New Faculty Orientation
USC Viterbi Advancement

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Kaci Silverman

Senior Associate Dean for Advancement

USC Viterbi Advancement

Advancement & Team Overview
Nuts & Bolts of Fundraising
Partnership with Departments and Faculty
Faculty Partnership Highlight
Corporate and Foundation Relations

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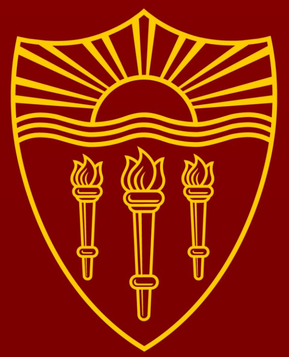
Viterbi Advancement

Viterbi Advancement is focused on building engagement and philanthropic support for strategic initiatives and priorities for the school and dean. Our team works with alumni, parents, friends, corporations and foundations to generate support. We connect our donors and prospects with the areas across Viterbi they find meaningful and educate them about ways to provide philanthropic and volunteer support.



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Our Team

Kaci Silverman
Senior Associate Dean for Advancement

Aven Yam
Administrative Services Manager

Recruiting
Executive Director, Advancement Operations and Strategy

Jane Ong
Interim Executive Director for Alumni Relations and Annual Giving

Chris Napolitano
Assistant Dean for Advancement

Maurena Nacheff-Benedict
Executive Director for Corporate and Foundation Relations

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“Nuts & Bolts” of Advancement

- Pledge VS Outright Gift
- Restricted VS Unrestricted
- Gift VS Contract
- Annual VS Major VS Principal
- Current Use VS Endowed Gifts

Focus Areas

- Research
- New Infrastructure – ex. GCS
- Sustainability, Health, Security, Computing
- Scholarship and Fellowship Support
- Naming Opportunities

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Partnerships with Departments and Faculty

Department Advisory Boards

Research Efforts

Affiliate Programs

Viterbi Awards

Faculty Advisor/Lab/Network Relationships

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Faculty Partnership Highlight

InfoLab 25th Anniversary Event hosted by Prof Cyrus Shahabi (past CS Chair)

Including advancement for an opportunity for alumni to further engage.

Outcomes: Identify and cultivate individuals and explore corporate partnership and support.

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Contact Us

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https://viterbischool.usc.edu/giving/

New Faculty Orientation

Obtaining Funding from Companies and Foundations

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Maurena Nacheff-Benedict, PhD

Executive Director

Corporate and Foundation Relations

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What We Do: Corporate and Foundation Relations

- Manage Viterbi's largest corporate and non-profit partnerships
- Work with faculty and administration to secure funding/support for research, educational initiatives, student support, lab equipment, and shared facilities
- Identify new opportunities and sources of support
- Host technical interchange meetings for companies to learn about faculty research >> lead to funding
- Facilitate generation of proposals and high-level knowledge exchange with prospective supporters

>$300M in funding from Companies and Foundations (2011-2022)

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Advantages of Developing Corporate Partnerships

- Significant source of support
  - Research Funding
  - Scholarships / Fellowships
  - Data and other resources
  - In-kind support – equipment for labs
- Career paths for your students
- Opportunity to increase impact of your research
- Real world knowledge informs research
- Partner for larger govt proposals

Companies are investors in Academia
Need Return on Investment

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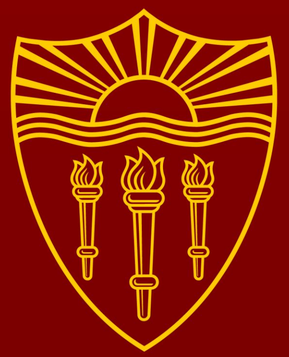
Corporate Support – 3 Main Types for Research Funding

- **Gift** – No expected deliverables or specific timeline. Usually no statement of work, but can be restricted to specific research. – 15% standard (need cost share approval if less than 15%)
- **Grant** – Usually statement of work and timeline. No expectations of IP. Variable overhead. (Need cost share approval if less than 15%)
- **Sponsored Research** – Statement of work, deliverables, timeline, usually IP requirements – 65% overhead
  - Note: these must go through VBA/DCG (same as govt process), but please contact CFR first and we will work this with you



NOTE: CFR may be able to negotiate funding avenue to adjust agreement so assessed at a lower overhead = more funding to your lab

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Significant New Corporate Partnerships in Past Two Years

- USC-Amazon Center for Secure and Trusted Machine Learning
- USC-Meta Center for Research and Education in AI and Learning
- Dynamic Imaging Science Center – NSF/Siemens Healthineers Collaboration
- USC iPodia and Microsoft Collaboration
- Toyota and Siemens joined new Center for Autonomy and AI Affiliates Program

Recent Faculty Submittals/Awards - Corporate RFPs

- Amazon
- Cisco
- Google
- Sony
- Intel
- Microsoft
- Qualcomm
- 3M
- JPMorgan Chase
- Agilent
- Raymond Corp
- Samsung
- Lockheed Martin
- Northrop Grumman
- Johnson & Johnson
- Merck

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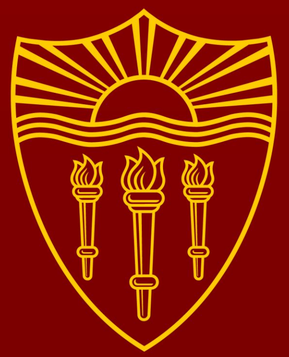
Advantages of Foundation/Non-Profit Support

- Significant sources of philanthropic support:
  - Major source of funding for specific research domains
  - Often committed to solving major societal issues
  - Open calls for proposal
  - Invitations to submit proposals
- Requires different approach that can provide sustained funding for many years
- Some convey a great deal of prestige



Foundations are looking for Impact from their investment.

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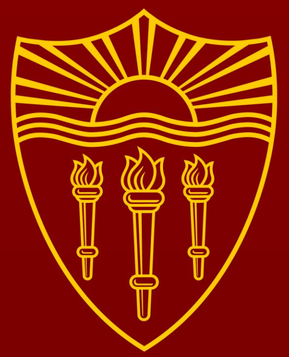
How to Work With Us

- Contact a CFR member for any activity/proposal with a company or foundation
  - Contact from a conference/publication
  - Identification of a relevant RFP - CFR opportunities sent in weekly Viterbi GIST
  - We may be able to influence funding route (contract vs grant/gift)
- Update us on your research - the more we know, the more we can share with prospects
  - Share with us the companies and foundations with overlapping interests
  - We can often help identify potential matches after a quick conversation
- CFR can provide assistance with every phase of the proposal process from solicitation strategies, editing/submittal of the technical proposal, to pulling in the funds and interfacing with your Research Administrator, to reporting/stewardship



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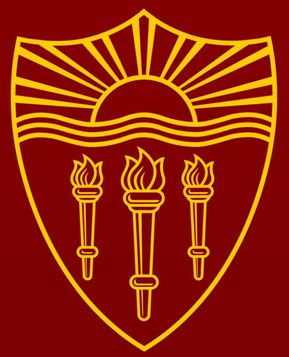
How to Work With Us

- We can help match you to current RFP's- but we need your help!
  - Keep your faculty profile and research website updated through myViterbi to ensure you are linked to the best keywords in the Viterbi Faculty Directory

  - Update your campus wide "Find an Expert" site at https://pressroom.usc.edu
    - Two benefits: (1) opportunity for PR for your research; and (2) this info links to the USC CFR Matching Database



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Our Team is Experienced and Eager to Work With You!

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Executive Director of Corporate and Foundation Relations

Andie Self
Development Coordinator

Lisa Mitchell
Senior Director of Corporate and Foundation Relations

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https://viterbischool.usc.edu/giving/corporate-foundation-relations/

Thank You!

For questions, please contact any of us directly.

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