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
Today’s Business Environment

(R)Evolutions in:
• Economic Ecosystems
• Educational “Success”
• Skillsets
• Business Strategies
• New World Order (Daily)
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

• 28 Members, May 04
• 49 Members, May 05
• 60 Members, Oct 05
*Increase of 114%*

www.gelato.org
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