WVU CORPORATE RELATIONS: COMMITTED TO PARTNERSHIPS

West Virginia University is transforming higher education and the future of West Virginia by focusing on three critical pillars:

- Education
- Healthcare
- Broad-based prosperity

By partnering with the private sector, West Virginia University is building on the pillar of prosperity by connecting businesses with workforce and economic development opportunities. We supply top talent, identify and match the expertise of our top-ranked researchers with business needs, provide continuing and professional education opportunities across a lifetime, co-develop breakthrough research and technologies, and more.

This annual report cites several corporate partnerships and engagements that have been established since late 2015 when West Virginia University established a Corporate Relations Office.

Be assured, West Virginia University works tirelessly to understand our corporate partners’ needs and match them to world-class resources. Together, we can forge new avenues for economic development and prosperity.

Let’s Go!

If we truly want to contribute to innovations and ideas that lead to future prosperity for this state, we need to create a network across this campus that is strategic and mutually beneficial for successful partnerships between corporations and academia. As one of the leading public research institutions in the country, West Virginia University has the talented faculty, staff and students to develop collaborations that lead to meaningful change.

– E. Gordon Gee, President
West Virginia University
Corporate Partnerships Deliver Results

West Virginia University's efforts to create a network across campus that connects corporations and academia resulted in many successful initiatives. Consider these partnerships and opportunities that were facilitated in 2016:

Randox Corporation

*Northern Ireland-based world leader in the development and production of healthcare diagnostic products.*

Randox is expanding its North American laboratories and production facilities in Jefferson County, West Virginia. The company employs high-level STEM-based professionals in science, technology, engineering and mathematics. The Corporate Relations Office facilitated meetings with Randox leaders and potential recruitment partners across campus. By helping to provide Randox with an educated and dedicated workforce, West Virginia University helps ensure the company's continued capital investment in the state of West Virginia.

MorphoTrak

*A key provider of biometric services to law enforcement and other security agencies.*

MorphoTrak donated access to MorphoCloud, a cloud-based collection of digital services (such as fingerprints, palm prints and face recognition) to support the University's highly regarded research and education programs in biometrics and forensics. The company also located its West Virginia corporate office in Morgantown to foster a closer academic partnership with West Virginia University.

Leidos

*A global science, engineering and technology solutions leader in defense, intelligence, homeland security, civil and health markets with approximately $10 billion in annual sales.*

Leidos has been a valued partner with WVU's Lane Department of Computer Science and Electrical Engineering for multiple years. Most recently, Leidos invested in providing additional software capabilities for the department, and expanded its contribution to include the College of Business and Economics Business Data Analytics Department and the WVU Alumni Association. This fall the company intends to deliver a full stack application development workshop to WVU students and faculty. Leidos hires intern and full-time graduating WVU students for both local and regional opportunities. The company of 32,000-plus employees is also re-investing in the local community by expanding their offices in Morgantown with plans for continuing growth.

IBM

*IBM designs, builds and runs the systems that underpin global business. IBM’s strategic focus areas to support that mission include Cognitive, Cybersecurity, Cloud, Internet of Things, and Analytics.*

IBM initiated a partnership with West Virginia University around three priority areas: increased recruiting in the areas of cybersecurity and application development, partnerships in biometrics and an interest in being a service provider to the campus. As a result of this partnership, IBM’s Global University Program recently made WVU a corporate partner, resulting in free access for students and faculty to IBM's Watson cognitive computing system and the IBM cybersecurity solutions and curriculum.

MorphoTrak located its West Virginia corporate office in Morgantown for a strategic reason. We want to foster a close academic partnership with WVU.

– B. Scott Swann, Vice President of Federal Operations and Innovation, MorphoTrak
Addivant
A leading global supplier of antioxidants, intermediates and inhibitors, polymer modifiers and UV stabilizer solutions.

Addvant recently expanded its chemical manufacturing facility in Morgantown, West Virginia. The company worked with WVU’s Department of Chemical Engineering and the Executive Education team in the College of Business and Economics to create and deliver a certified chemical operator program for Addvant’s workforce. The program, launched in January 2017, is expected to increase quality assurance and increase employee retention.

Appalachian Storage Hub (ASH)
A tri-state economic development project aimed at developing a new market for shale gas.

The West Virginia University Energy Institute and the State Geological Surveys of Ohio, Pennsylvania and West Virginia are partnering on a study to investigate potential subsurface storage options for natural gas liquids, including ethane, propane and y-grade NGLs in the region. Findings from the study will potentially be used to develop the infrastructure needed to ensure the region’s continued economic growth from the extraction, refinement and use of natural gas and its byproducts. The study received support from the Benedum Foundation and 14 other corporate and economic development organization partners.

Google Cultural Institute and Partners
Magic happens when technology meets culture.

The Black Time Map is a partnership with the Google Cultural Institute, Google Expeditions, the Congressional Black Caucus and the national WWI Centennial Commission to advise and produce digital content about the experience of black soldiers and returning veterans of WWI in honor of the 2017-2018 Centennial of WWI. Reed College of Media faculty member Joel Beeson is leading the effort to tell these stories and relive these significant moments in history.
Procter & Gamble
A multinational manufacturer of family, personal and household products.

Procter & Gamble is building a modern manufacturing facility near Martinsburg, West Virginia, to help the company reach its customers and consumers faster and more efficiently. Among the reasons making West Virginia P&G’s first choice were West Virginia’s skilled labor force and easy access to interstate and rail transportation. The company works closely with the University to fill its STEM-based workforce needs. In addition, WVU’s new Supply Chain Management program will be beneficial in training future P&G employees to be more responsive to customer demand while driving out supply chain costs. The facility will be a huge boost to the state’s economy.

Real-World Emissions Technology Summit
A gathering of industry, academic and regulatory leaders engaged on topics about emerging engine and emissions technologies.

WVU’s Center for Alternative Fuels, Engines and Emissions (CAFEES) is a global leader in the research and development of the concepts and technologies necessary to improve transportation and power systems while working on emissions reduction research. CAFEES’s staff works extensively on engine technologies, post-combustion technologies, after-treatment evaluation, and fuel technologies using state-of-the-art tools for next-generation engine and support equipment. The center is widely known for its world-class mobile laboratory and testing and evaluation services, which were showcased at the daylong event.

In 2016, West Virginia University engaged with industry in numerous ways. Here are some of the results:

- **$32M**
  - INDUSTRY-SPONSORED RESEARCH

- **$25,364,310**
  - INDUSTRY GIVING

- **1,400**
  - EMPLOYERS RECRUITING
  - WVU STUDENTS/ALUMNI

- **5,529**
  - INTERNSHIP OPPORTUNITIES

- **10,312**
  - JOBS POSTED

West Virginia University is one of only 115 universities with the R1 designation, the highest level of research activity set by the Carnegie Classification of Institutions of Higher Education.

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**WVU Online** has entered into agreements with GP Strategies to be an approved provider for tuition reimbursement programs at Boeing, Bank of America and Time Warner Cable.

This agreement allows WVU Online to reach up to 250,000 employees interested in enrolling in WVU’s varied and top-ranked online degree programs.
Noble Energy
An independent petroleum and natural gas company committed to energizing the world and bettering people’s lives.

The Davis College’s Hardwood Research Trust Fund aims to find innovative ways to improve the value of poor quality Appalachian hardwoods and develop solutions to industry challenges.

Noble Energy recently invested in research through the Hardwood Research Trust Fund to study traditional filter sock medium specifications and compare the effectiveness of woods-run material versus traditionally composted wood chips in controlling sediment transport. Also examined, industry interest in woods-run material in filter socks, especially in deep shale drilling.

This research project and others will lead to economic opportunities for the state of West Virginia.

DPS Land Services
A full-service land company dedicated to the Appalachian Basin.

The Energy Land Management program in the Davis College initiated its research program in 2015 to address issues faced by the natural gas industry. The research program has investigated surface development characteristics between unconventional and conventional well sites in West Virginia. The program has also, in cooperation with the National Science Foundation Project and the University of Kansas, worked on improving water management, treatment and recovery in oil and gas production.

Recently, DPS Land Services established an endowment for WVU students majoring in energy land management to support travel for conferences, meetings and other extracurricular activities. DPS executives say the industry needs motivated graduates who are excited about the oil and gas business – and WVU students fit this profile.
Entrepreneurship at WVU

Huntington National Bank
Offering banking solutions for business and entrepreneurs.

The LaunchLab at West Virginia University pairs “would-be” entrepreneurs with the expertise and resources they need to turn their ideas into commercial enterprises. Students come to LaunchLab with ideas for startups, and LaunchLab brings in people from various disciplines to offer advice on such things as legal matters, making prototypes and coding for applications.

Huntington National Bank has provided LaunchLab with $150,000 in seed money over the past three years to encourage entrepreneurs to pursue their dreams. One of those individuals is Jordan Masters, a fifth-generation farmer who spent two years in LaunchLab developing his idea for Allegheny Genesis microgreens.

Huntington National Bank is continuing to work with Masters on his greenhouse project, with the hope of acquiring assistance from the Small Business Administration.

Women’s IoT Makeathon
Makeathons and hackathons foster student entrepreneurship at West Virginia University.

The “Hack the Gender Gap: A Women’s IoT Makeathon at WVU” event culminated a coast-to-coast hackathon series exploring the state of the persistent gender gap at the intersection of technology, entrepreneurship and media. The Makeathon focused on new markets in the Internet of Things (IoT) and their potential impact on journalism and media, including new forms of sensor journalism; reporting with networked smart objects; storytelling with beacons; combining augmented reality with 3-D printing and more.

From Huntington’s perspective, we commend what a lot of universities are doing, but particularly what WVU is doing to encourage entrepreneurs.

– Chad Prather, Senior Vice President — Commercial Region Manager West Virginia Region and Morgantown Community President, Huntington National Bank

Pictured below: Members of the winning team put the final touches on their presentation.
ESTABLISHING CONNECTIONS
FACILITATING PARTNERSHIPS
BUILDING BRAND AWARENESS

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WVU is an EEO/Affirmative Action employer — Minority/Female/Disability/Veteran.