

# NIC Recruitment Strategy

Confidential



# Vision

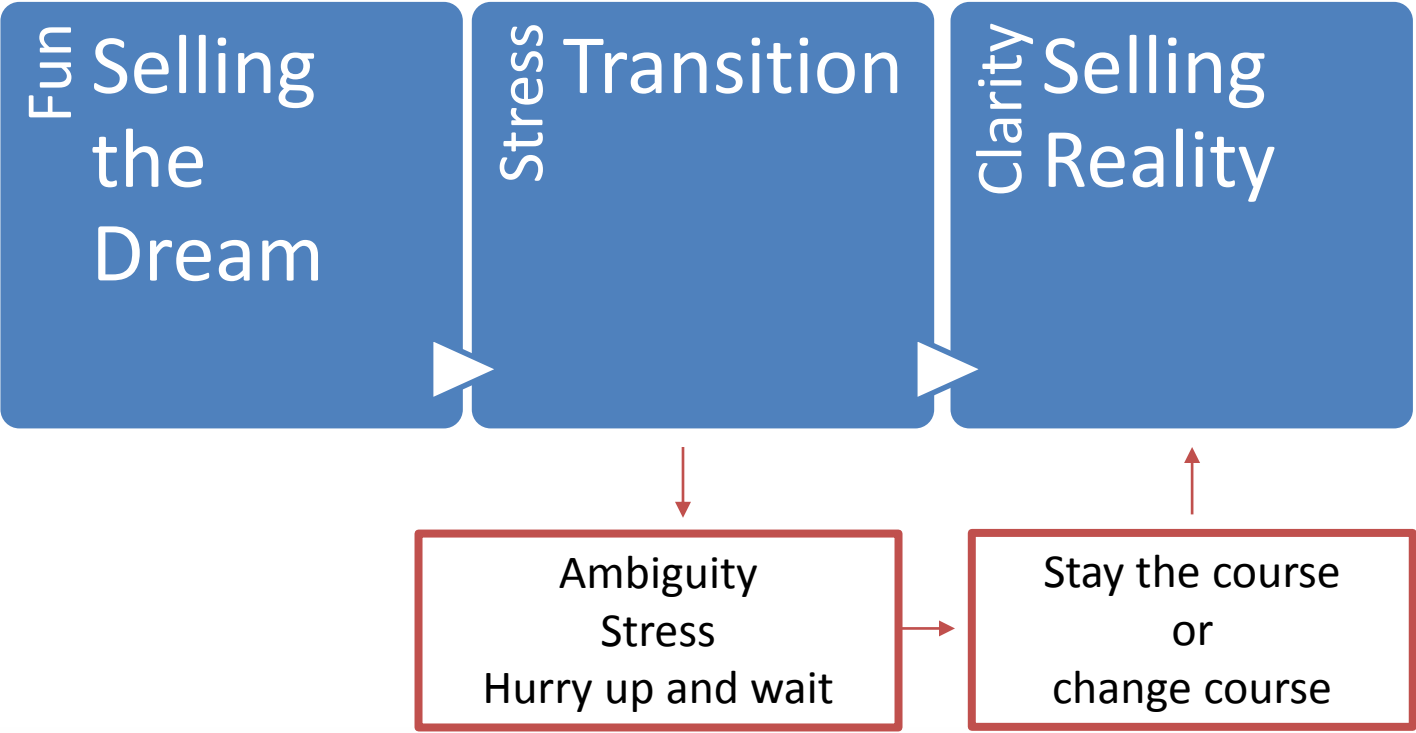
A dynamic environment where university and private sector talent transform ideas into innovation that impacts the world.



# Assessment



# Time of Transition



# Moving Forward





# NIC Recruitment Strategy

- Optimize linkages of appropriate University units/ departments/ administrators/ faculty and their stakeholders via an enhanced relationship and bi-directional communication
- Leverage existing university events and groups, both local and global.
- Capitalize on the relationships held by NIC partners.
- Participate in appropriate local, national, and global conventions/ research initiatives.
- Build and leverage a network of champions for NIC regarding recruiting opportunities. This will include those associated with established as well as startup company support.
- Mine census and other data to identify clusters of current industry in a data driven manner and develop strategic plans accordingly.
- Ensure aligned marketing pieces/ practices that demonstrate a consistent message that effectively differentiates NIC from other Innovation Campuses across the country, other parts of region and city.

**Back Up**





- Optimize linkages of appropriate University units/ departments/ administrators/ faculty and their stakeholders via an enhanced relationship and bi-directional communication
  - Examples:
    - FST Dept.
    - Ag Hort Dept.
    - COE
    - Biochemistry
    - Global Engagement (IANR & UNL)
    - UNMC (UNeMed)
    - Alumni groups in above mentioned departments



## Leverage existing university events & groups, both local and global.

Examples:

- Alliance for Advanced Food Sanitation
- EN Thompson Forum
- Students / Clubs
- NSF Industry / University Cooperative Research Program (to develop a planning meeting for the Center for Ecology, Evolution and Management of Pesticide Resistance.)
- The Future of Big Data
- Water for Food Annual Meeting
- NMotion Demo Days

## Capitalize on the relationships held by NIC partners.

- ConAgra -> Recruitment for sanitation and other



## Participate in appropriate local, national, and global conventions/ research initiatives.

- Water for Food Annual Meeting
- Bio Nebraska events (including 10<sup>th</sup> anniversary annual meeting to be held at NIC)
- UNL Research forums
- Association for University Research Parks- Conference





**Build and leverage a network of champions for NIC regarding recruiting opportunities. This will include those associated with established as well as startup company support.**

Examples:

- Local Company: Had many colleagues (including leadership team members) out to tour NIC and to ask for their assistance in finding their own neighbors in the Lincoln scientific community.
- Association A: Not only a target, but an opportunity. Annual meeting at NIC. Executive Director is asked about space.
- FST Advisory Board
- NICDC Board

**Mine census and other data to identify clusters of current industry in a data driven manner and develop strategic plans accordingly.**

Examples:

- Faculty
- Students
- Potential partners





Ensure aligned marketing pieces/ practices demonstrate a consistent message that effectively differentiates NIC from other Innovation Campuses across the country, other parts of region and city.

Examples:

Will leverage expertise and experience of consultant. We will highlight our amenities and our differentiators.

- Leave behinds
- Mailings
- Website
- Social Media

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