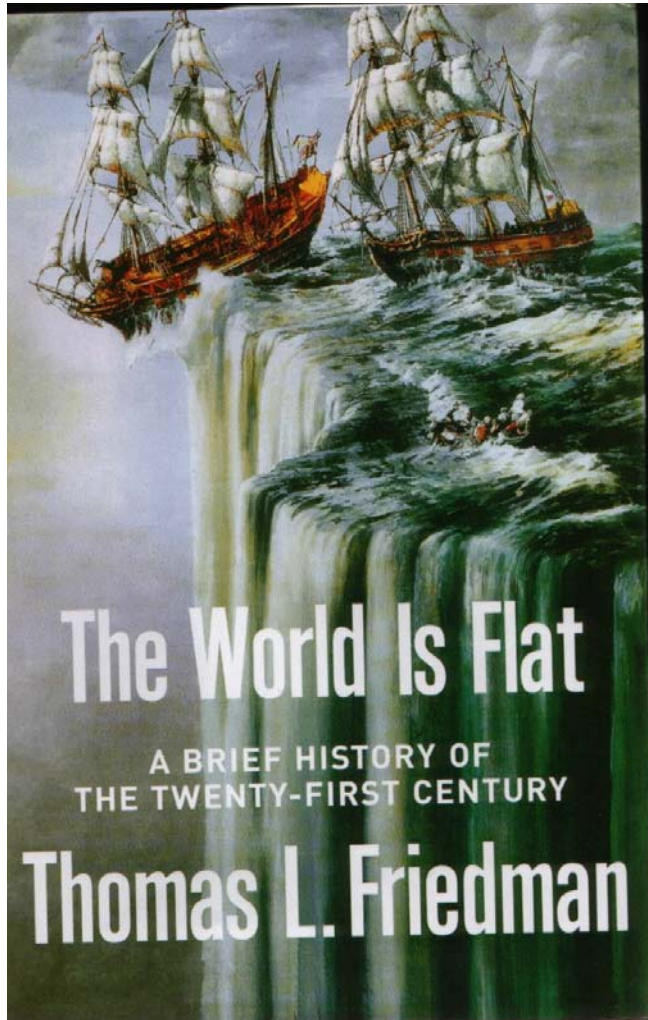


# Challenges of IAPs

- Difficult for Companies to Comprehend
  - Vague and Variable Structures
    - Research Extension
    - Scholarship Mechanism
    - Discretionary Departmental Funds
  - Inequitable
  - Reflects ‘Old’ World Order, Attitudes
- Requires Individual Examination and Consideration
- Grandfathering, Integration, Champion
- Cultural/Institutional Integration Nearly Impossible

*Ill-defined Value Exchange*

# Today's Business Environment



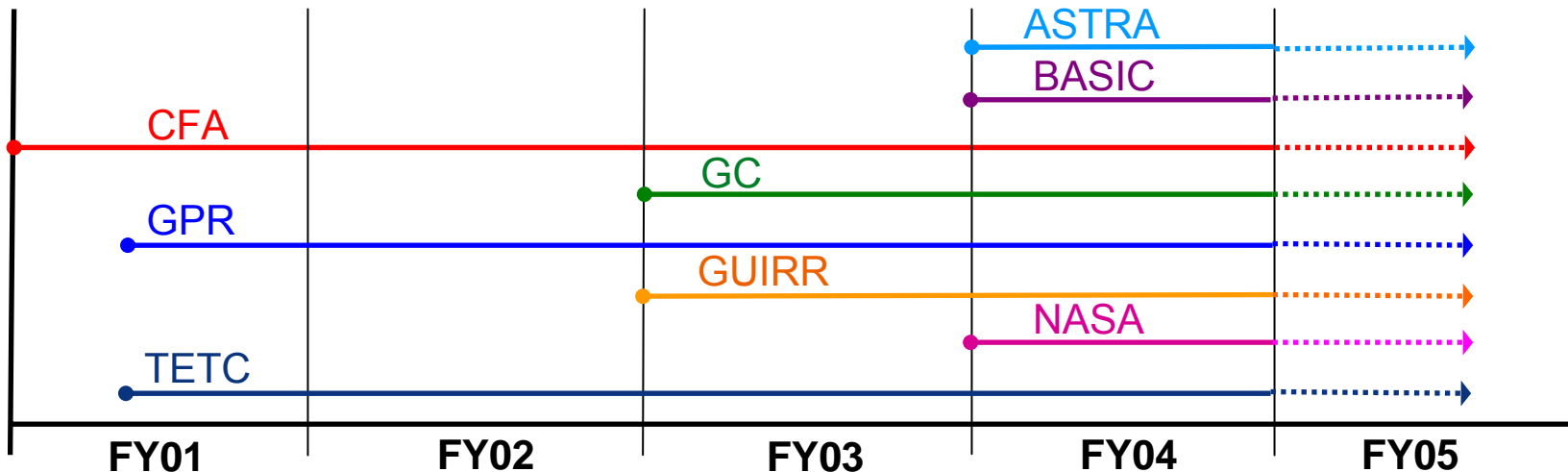
(R)Evolution in:

- Economic Ecosystems
- Educational “Success”
- Skillsets
- Business Strategies
- New World Order (Daily)

# Intellectual Property and Government Partnerships



*Cooperation in university-industrial relationships, and a strong partnership between government and industry, are critical to HP success as a creator and provider of high-technology products.*



Alliance for Science and Technology Research for America (ASTRA)

Bay Area Science and Innovation Consortium (BASIC)

Corporate Foundation Alliance (CFA)

Glion Colloquium (GC)

Government of Puerto Rico (GPR)

Government-University-Industry Research Roundtable (GUIRR)

National Aeronautics and Space Administration Educational Advisory Committee (NASA)

Texas Engineering and Technical Consortium (TETC)

# Today's Business World

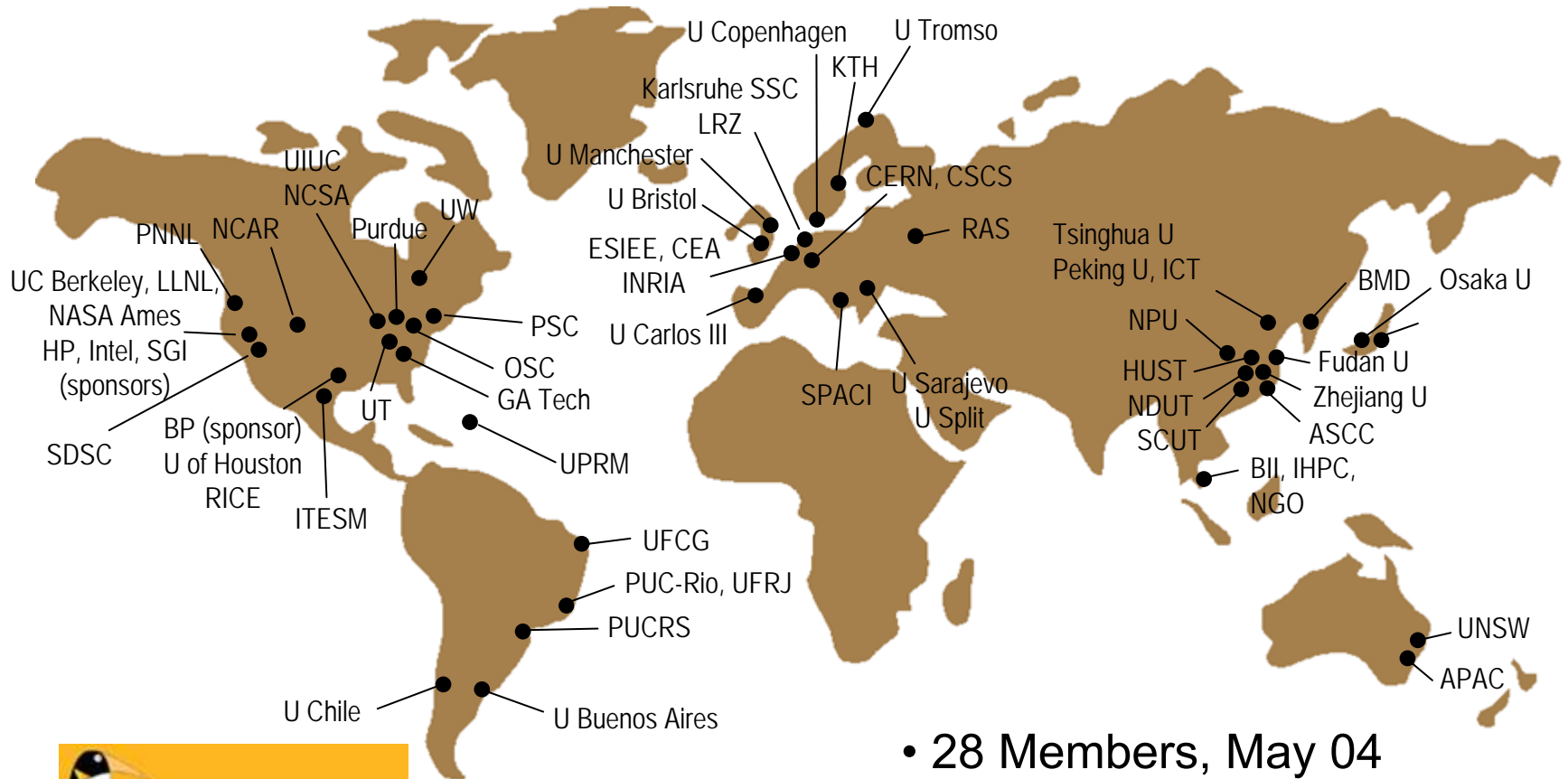
- Globalization
- Intellectual Property
- Sheer Number of Schools

# Gelato Membership October, 2005



60 Members, 4 Sponsors

~35,000 Itanium processors at member locations



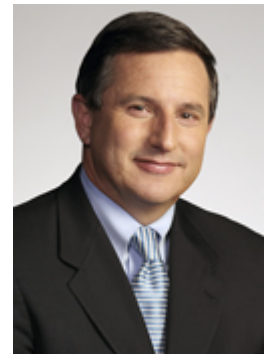
[www.gelato.org](http://www.gelato.org)

- 28 Members, May 04
- 49 Members, May 05
- 60 Members, Oct 05

*Increase of 114%*

# Today's HP

- Not your Grandfather's HP...
  - Agilent Spinoff
  - Compaq Merger
  - New CEO, Mark Hurd
- Results
  - Revised Recruiting School List
  - Changes in Philanthropy
  - Business Focus
  - Tighter Control of Resources



Mark Hurd, CEO  
Hewlett-Packard Company

# Creating a new IAP Paradigm

- Research Meetings
  - Free, open, inclusive
- Holistic Approach
  - Student Impact
  - Faculty Capabilities
  - Outreach, Diversity
- Innovative Partnerships
  - Inter-disciplinary
  - Inter-departmental
  - Inter-institutional

