

Coventry University working with business

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Coventry
University

Coventry University

Working with Business

- Supported over **7500 small-and-medium enterprises** and worked with over **500 larger companies** in 2007-08
- **30 private and 11 public sector strategic partners**



Coventry University Partnership Development Strategy

NEED:

- To support institutional core values and create new sustainable activity
- Historically the University had been reactive in much of its partnership development
- To meet University 2010 Agenda need to become more proactive and co-ordinated
- Vital to consider long-term more strategic collaborative partnerships with a small number of key organisations both public and private
- Create a culture of sharing knowledge
- Formalise processes supporting partnership working



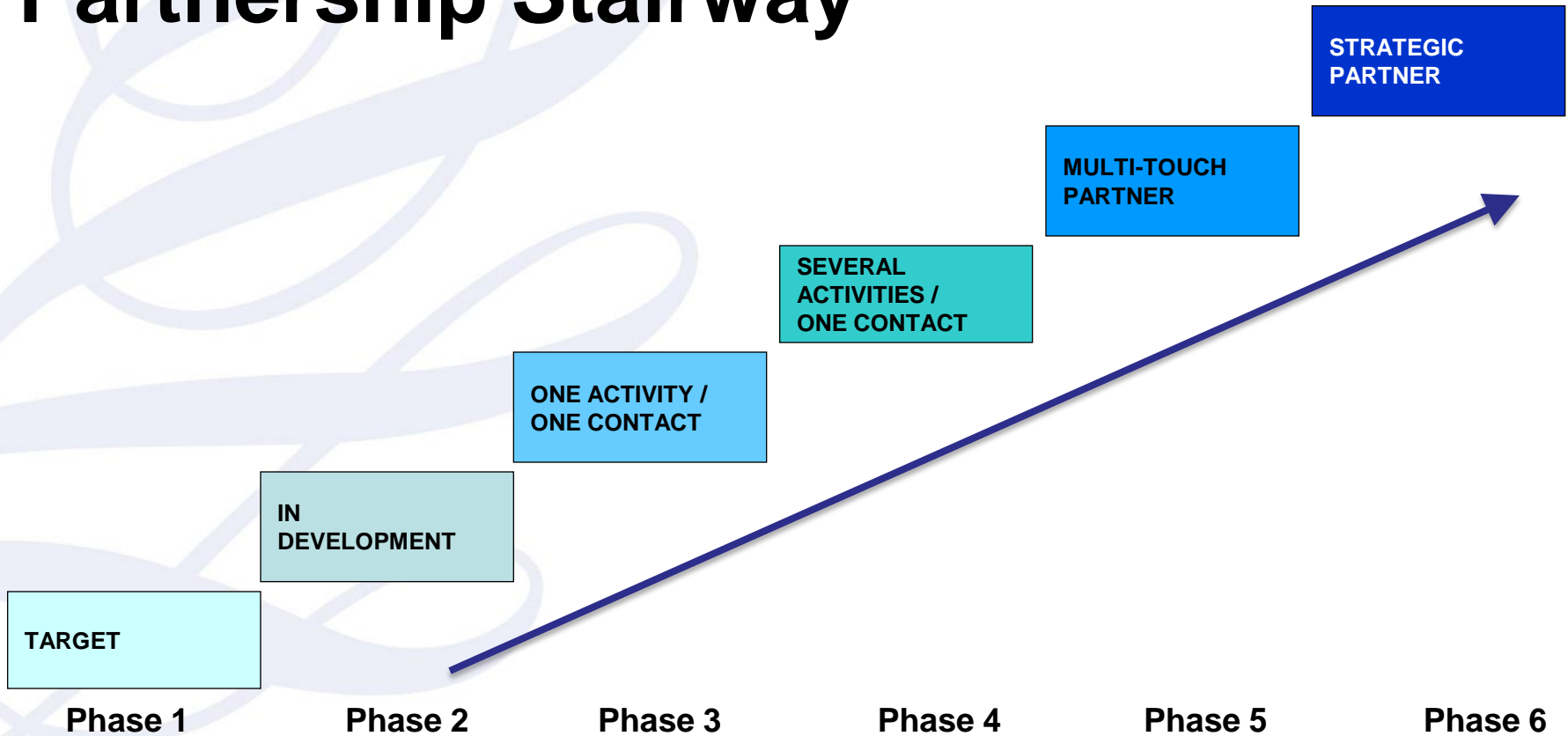
Coventry University Partnership Development Strategy

AIMS:

- Produce a simple partnership development process and methodology
- Formalise the University's Multi-touch and Strategic Partnerships
- Increase the number of partners at all development phases
- Improve knowledge sharing regarding current and potential partnerships
- Suggest improvements to our current knowledge management systems
- Work towards a culture of improved partnership working

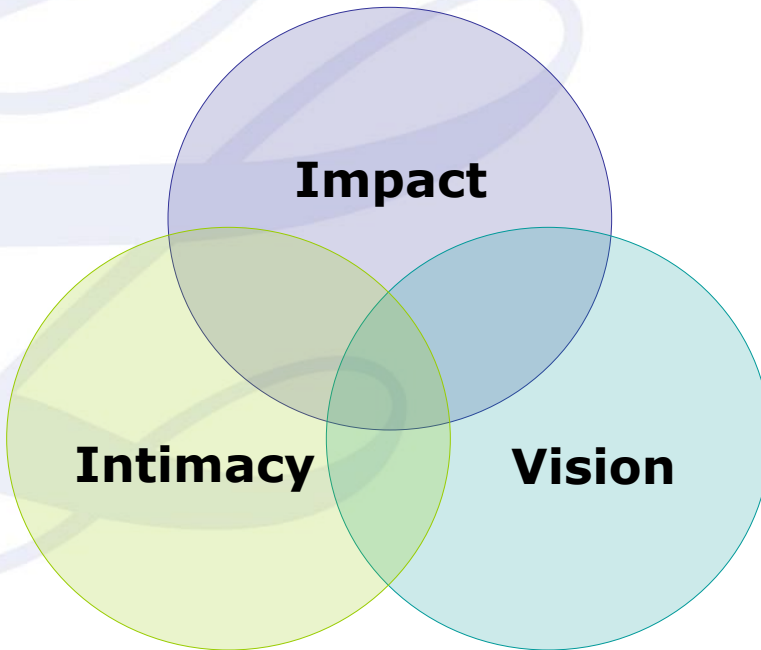


Partnership Stairway



Based upon a model from Muenster University of Applied Sciences

Success Factors Model & Vision



- **IMPACT** – adding real productivity & value
- **INTIMACY** - closeness, sharing & mutual trust
- **VISION** - a compelling picture of the possibilities

Coventry University Partnerships



Coventry University - Jaguar Land Rover

Numerous activities across Applied Research, Education & Teaching & Learning strands, for example:

- **Ultra Low Carbon Vehicle User Interface Trial:** JLR are part of the consortium of OEMs supporting the recently successful TSB Low Carbon bid (with Coventry University, led by ARUP Associates)
- **BONDEDCAR: Reliability Tools & Design Methods for Structures With Hybrid Bonded Joints Research :** JLR led a successful TSB submission to the Spring 2007 Call for Advanced Manufacturing projects. Coventry University are a partners
- **Joint Course Development:** JLR & the Faculty of Engineering & Computing have developed an education programme to improve the skills and knowledge of the company's employees by providing industry-focussed MSc and BSc courses
- **Knowledge Transfer Partnerships:** CU as had the largest KTP programme in the UK, involving 12 graduates working with JLR, working on Hybrid Controls, Electrical Systems Modelling, Battery Engineering and Modelling & Simulation



Coventry University - Caterpillar

Coventry has been working with Caterpillar on both knowledge transfer in industrial product design and through our Employer Engagement Programme

- **Cab interior design**

Caterpillar are just one of the vehicle manufacturers that Coventry University's School of Art & Design have undertaken knowledge transfer in automotive design around interior cab design.

- **Education through our Employer Engagement programme**

- 33 students on Capability Improvement Programme
- Provide the ideal support for them to achieve their goal, building capability and helping retain their best individuals
- Students undertaking the programme are rewarded with a University level accredited academic qualification

OUTCOMES: There has been a profound change in the customer rating of service levels at Caterpillar with improvements in timeliness, shipment correctness and information accuracy. Those on the Capability Improvement Programme have been involved proactively on product scheduling, leading to quicker reaction to customer issues and an improvement in product quality. There is now a confident prediction of quality performance and a new openness with customers.



Thank you, any questions?

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