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From the Executive Director

This has been a year of records at Case Western Reserve. We are pleased and proud to say that together with you, the corporate sector has made a record investment in CWRU, totaling $21.4 million! We are grateful for the continued support of our industry partners by funding research, hiring our students, engaging together on events and giving back to the university. For all the ways that you have helped us surpass previous records, thank you!

This critical investment demonstrates how important engagement with industry is and continues to be for Case Western Reserve. This spring, the University finalized its next 5-year strategic plan, “Think Beyond the Possible.” The new strategic plan continues to focus on the university’s core values and the importance of interdisciplinary initiatives. Our goal is not just to make incremental changes but truly work on initiatives that will continue to build the University’s reputation on the international stage. It emphasizes innovation in teaching and learning beginning with the launch of our data science program – one of the first in the country directed at undergraduates. It will establish a focus on the development of leadership potential and skills for students, faculty, and staff, as well as an increased focus on educational affordability. Other highlights of the plan include improvements in entrepreneurship and commercialization particularly with the launch of our building renovations for Think[box]. All of these areas have the opportunity for engagement with you in industry.

Share your ideas with me about how to expand our relationship at corporaterelations@case.edu

All my best,

Anne M. Borchert
Senior Executive Director of Corporate Relations and Strategic Projects

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Corporate Executives Share Their Insight on Campus

**Michael Redding,** **Managing Director, Accenture Technology Labs** recently visited campus to deliver a lecture entitled Right Before Your Eyes: Data Visualization is Transformative. This lecture is part of the Weatherhead School of Management Series “Design & Innovation in the Digital Age”, presented by Accenture and as part of the Keithley Integrated lecture series on innovation. [Watch the lecture.](#)

**Mike Coyle,** CIT’83, **Executive Vice President and Group President Cardiac and Vascular Group at Medtronic** will deliver the Ford Lecture on Tuesday, November 13. The Ford Lecture was established by Allen and Constance Ford to enhance and highlight the programming of the Department of Biomedical Engineering (BME). The lecture series has enabled BME to bring to campus scientists and business leaders on the cutting edge of biomedical engineering and related sciences.

**Eric Spiegel,** President and CEO, Siemens USA will deliver the inaugural CWRU Corporate Lecture in Leadership on Tuesday, November 4. The lecture series aims to bring corporate executives to campus to share their experience of leadership with students, faculty and staff.

P&G Funds Student Design Program
For the past two years, P&G has supported the CREATE program on campus. CREATE stands for Case's Rising Engineers and Technological Entrepreneurs. This is a program dedicated to exposing undergraduate students to the different aspects of engineering and product design including brainstorming, concept design, prototyping, and final design, as well as the accompanying industry-required documentation. Their signature program is the Summer Design Experience, which provides students with the unique opportunity to develop their engineering skills, practice experiential learning, and network with students, faculty and professionals over an 11 week time period. Students are divided into teams and each team works through the design process of a specific project that culminates in the presentation of a working prototype. Over the past two years with P&G’s support, several teams have made the progress necessary to continue their projects beyond the official end of the program.

P&G has long been a partner of Case Western Reserve. They have funded CREATE through their Higher Education Grant Program, which was established to provide support for efforts of universities that are better preparing students for success. Projects focus specifically in the areas of improving curriculum, fostering leadership opportunities, encouraging innovation and creativity and strengthening diversity.

**Saint Gobain Competition Continues to Encourage Student Entrepreneurship**

*2014 Saint Gobain Design Competition Students*
Case Western Reserve has a long tradition of alumni entrepreneurs. Companies such as Dow Chemical, Lubrizol, and craigslist were started by CWRU graduates. Now, a new generation of entrepreneurs is emerging on campus. For the past five years, the Saint-Gobain Design Competition has helped to fuel that fire. The competition encourages engineering innovation within a business context by having interdisciplinary teams develop prototypes of novel ideas and assess their inventions for marketability, profitability, and patentability. Teams have typically included not only members from a range of engineering and science disciplines, but also incorporated peers from the Weatherhead School of Management and the Cleveland Institute of Art. While intended to be an engineering-focused endeavor rather than a business plan competition, in many instances, the fruits of the teams’ efforts have laid the foundation for the creation of a student-led start-up company.

The winner of this year’s Saint Gobain Design Competition was **Carbon Origins**, an aerospace startup company with the goal to empower people with the best tools possible to explore the universe through the use of rapidly re-deployable rockets. CWRU students William Wettersten, Amogha Srirangarajan, Kailey Shara and Peter Dixon founded the company during the competition.

**Spray**, an energy and water saving smart meter for the shower, was developed by CWRU seniors in engineering, Craig Lewis and C.J. Valle, and Cleveland Institute of Art graduate Andrew Schad. They recently won the Ohio Clean Energy Challenge and also took first place in last year’s Saint Gobain Student Design Competition at CWRU.

**HolePatch LLC**, offers an eco-friendly and cost-effective method to quickly patch potholes. It was developed by CWRU students Chimadika Okoye, Mayank Saksena, Nicholas Barron and Noah Gostout. They placed first in the 2011-12 Saint Gobain Student Design Competition.

**Human Capital**

**Alcoa Supports Diversity Initiatives on Campus**
Members of the CWRU Chapter of the National Society of Black Engineers (NSBE), with advisor Bonnie Copes

The Alcoa Campus Partnership Program (CPP) is a higher education program which supports the company’s Inclusion & Diversity and Global Perspectives goals. Only a dozen universities are chosen to participate in the program. Alcoa and CWRU share the belief that all students benefit from a more inclusive and diverse climate. CWRU’s partnership with the company focuses on maintaining inclusion and diversity in campus life and preparing students to enter a more inclusive and diverse workforce. The financial support received through the CPP advances greater diversity and gender equity on campus, develops collaborative projects with the university, fosters pre-college programs, or support curriculum changes and faculty development. The Global Perspectives piece stems from the belief that students with international exposure and understanding will be more successful in today’s global marketplace.

This year, the CPP supported the following programs at CWRU:

- SOURCE, an undergraduate research program
- The National Society of Black Engineers
- The Society of Women Engineers
- The Engineer’s Week Banquet
- The SAE Baja program

Visit Case Western Reserve's corporate relations web site

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