



Guide 02



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Fostering Academia Industry Relations

For University Students | From ECDA

Curious about fostering academia-industry relations but not sure where to start as an organization?

You're not alone - and that's exactly why we developed this operational tool. Whether your organization is just beginning to explore collaboration opportunities or already has specific goals in mind, this guide will provide you with best practices to enhance academia-industry partnerships. By following the simple steps outlined in this tool, you can navigate the complexities of building successful relationships and move towards a more collaborative and innovative future.

Best practices for your organization

1. Identify the right academia partners

- Identify university subjects and research topics relevant for your organization.
- Based on your evaluation identify universities, research institutions and applied universities with the expertise and reputation in the relevant subjects for your organization and assess the access for the collaboration.
- Align the focus areas of the institute with the goals of your organization.
- Identify where your internal talents studied to find the matching partner.
- Identify which talents and study fields are missing in your organization.
- Limit your collaboration to the most relevant academia partners to build up a successful long-term partnership. It could be helpful to create different tier-levels of partnerships

2. Career Center / student organizations of the preferred partners

- Engage with the career centers or student organizations of the partner to learn about the different collaboration opportunities.
- Research the different university and student organizations offers.
- Build up a continuous exchange with the career center / student organizations and enlist as a partner organization where possible.
- Set up a company page with the career center or student organization to promote your entry level and internship opportunities.

- Participate in events organized by the career centers / student organizations and collaborate in workshops, interview trainings and career development support.

3. Career fairs and further academia events

- Attend academia career fairs and semiconductor-specific events to get in touch with students and faculty and to promote job opportunities.
- Participate or sponsor for example panel discussions, workshops, or seminars with relevant topics for your organization.
- Use networking events to build relationships with students, student organizations, alumni and faculty.

4. Thesis, applied projects and mentoring

- Mentor or offer support, resources and guidance to students working on thesis or projects related to your area of expertise.
- Provide real-world problems for students to work on as part of their applied projects or thesis.
- Establish a mentoring program where experts from the organization mentor university students.
- Provide diverse internship opportunities including a thesis or project work.

5. Build up relationships with professors

- Establish an exchange with professors to discuss potential collaboration through networking events or existing connections from your employees or research and development departments.
- Invite professors to industry events, workshops, or conferences to discuss relevant topics and insights as well as use both sides expertise.
- Provide funding, tools or even access to industry data (obviously nothing confidential) to collaborate with faculty.

6. Guest lecturer and workshops

- Use internal experts to hold guest lectures on semiconductor trends, best practices or to discuss industry challenges with students.
- Check with your staff who is already engaged in guest lectures, trainings as a subject matter expert to leverage these connections with academia partners.

- Conduct workshops on specific topics and problems. Use these to collaborate with professors to connect with students and other faculty members.

7. Student visits and online events

- Organize company visits to show firsthand insights about your organization and to experience your company culture.
- Host virtual events, online workshops or webinars on different topics to get in touch with students remotely. This can also include interview trainings, LinkedIn courses or career development stories and support.
- Offer virtual tours, Q&A sessions or interactive activities to promote your organization and company culture. This is not limited to semiconductor topics but can also include personal growth topics or tips and tricks to find the dream job etc. Think about the organizations expertise to generate an added value for attending students and faculty.
- External partners can help you to get started with such events that cover specific stakeholder groups from across academia institutes to get a wider access and help you promote your planned event.

8. Sponsored Projects

- Sponsor or organize research projects, competitions, hackathons or other events at universities to support student innovation and personal growth.
- Mentor or offer support, resources and guidance to students working on sponsored projects to further increase the collaboration and connection.
- Always align the organization's goals, vision, priorities and your employer brand with the sponsored projects, events and competitions.

9. Innovation collaboration

- Use university research centers and innovation hubs for research projects and possible joint ventures.
- Establish centers and innovations hubs or specific labs with universities to develop new technology.
- Innovate by sharing knowledge, resources and intellectual property with academic partners.

10. Measure success

- Measure the number of applications and hires resulting from a collaboration with academia such as a career fair, guest lecture or thesis.

- Measure the conversion rates from internships or project collaborations to permanent hires
- Evaluate the quality and quantity of conducted joint projects or innovations

Find more opportunities and tools, get in touch with the ECDA team!



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