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COMMUNITY AFFAIRS



UNIVERSITY
OF WYOMING

INDUSTRY ENGAGEMENT AND PARTNERSHIP GUIDE

DISCOVER WAYS TO ENGAGE WITH THE UNIVERSITY OF WYOMING

Discover ways to engage with the workforce of tomorrow,
partner on groundbreaking research, and create a lasting impact.



Office of Industry and
Strategic Partnerships

CREATING CONNECTIONS

CULTIVATING PARTNERSHIPS

CATALYZING COLLABORATION

THE OFFICE OF INDUSTRY AND STRATEGIC PARTNERSHIPS

The Office of Industry and Strategic Partnerships is your liaison dedicated to connecting you with the University of Wyoming (UW). We foster partnerships among industry, government agencies, and other organizations with the University of Wyoming. Our team is a collaborative venture between UW's Research and Economic Development Division and the UW Foundation, and we work to understand your goals and to create mutually beneficial relationships that foster innovation and economic impact throughout the state and beyond.



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BUILDING RELATIONSHIPS WITH INDUSTRY

Our dedicated team can help you partner with UW in a meaningful way. We connect industry with faculty, staff, and students as well as UW's research, innovation, programs, and outreach throughout the state, region, and beyond.

We value your partnership and the opportunity to connect you with programs at the University of Wyoming that align with your company's goals. Together, we can create a lasting impact!



Video: Introduction to Corporate Engagement at UW

ENGAGEMENT OPPORTUNITIES

Discover ways industry can engage with the University of Wyoming.



Research and Innovation
and Economic Development



Doing Business with UW



Philanthropy and
Institutional Support



Athletics Support
and Sponsorships



Student Engagement
and Outreach



Program Engagement



Alumni Engagement



Professional Development

RESEARCH AND INNOVATION

Partnerships enable companies to connect with UW's research expertise, cutting-edge technology, and specialized facilities. Through funded research, collaborations, engagement in UW's research centers, and technology license agreements, companies can drive advancements that align with their goals while also furthering UW's mission of research and innovation.

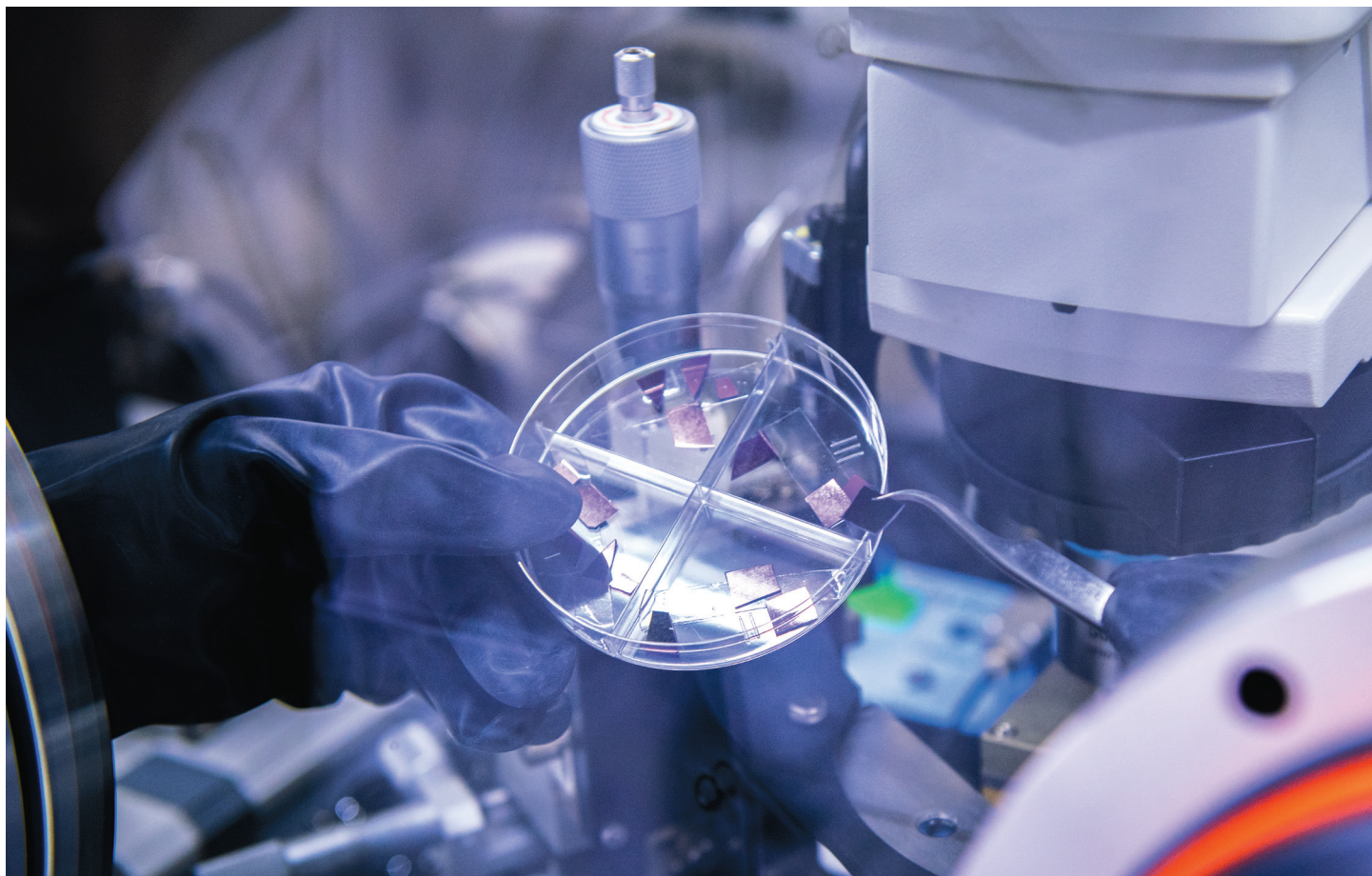
Our team prides itself on engaging in work that is Wyoming relevant, nationally competitive, and globally preeminent. Our team works alongside companies to determine the relationship that best suits your needs.

What This Looks Like

- Sponsored Projects
- Collaborations
- Grant Proposal Partnership
- In-Kind Research Support
- Technology Transfer



Companies can fund research and creative and scholarly activities that advance knowledge, support innovation, and contribute to societal needs while providing valuable learning and research opportunities for students and faculty.





ECONOMIC DEVELOPMENT

The University of Wyoming plays an integral role in fostering Wyoming's economy. With a passion to support and grow businesses in the state, UW is a dedicated resource for companies with a physical presence or operations in the state or a desire to do so.

UW's Research and Economic Development Division works with businesses of all sizes across the state. This comprehensive business assistance framework is designed to aid new businesses in their inception and to foster growth in established entities at every stage.

What This Looks Like

- Wyoming Small Business Development Center Network
- IMPACT307
- Manufacturing Works
- Wyoming APEX Accelerator
- Wyoming SBIR/STTR Initiative

DOING BUSINESS WITH UW

Procurement and Payment Services aspires to maximize the value of every dollar expended in a cost-effective, timely, efficient, environmentally friendly, and responsible manner while fostering and maintaining fair, ethical, and legal trade practices. All contract awards must be made in accordance with all federal, state and university policies. Information about procurement and payment processes can be found in the Supplier Guide or by contacting the Procurement and Payment Services office directly.

PHILANTHROPY AND INSTITUTIONAL SUPPORT

Philanthropic support contributes meaningful resources to UW's growth and development through donations that enhance programs, scholarships, student enrichment, facilities, and faculty. Support can also include gifts of equipment in addition to financial contributions to programs of interest. By making a philanthropic contribution or sponsoring university initiatives, your company can play a pivotal role in transforming UW's programs, facilities, and resources. Your support with us not only drives innovation and excellence but also showcases your commitment to empowering education and creating lasting impact.

Our team looks forward to recommending opportunities to build your brand awareness on campus while deepening your connection to campus in a meaningful way.

What This Looks Like

- Scholarships
- Matching Gifts
- Event and Program Sponsorship
- Programmatic Excellence Funds
- Faculty Support
- Naming Opportunities for Physical Spaces
- Gifts in Kind



MATCHING GIFTS – Programs often match financial contributions to UW that are made by their employees. This corporate philanthropy initiative can significantly amplify the impact of individual donations, effectively doubling or even tripling the original contribution. Employees can confirm their company's matching program through this helpful tool: [Double the Donation](#)



FACULTY SUPPORT – A great example of corporate faculty support is the Occidental Chair in Energy and Environmental Technologies. It supports research excellence and scholarship at UW and furthers the development of technology that benefits both industry and Wyoming as well as the broader world.





ATHLETICS SUPPORT AND SPONSORSHIPS

Athletics support and sponsorships offer companies unique partnership opportunities with Wyoming Cowboys and Cowgirls. These opportunities allow brand alignment with Wyoming Athletics to build awareness, drive engagement, and foster connections with a vibrant community of fans, alumni, and students.

What This Looks Like

- Cowboy Joe Club** – Since 1970, the Cowboy Joe Club has been supporting Wyoming student-athletes. Its mission is to provide all student-athletes with resources and opportunities that help them grow into the best versions of themselves. A contribution to the Cowboy Joe Club provides scholarships and resources for athletes in each of UW's 17 athletic programs.
- Athletic Sponsorships** – Wyoming Sports Properties (a division of Learfield) represents the University of Wyoming as the exclusive marketing arm for businesses and organizations to connect their brand to the power and reach of Wyoming Athletics utilizing industry-leading platforms and data to drive results.
- Name, Image, and Likeness (NIL)** – The NIL initiatives provide unique platforms for organizations to form impactful partnerships with Wyoming student-athletes. NIL programs create opportunities for student-athletes and corporations to collaborate on skill-building experiences that provide organizations with content, engagement, and endorsements while teaching a new skill set to student-athletes and your future employees. These programs foster authentic connections that benefit both the company and student-athletes—micro-internships, content creation, in-person appearances, and more.

STUDENT ENGAGEMENT AND OUTREACH

Student engagement and outreach focus on connecting companies with the University of Wyoming's student body—approximately 11,000 strong. Through hands-on engagement opportunities such as internships, career fairs, and outreach programs, companies can attract and develop skilled future employees. Industry is invited to participate in any number of student-focused initiatives that support students' professional growth and prepare them with practical skills and industry insights.

What This Looks Like

- Recruitment
 - » Career Fairs and Hiring Events
 - » Internships
 - » Employment
- Senior Design, Capstone Projects, and Case Competitions
- Guest Lectures
- Industry Treks
- Student Organizations
- Mentorship Programs
- The SOAR Program
- Industry Partner Programs

RECRUITMENT – UW invites companies to engage with talented future graduates through dedicated recruitment activities. We help companies build their talent pipeline by inviting them to participate in professional development activities that increase student awareness of their company—thereby attracting future employees.

- **Career Fairs and Hiring Events** – UW hosts 400 companies annually for career fair events that take place in the fall and spring. We encourage employees to participate in these organized activities to connect with our talented student body face-to-face. In the days leading up to the career fairs and throughout the events, companies have the opportunity to take part in additional engagements such as STEM networking and industry-specific events. This allows companies to have multiple opportunities to connect with students.
- **Internships** – UW is passionate about promoting internship opportunities for students, with some programs even requiring an internship as part of their curriculum. Our team helps connect these opportunities with students—from helping to list the position on Handshake to getting the word out to students whose interests are aligned with the internship.
- **Employment** – We consider your hiring success our success. We are here to help your company recruit the future members of your team. Whether you are looking to hire recent graduates or are interested in tapping into alumni, consider UW your partner in building your future workforce.





STUDENT ORGANIZATIONS – UW has more than 200 student organizations that nurture leadership, teamwork, and innovation. Company involvement and support of these vibrant organizations provides mentorship and financial support. Companies can engage with future leaders, which creates a mutually beneficial ecosystem.



THE SOAR PROGRAM – The SOAR Program develops next-generation professionals through a comprehensive approach to workforce development. Integrating cutting-edge research, direct industry involvement, strategic internship placements, entrepreneurial thinking, leadership development, and community engagement, SOAR transcends traditional academic boundaries by merging theoretical foundations with practical, industry-relevant skill sets—producing graduates ready to make immediate contributions to your organization.



INDUSTRY PARTNER PROGRAMS – Industry partner programs foster strategic collaborations between academia and industry, driving innovation and mutual growth. These partnerships not only align corporate goals with academic advancements but also create a win-win scenario for all involved. Here are a few examples of programs offered at UW.

- The Center for Professional Selling offers corporate partners access to skilled sales students and opportunities for engagement through workshops, competitions, and networking events.
- The Construction Management Industry Partners Program connects companies with students, providing critical resources and real-world expertise to enhance the educational experience.





PROGRAM ENGAGEMENT

Companies can support programs of interest on campus through their involvement with centers, institutes, and advisory boards.

What This Looks Like

- **Centers and Institutes** – Focused on advancing research, education, and public service, centers and institutes provide companies with opportunities to participate in innovative projects, to engage with talented individuals, and to contribute to society at large. What collaborations look like varies—from advisory input to program participation to providing financial support of the program’s important mission.
- **Advisory Boards** – UW hosts close to 40 advisory boards on campus. Advisory boards are a group of individuals, including company representatives, who play a critical role in a college’s or department’s program. Industry advisory boards in particular offer a strategic opportunity to actively participate with campus units to provide expertise, guidance, and support for academic programming and research initiatives.



CENTERS AND INSTITUTES –

These units are vital for research at UW and economic development throughout the state. Here are a few examples.

- The Center for Economic Geology Research in the School of Energy Resources explores solutions to challenges in Wyoming’s fossil fuel and mineral industries by applying knowledge in geology, geophysics, reservoir engineering, policy, and economics.
- The Ruckelshaus Institute in the Haub School of Environment and Natural Resources advances the understanding and resolution of complex environmental and natural resources challenges in the Mountain West. They support stakeholder-driven solutions to environmental challenges by conducting and communicating relevant research and promoting collaborative decision making.

ALUMNI ENGAGEMENT

From enhancing student experiences to building lifelong relationships, partnering with UW is a way to harness the power of the Brown and Gold.

What This Looks Like

- Companies who engage with UW alumni are able to take advantage of a number of initiatives and opportunities. They can participate in events organized by the University of Wyoming Alumni Association such as networking events, reunions, and speaker series. This way, they can connect with alumni who are leaders in their fields. Additionally, companies can offer internships, mentorship programs, and job opportunities to alumni, which fosters a strong connection between the corporation and the university. By engaging with alumni, companies can enhance their visibility, build valuable relationships, and contribute to the university's mission of education and research.
- The UW alumni network continues to grow and expand, with close to 150,000 alumni. No matter where you are in the U.S., if you yell "Powder River," you may get a "Let 'er Buck!" in response. When you go abroad, the alumni network in more than 95 countries connects alums and supporters alike. A majority of the philanthropy impacting the university is given or directed by our alumni.
- Partnering with UW harnesses the power of the Brown and Gold network—from spreading good news to supporting and enhancing student experiences to sustaining lifelong relationships.



PROFESSIONAL DEVELOPMENT

UW offers a number of professional education programs and resources for companies to develop their existing staff—from full-time degrees to flexible virtual experiences. The university provides online degrees, certificates, and professional development courses that are flexible, innovative, and tailored to meet the needs of working professionals and their employers. By partnering with the university, companies can enhance their employees' skills, foster creativity, and maintain a competitive edge in today's rapidly evolving marketplace.

What This Looks Like

- Executive Education
- Certificate and Continuing Education Programs

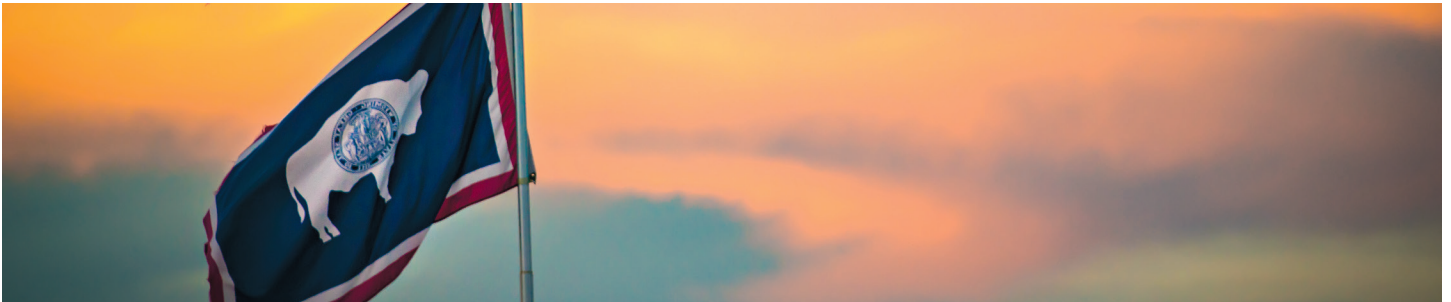
CERTIFICATE AND CONTINUING EDUCATION PROGRAMS – Provide individuals with focused training and updated knowledge in specific fields, enhancing their expertise and adaptability in an ever-changing job market. These programs bridge skill gaps, support lifelong learning, and empower professionals to stay current with industry advancements and trends. Here are a few examples:

- The Cowboy Leadership Experience is a leadership certificate program that facilitates transformational individual and organizational growth by bringing leaders back to their core self. Over a five-day period, participants learn to create thriving organizations by taking a human-centered approach to leadership based on their own personal code of ethics.
- The Carbon Capture, Utilization, and Storage Certificate is designed for a broad audience with an interest in energy, sustainability, and climate change mitigation, covering the technology, economics, and policy of carbon capture, utilization, and storage.
- The Western Hospitality Certificate is a continuing education program tailored to meet the professional development needs of hospitality providers, companies, and businesses. Rooted in the cherished ideals of Western hospitality, it caters to participants seeking to enhance their skill set in this industry.



ABOUT LARAMIE AND WYOMING

Wyoming is the Cowboy State, encompassing untamed trails and breathtaking scenery, ancient history to thrilling modern adventures. We are business- and tax-friendly, and since our founding, Wyoming has fostered an innovative spirit that creates trust on a handshake.



LARAMIE

Outdoor Recreation, Arts Scene, and Western Culture

Home to the state's only land grant university, Laramie has a rich history that can be seen at every turn, from buildings to monuments and markers. The community also features a hub of arts and culture with many locally owned restaurants, shops, breweries, and public art intertwined with historic buildings downtown.

The abundance of outdoor recreation in the area, revered by residents and visitors alike, draws in travelers from all over the globe. The Laramie area is a great spot for those looking for outdoor recreation opportunities, an arts scene, and a rich western past blended together.

Laramie is located in southeastern Wyoming, 50 miles from Cheyenne, 65 miles from Fort Collins, and just 2 hours from Denver.

Visiting Laramie

Laramie Regional Airport offers commercial air service provided by United Airlines with daily flights to Denver International Airport located just 134 miles away.

Doing Business in Wyoming

Wyoming is ranked as the nation's "Most Business-Friendly Tax Climate" since 2013, and it has outstanding transportation options, top-ranked broadband connectivity, well-funded public education, safe neighborhoods, and abundant outdoor space and recreation opportunities. Wyoming businesses and people thrive.



MUTUALLY BENEFICIAL PARTNERSHIPS

The Office of Industry and Strategic Partnerships helps build mutually beneficial partnerships between the University of Wyoming and industry, government, agencies, and other organizations. Our team can help your organization partner with UW however is best for you. You can connect with faculty, staff, and students. You can participate in and guide research, innovation, and programs. You can be part of outreach to alumni and other businesses throughout the state and beyond.

Contact the Office of Industry and Strategic Partnerships today to learn about opportunities to collaborate with the University of Wyoming. We look forward to serving you and creating a brighter future together.





Office of Industry and
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