



Office of the  
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# Non-Research Industrial Interactions

*F*unded research projects represent the most frequent way of interacting with industry, but they are certainly not the only way. For these non-research interactions, it is often difficult for industry to know how or who to approach in the university, so they welcome your initiative in these interactions.

## Education

Guest Lecturer. Industry personnel represent a wonderful resource for education. Inviting an industry representative to ISU for a guest lecture or seminar provides students with knowledge about a topic *and* an idea of career options outside the academic environment. Similarly, these visits provide mechanisms for faculty/staff members to stay informed about the challenges and opportunities related to their areas of interest in the non-academic environment. Most industries are very willing to have representatives come to campus to give guest lectures or seminars—they are just waiting for the invitation.

Continuing Education. In today's fast-paced world of research, many companies find it challenging to keep their non-scientific employees educated about the new scientific tools and techniques being used in universities and industries. Opportunities exist to work with companies on training programs or lectures targeted at a non-scientific audience. Often the best people to give these seminars are the people most knowledgeable in the field—you!

## Internships

Student Internships. Most industries are interested in hiring summer or part-time employees, but many do not know *where* or *how* to find them. Helping your undergraduate and graduate students locate industries interested in people with their background is beneficial to both the student and the industry.

Faculty Internships. As faculty/staff members, consider spending time working in industry yourself. This can be either a short (two to four weeks) or long (one year) sabbatical. Learning how science is used in an industry setting will enhance both your teaching and research.

## Promoting ISU Programs & Expertise

Strong university research programs often are cited by industry as one reason for selecting a location for the company. Economic development groups across Iowa showcase the capabilities of ISU (and *other* universities in the state...) when trying to attract companies to Iowa. At times, this involves visits to the university. Economic development professionals are always looking for faculty/staff who are willing to meet with industry representatives to help them become familiar with ISU and its resources. When engaging in these types of activities, it is always important to keep in mind the level of scientific knowledge that is necessary—these companies are interested in the *concepts* of our programs, not necessarily the scientific facts.

For questions about this tip sheet or assistance in identifying ways to work with industry, please contact:

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