



# They Don't Call it Industry

Laurie Clark / University of Arizona / Research Administrator

# Welcome to the Tri-University Research Administration Conference.

Your session will begin shortly. While you wait, please review the following reminders::

## Zoom Troubleshooting

### Issues with Audio

Verify that your microphone and speakers are set to the appropriate device.

Turn off headset/computer speakers and call in by phone for audio.

### General Issues

Log off and log back in using SSO.

### Technical Support

Call 480-965-9065 Ext 1.

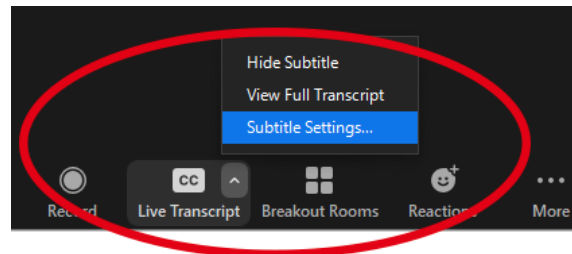
## About this Session

### Recording

Today's session is being recorded and will be made available for later viewing

### Closed Captioning

The Closed Caption/Live Transcript feature has been enabled. You can show/hide the CC via your meetings controls located at the bottom of your screen.



## We'd Love Your Feedback!

At the end of this session, you will receive a Qualtrics survey link. Please take 2-3 minutes to complete the survey. Your feedback is important for continuous improvement of the Tri-University Research Administration Conference (TURAC).

# Land Acknowledgement

The **Arizona State University** (ASU) acknowledges the twenty-three Native Nations that have inhabited this land for centuries. Arizona State University's four campuses are located in the Salt River Valley on ancestral territories of Indigenous peoples, including the Akimel O'odham (Pima) and Pee Posh (Maricopa) Indian Communities, whose care and keeping of these lands allows us to be here today. ASU acknowledges the sovereignty of these nations and seeks to foster an environment of success and possibility for Native American students and patrons. We are advocates for the incorporation of Indigenous knowledge systems and research methodologies.

**Northern Arizona University** sits at the base of the San Francisco Peaks, on homelands sacred to Native Americans throughout the region. We honor their past, present, and future generations, who have lived here for millennia and will forever call this place home.

We respectfully acknowledge the **University of Arizona** is on the land and territories of Indigenous peoples. Today, Arizona is home to 22 federally recognized tribes, with Tucson being home to the O'odham and the Yaqui. Committed to diversity and inclusion, the University strives to build sustainable relationships with sovereign Native Nations and Indigenous communities through education offerings, partnerships, and community service.

RESEARCH ADMINISTRATION KEYS TO DEVELOPING SUCCESSFUL

# UNIVERSITY / INDUSTRY

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PARTNERSHIPS

They Don't Call it Industry



✓ **Why Partner?**

✓ **Motivations**

✓ **Context**

✓ **Pinch Points**

✓ **Examples**

✓ **Resources**





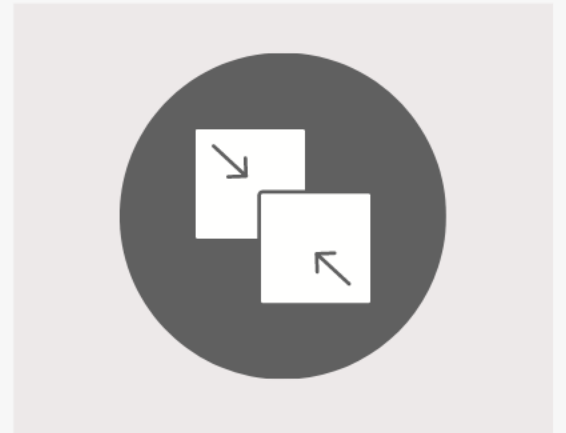
## WHY PARTNER?

- Expertise
- Research
- Revenue generation
- Market insights
- Educational Opportunities



## **TYPES OF PARTNERSHIPS**

- University as Lead (Federal, Non-Federal)
- Industry as Lead (Federal, Non-Federal)

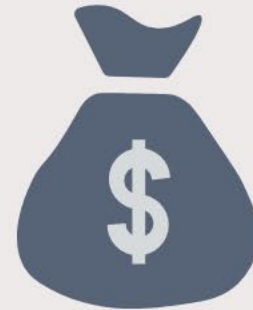






## INDUSTRY MOTIVATIONS

- Money
- Growth
- Profit
- Financial Stability







## UNIVERSITY MOTIVATIONS

- Education
- Innovation
- Greater Good
- Financial Stability







**THEY DON'T CALL IT INDUSTRY**





## CONTEXT

- Soda
- Pop
- Soda Pop
- Coke
- Cola
- Soft Drink



## UNIVERSITY | INDUSTRY

INDUSTRY

PRIVATE SECTOR, BUSINESS,  
CORPORATE

PI

PROJECT MANAGER

BUDGET

FEE PROPOSAL

F&A

OVERHEAD

ERE

FRINGE BENEFITS

MTDC/TDC

WHAT?

COST SHARE

WHAT?



## CONTEXT:

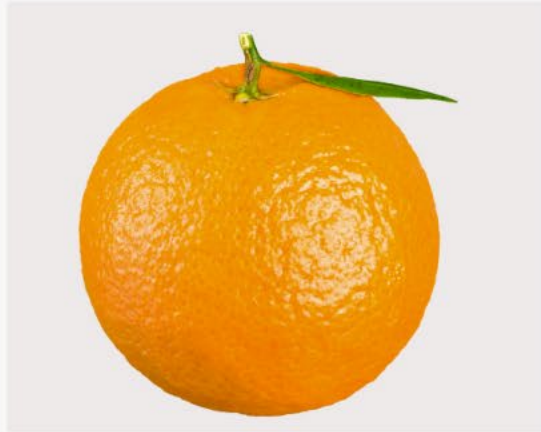
- Relationships
- Scope
- Budget
- Time





## PINCH POINTS:

- Lack of Experience Working Together
- Lack of Understanding of How the Other Operates



## ✓ PINCH POINTS

- F&A
- Tuition Remission
- IP
- Dissemination of Information
- Export Control
- COI





## EXAMPLES:

### • Budget

Labor:

- PI: (1.2 person months): \$15,000
- Co-PI: (1.2 person months): \$14,267
- Co-PI: (1.2 person months): \$13,333
- Postdoc: (12 person months): \$60,000
- GRA 1: (4.5 AY +1.5 summer): \$28,380
- GRA 2: (4.5 AY +1.5 summer): \$28,380
- Student Worker (363 hours): \$5,439

Total Labor: \$164,799

ERE: \$31,637

Travel: \$6,000

Equipment: \$35,000

Other Direct Costs Materials & Supplies: \$3,000

Consultant Services: \$2,000

Subawards: \$87,596

TOTAL DIRECT COSTS: \$354,728

MTDC: \$232,436

F&A: 145,272

**Total Budget: \$500,000**

### • Fee Proposal

Labor:

- Principal: 200 hours x \$300
- Project Manager: 800 hrs. x \$200
- Project Lead: 1,000 hours x \$150
- Project Intern: 1,300 hours x \$100

**Total Fee Request: \$500,000**

Reimbursable Expenses: (cost + 15%)

- Travel, Printing, Shipping



## EXAMPLES:

### • Budget (1 year/1 task)

#### Labor:

- PI: (1.2 person months): \$15,000
- Co-PI: (1.2 person months): \$14,267
- Co-PI: (1.2 person months): \$13,333
- Postdoc: (12 person months): \$60,000
- GRA 1: (4.5 AY +1.5 summer): \$28,380
- GRA 2: (4.5 AY +1.5 summer): \$28,380
- Student Worker (363 hours): \$5,439

Total Labor: \$164,799

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Travel: \$6,000

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Other Direct Costs Materials & Supplies: \$3,000

Consultant Services: \$2,000

Subawards: \$87,596

TOTAL DIRECT COSTS: \$354,728

MTDC: \$232,436

F&A: 145,272

**Total Budget: \$500,000**

### • Fee Proposal (1 year/1 task)

#### Labor:

- PI: (209 hours): \$32,151
- Co-PI: (213 hours): \$30,579
- Co-PI: (178 hours): \$28,578
- Postdoc: (2,088 hours): \$114,660
- GRA 1: (1,010 hours): \$64,461
- GRA 2: (1,010 hours): \$64,461
- Student Worker (363 hours): \$9,015

Total Labor: \$343,904

Travel: \$9,750

Equipment: \$35,000

Materials and Supplies: \$4,875

Name of Consultant/Service: \$3,250

Name of Subawardee/Service: \$103,221

**Total Fee Request: \$500,000**





## EXAMPLES:

- Fee Proposal (1 year/3 tasks)

**Task 1: \$152,062**

**Task 2:**

Total Labor: \$120,366

Travel: \$3,413

Equipment: \$0

Materials and Supplies: \$1,706

Name of Consultant/Service: \$1,625

Name of Subawardee/Service: \$36,127

**Total Task 2: \$163,237**

**Task 3:**

- PI: (209 hours): \$12,860
- Co-PI: (213 hours): \$12,232
- Co-PI: (178 hours): \$11,431
- Postdoc: (2,088 hours): \$45,864
- GRA 1: (1,010 hours): \$25,784
- GRA 2: (1,010 hours): \$25,784
- Student Worker (363 hours): \$3,606

Total Labor: \$137,562

Travel: \$3,900

Equipment: \$0

Materials and Supplies: \$1,950

Name of Consultant/Service: \$0

Name of Subawardee/Service: \$41,288

**Total Task 3: \$184,700**

**Total Fee Proposal: \$500,000**

## ✓ **EXAMPLES**

- Fixed Price
- Cost Reimbursable
- Master Agreement





## **SUCCESS LOOKS LIKE:**

- Good Management
- Knowing your Audience
- Good Communication
- Trust





Strengthening  
University-Industry  
Partnerships

About Us



Membership



Events



Initiatives



Projects

Resources

Members Sign In

New to UIDP? Register your email

## Different Perspectives, One Focus: Strengthening U-I Partnerships.



At UIDP, we identify key issues impacting university-industry relations and seek opportunities to develop innovative approaches to partnership and collaboration.

**We don't just talk about problems. We solve them.**

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[uidp.org](http://uidp.org)



A Guide for Successful  
Academic-Industrial Collaborations

# Researcher Quick Guide

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ok

**QUESTIONS?**



# THANK YOU

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