



UNIVERSITY
OF WYOMING

Office of Industry and
Strategic Partnerships

REDD TOWN HALL – MAY 26, 2026



WHAT WE WILL REVIEW TODAY

- **An overview** of the Office of Industry and Strategic Partnerships
- **Resources offered** by the Office of Industry and Strategic Partnerships
- **Inspire through examples** of how the Office of Industry and Strategic Partnerships has served campus



UNIVERSITY
OF WYOMING

Office of Industry and
Strategic Partnerships

OVERVIEW



WHAT DOES THE OFFICE OF INDUSTRY AND STRATEGIC PARTNERSHIPS DO?

- **Build mutually beneficial partnerships** between industry and the university
- **Deliver resources** from industry, government, agency, and the university
- **Manage information** regarding industry and broader agency engagement on campus

By the Numbers

These numbers reflect the increasing value that industry partners place on collaborating with the University of Wyoming and the benefits they receive.

710

Companies Investing in UW

\$17.7M

Investment from Industry

416

Companies Recruiting at UW

THE TEAM



Angela Ver Ploeg
Senior Director of
Corporate
Engagement



Khalil Gray NEW!
Associate Director
of Industry
Engagement

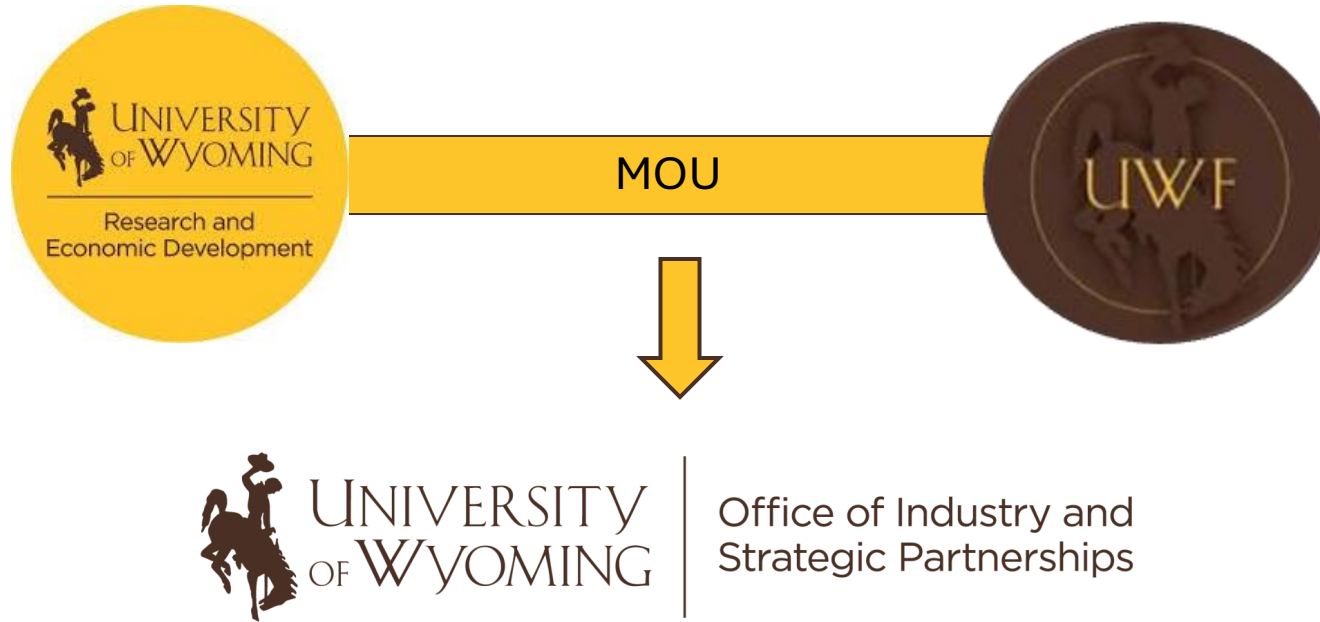


Bailey DeSoto
Industry
Engagement
Coordinator



Kylie Zanini
Assistant
Director of
Development

STRUCTURE

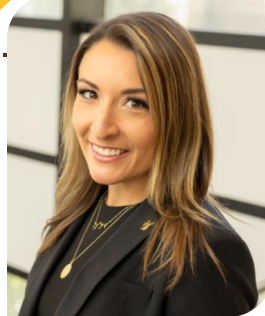


VP REDD



Shawna McBride
Director, E-RIDE (formerly RDO and EPSCoR/IDeA)

VP UW FOUNDATION



Angela Ver Ploeg
Senior Director of Corporate Engagement

Leads the Corporate-Foundation cohort, works in a company-facing capacity to match their interests to programs to support, leads the Office of Industry and Strategic Partnerships, and represents the School of Energy Resources and Research and Economic Development Division. Solicits both philanthropic and research project support.



Kylie Zanini
Assistant Director of
Development

Focuses on facilitating corporate partnership programs and working with companies on leadership annual giving (sponsorship-level) giving strategies across campus. Primary focus is on philanthropic and sponsorship support.



Vacant*
Associate Director of Industry Engagement

Engages companies with opportunities to engage on with programs on campus, aligning their priorities with relevant faculty and departments. Works with campus partners to discover industry contacts that can support their work. Division. Solicits both philanthropic and research project support.



Bailey DeSoto*
Industry Engagement Coordinator

Facilitates activities that make our team successful. Coordinates Monday.com design and task management, tracks agreements for the team, plays a supporting role for campus visits, facilitates with the marketing and communication teams various projects, and creates project management systems for various tasks at hand.

WHAT ACTIVITIES OR CONNECTIONS DOES OISP HELP TO FACILITATE?



PHILANTHROPIC
SUPPORT



INDUSTRY SPONSORED
RESEARCH



STUDENT ENGAGEMENT
OPPORTUNITIES



LETTERS OF
SUPPORT



FEDERAL & STATE GRANT
PARTNERS



SPONSORSHIP
OPPORTUNITIES



UNIVERSITY
OF WYOMING

Office of Industry and
Strategic Partnerships

RESOURCES

VISIT INDUSTRY.UWYO.EDU



Office of Industry and Strategic Partnerships



ENGAGE ▾

IMPACT ▾

ABOUT US ▾

FOR CAMPUS



RESOURCES FOR CAMPUS

Below you'll find resources and guidance on industry partnerships for your campus program or event.

CONTACT US

UW SPECIFIC RESOURCES

A GUIDE TO AGREEMENTS WITH INDUSTRY

This resource is intended to orient the University of Wyoming community about agreement template types that can be used to formalize partnerships with industry.

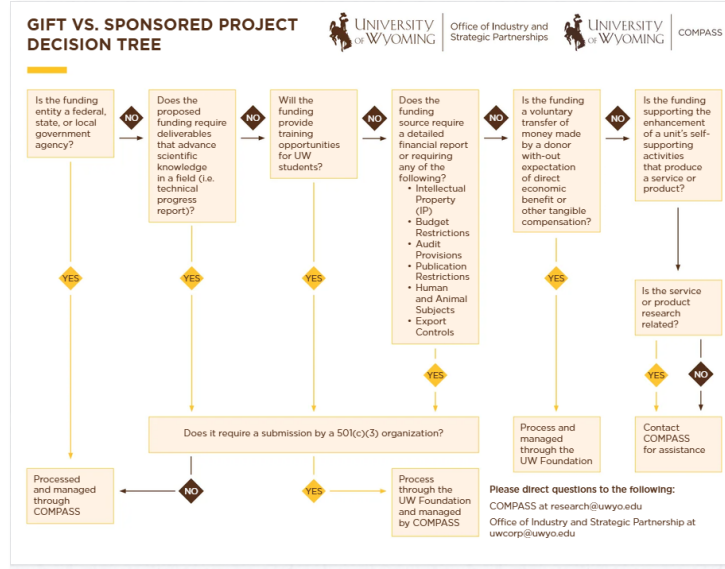
The agreements summarized in this document represent commonly used tools to support company partnerships for research, licensing, service, philanthropic gifts, and other collaborative activities. Each agreement type serves a distinct purpose.

This guide provides an overview of use-cases to help campus partners recognize when these agreements are to be initiated and with what university offices they are coordinated with. Descriptions may not address specific nuances of individual projects or partnerships.

We encourage you to connect with the Office of Industry and Strategic Partnerships as you are exploring or actively developing a partnership opportunity with an industry collaborator. Our team is here to help you navigate the available agreement options, coordinate with internal stakeholders, and structure partnerships that advance your goals while protecting both faculty and university interests.

Agreement	Purpose	Key Features
COMPASS Sponsored Research Agreement	Establishes terms for industry-funded research conducted at the university.	<ul style="list-style-type: none"> Scope of work and research objectives Budget and payment terms Intellectual property (IP) rights and ownership Publication and confidentiality terms Reporting requirements
Master Research Agreement	Provides a framework for multiple research projects between an industry partner and the university.	<ul style="list-style-type: none"> General terms governing future projects Streamlined process for installing new projects Ownership and licensing terms IP ownership mechanisms and reporting expectations Funding mechanisms and reporting expectations
Non-Disclosure Agreement	Protects proprietary or confidential information exchanged between the university and industry partner.	<ul style="list-style-type: none"> Definition and scope of confidential information Duration of confidentiality obligations Permitted uses and disclosure requirements Exclusions and disclosure requirements
Data Use and Transfer Agreement	Defines terms for sharing research data, particularly sensitive or restricted data.	<ul style="list-style-type: none"> Permitted uses and restrictions on data sharing Compliance with regulations (e.g., GDPR, HIPAA) Security and privacy protections Data ownership and publication rights
Material Transfer Agreement (MTA)	Governs the transfer of research material between UW and industry partners.	<ul style="list-style-type: none"> Permitted uses of materials Ownership and restrictions on further distribution Liability and compliance with regulations IP rights related to modifications or derivatives
Tech Transfer License Agreement	Grants rights to an industry partner to use university-owned intellectual property.	<ul style="list-style-type: none"> Scope of licensed rights (exclusive/non-exclusive) Financial terms (royalties, fees, milestones) Performance obligations and commercialization plans IP protection and enforcement terms

Industry Agreement Guide



Gift vs. Sponsored Project Decision Tree

INDUSTRY-UNIVERSITY COLLABORATION OPTIONS

SPONSORED RESEARCH
 Company funds a UW-led research project

- Project scoped to company's interests
- UW conducts the research
- Company may negotiate IP
- Proprietary: Depends on terms, but allowable.

JOINT PROPOSAL
 Company and UW jointly plan and conduct research.

- Shared goals, resources, and personal leadership can vary: UW can lead proposal and serve as prime, or, alternatively, UW can support the proposal and implementation of the research
- IP rights are typically shared or negotiated
- May qualify for public funding support
- Proprietary: Partially, depends on contributions and agreement.

LICENSING AND TECHNOLOGY
 Company licenses intellectual property (IP) developed at UW—such as patents, software, or prototypes—for commercial use.

- IP may be created independently or from previous research.
- Terms of the license, whether exclusive or non-exclusive, are discussed with UW's Technology Transfer Office.
- Licensing can include options for future enhancements and may involve milestone payments, royalties, or upfront fees.
- Exclusive licenses grant sole rights to the company, while non-exclusive licenses allow multiple companies to utilize the same technology.
- IP rights are usually shared or negotiated and may be eligible for public funding support.

FEE FOR SERVICE (FACILITIES AND EQUIPMENT USE)
 Company pays UW to use labs, equipment, or technical services.

- No co-development of new IP
- Useful for validation, testing and prototyping
- Results are often owned by the company
- Proprietary: Yes, when company provides inputs and UW provides data/samples only

PHILANTHROPY
 Company provides philanthropic support to provide funding that can support programs at UW.

- Expenditures are at the discretion of the designated authority and criteria is determined by a gift agreement.
- No deliverables are associated with the gift.
- Qualifies for a taxable deduction.
- Gifts-in-kind are accepted (equipment, software, etc.)

Industry-University Collaboration

SPONSORSHIPS



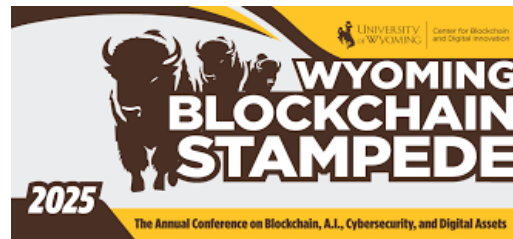
SPONSORSHIPS

Sponsorships are an effective tool for campus units to use with companies and organizations to support the University of Wyoming.

The UW Foundation is here to help facilitate the development and execution of a sponsorship opportunity for your event or program. This toolkit is designed to offer guidance to UW colleges, departments, and student organizations in crafting sponsorship opportunities.

EXAMPLES OF PROGRAMS THAT HAVE UTILIZED THIS SERVICE

- Conferences
- Annual Programs



UNIVERSITY OF WYOMING | College of Business Center for Professional Selling

2025-2026 CORPORATE PARTNER OUTLINE

PARTNER BENEFITS	\$5,000 SILVER	\$10,000 GOLD	\$15,000 PLATINUM	\$25,000 SUPER PLATINUM
Inclusion in the College of Business Partner Recognition Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Incorporation of company in marketing materials, website and events related to the Center	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in the College of Business Career Fair	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to participate in Speed Selling events and receptions sponsored by the Center	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotion of company employment opportunities to sales students	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to Center events and activities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner in-Class participation (panels, Q&A session, Zoom, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly Sales Center newsletter delivered virtually	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Epic Hire student profiles	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to judge sales student role plays and/or sales competitions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video interviews to highlight your company and executives to be shown in our classrooms. Can be a company promotional video as well that will be displayed on our social media	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One table event, per year, in the College of Business lobby	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company signage will be present on video boards in the COB	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First invitation to classroom guest speaker appearances	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On-campus interview set-up with students (room provided)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hosted interview experience (virtual, on-campus, or both)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advisory board membership to help shape the Professional	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>


UIDP SPECIFIC RESOURCES



Strengthening
University-Industry
Partnerships



Publications

 UIDP Webinar: Update on the Genesis Mission | Insights from the U.S. Department of Energy

View the April 9 webinar to hear from U.S. Department of Energy (DOE) leadership on the Genesis Mission—a high-priority initiative designed to accelerate AI-driven scientific discovery and strengthen national security. This webinar was open to university member and non-member representatives.

[READ MORE](#)

Webinars

TUE
22

September 22 @ 8:00 am - September 24 @ 12:00 pm MDT

UIDP Denver 2026

History Colorado Center 1200 Broadway Denver, CO, Denver, CO, United States

UIDP Denver is a key event for UIDP members. The conference provides ample opportunities for networking and organic collaboration, including lunch table discussions, hosted small-group dinners, and receptions.

Conferences and Events

ABOUT UIDP

UW is a proud member of the [University-Industry Demonstration Partnership \(UIDP\)](#), a national leader in advancing collaboration between academia and industry. UIDP provides a unique forum where UW and corporations work together to strengthen partnerships.

[If you're not already a member of UIDP, now is a great time to join!](#)

All UW faculty and staff can access UIDP's best practice resources and member events. New users can register with their work email at <https://my.uidp.org/AlreadySignedIn.aspx?registration=1>

FIRST IGNITE – AI POWERED PROSPECTING

The screenshot shows the First Ignite web application interface. At the top, the browser address bar displays `app.firstignite.com/autopilot`. The navigation bar includes the First Ignite logo, a 'CRM' tab with a 'NEW' badge, a language selector set to 'EN', a notification bell, and a user profile for 'Angela Ver Ploeg'. The left sidebar contains a 'MISSION CONTROL' section with links for Dashboard, Author Search, Tech Assessment, and Funding, and a 'PROJECTS' section with Autopilot (highlighted), My Projects, and a 'PROSPECTING' section with Company Search and Market Search. The main content area is titled 'Targeting Mode' and features two selectable cards: 'Research & Partnerships' (Innovation, R&D, Technology leaders) and 'Career Services' (HR, Recruiting, Talent Acquisition). Below these is a toggle switch for 'Text' (selected) and 'File'. A large text input field contains the placeholder text 'Enter any scientific text to match to companies, people, and markets...' and shows a character count of '0 / 100000'. At the bottom, there are three dropdown menus for 'Location', 'Company Size', and 'Industries'. A chat icon is visible in the bottom right corner.

ABOUT FIRSTIGNITE

AI-powered platform designed to help universities, laboratories, and research institutions identify, connect with, and secure corporate partners for research, licensing, and commercialization.



UNIVERSITY
OF WYOMING

Office of Industry and
Strategic Partnerships

STORIES OF PARTNERSHIP

Peabody



CORE

Williams

DISA

RAVE
AEROSPACE



QUESTIONS



www.industry.uwyo.edu

uwcorporate@uwyo.edu