

# Capstone Course Industry Sponsor Assessment

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## Research Motivation

Identify the needs and wants of IPPD industry sponsors to best serve our students and sponsors.

Increase project and sponsorship opportunities.

Promote recurring feedback strategies for industry assessment.

## Methodology

In 2019, we surveyed executives from 20 industries including previous, current, and potential IPPD sponsors

3 methods

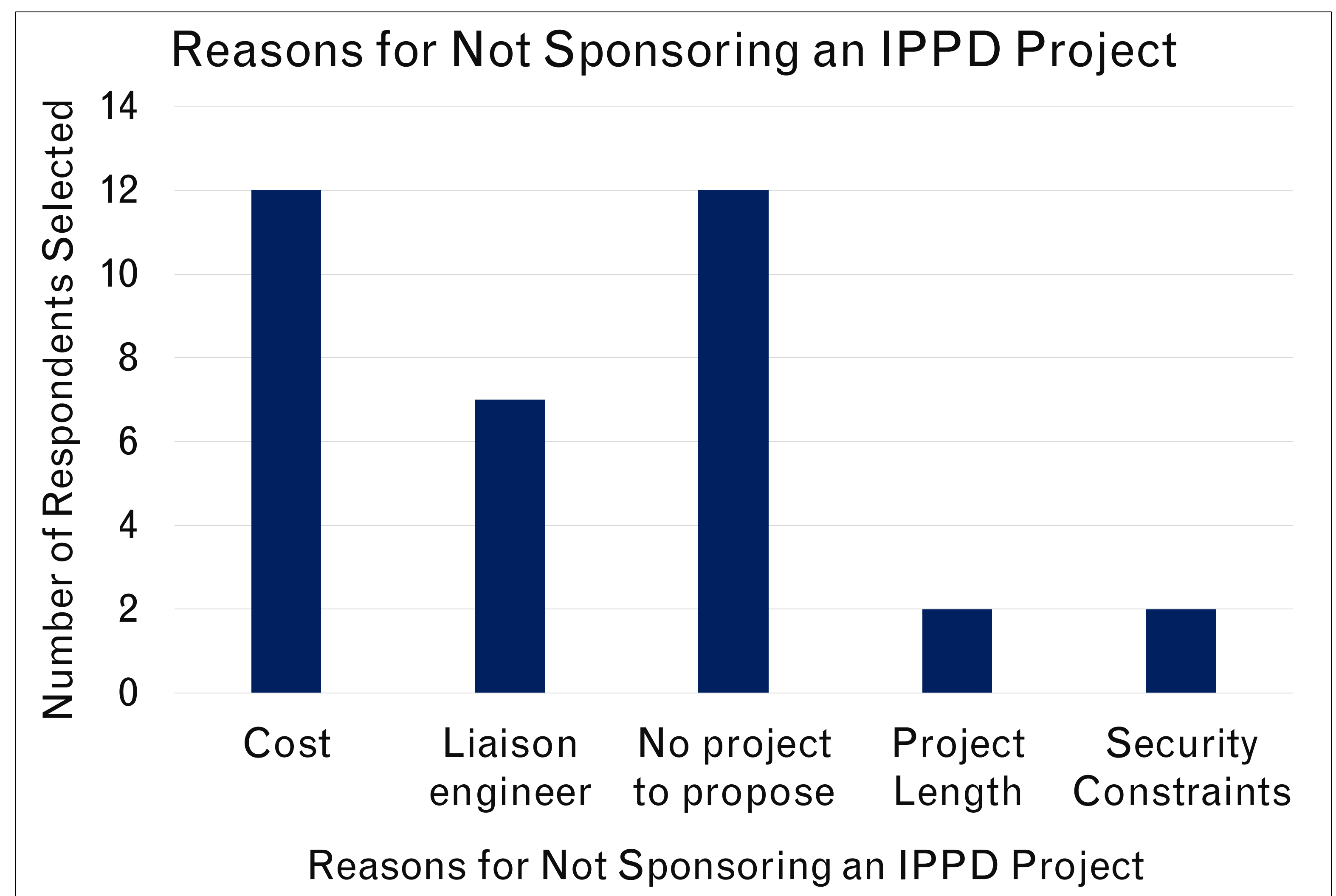
Over the phone

In-person paper surveys

Online Qualtrics (e-mail distribution)

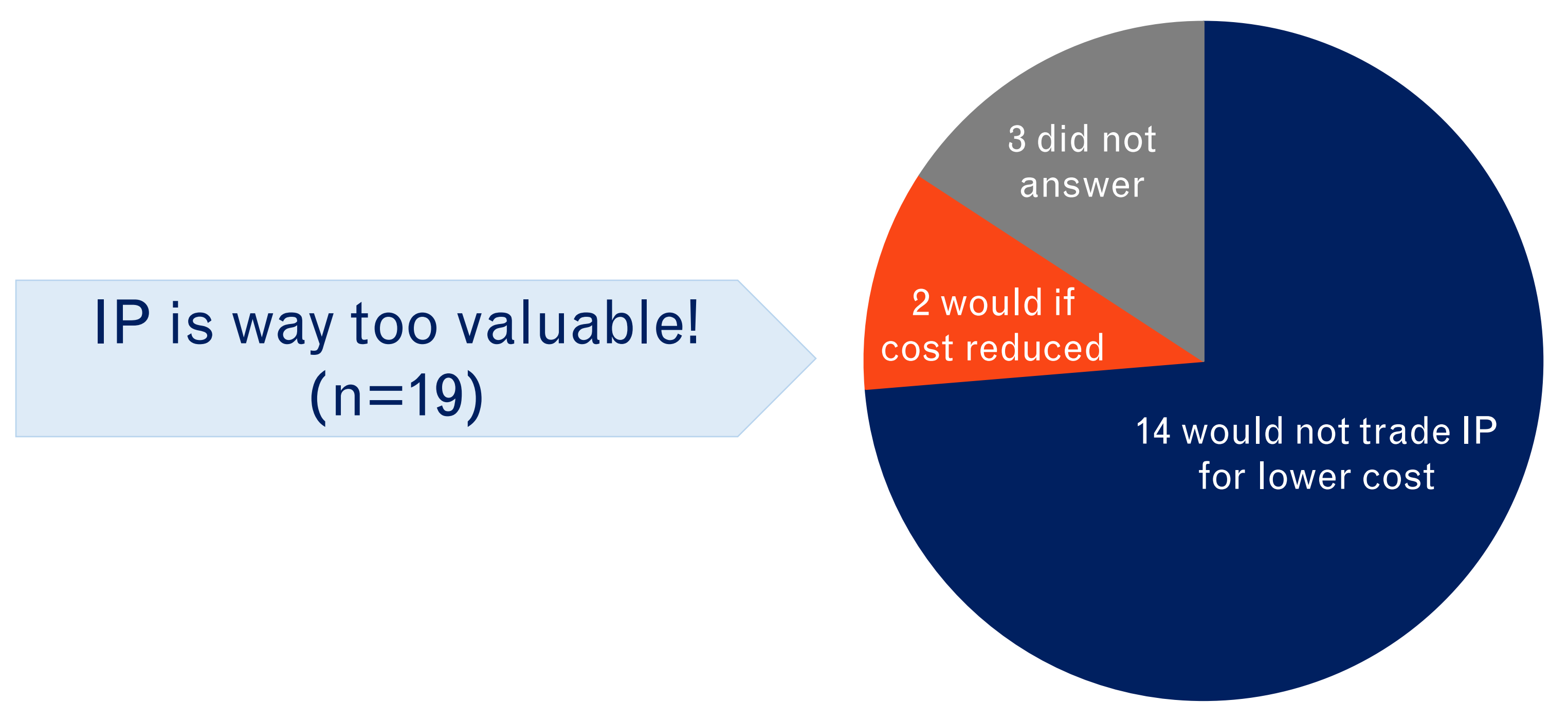
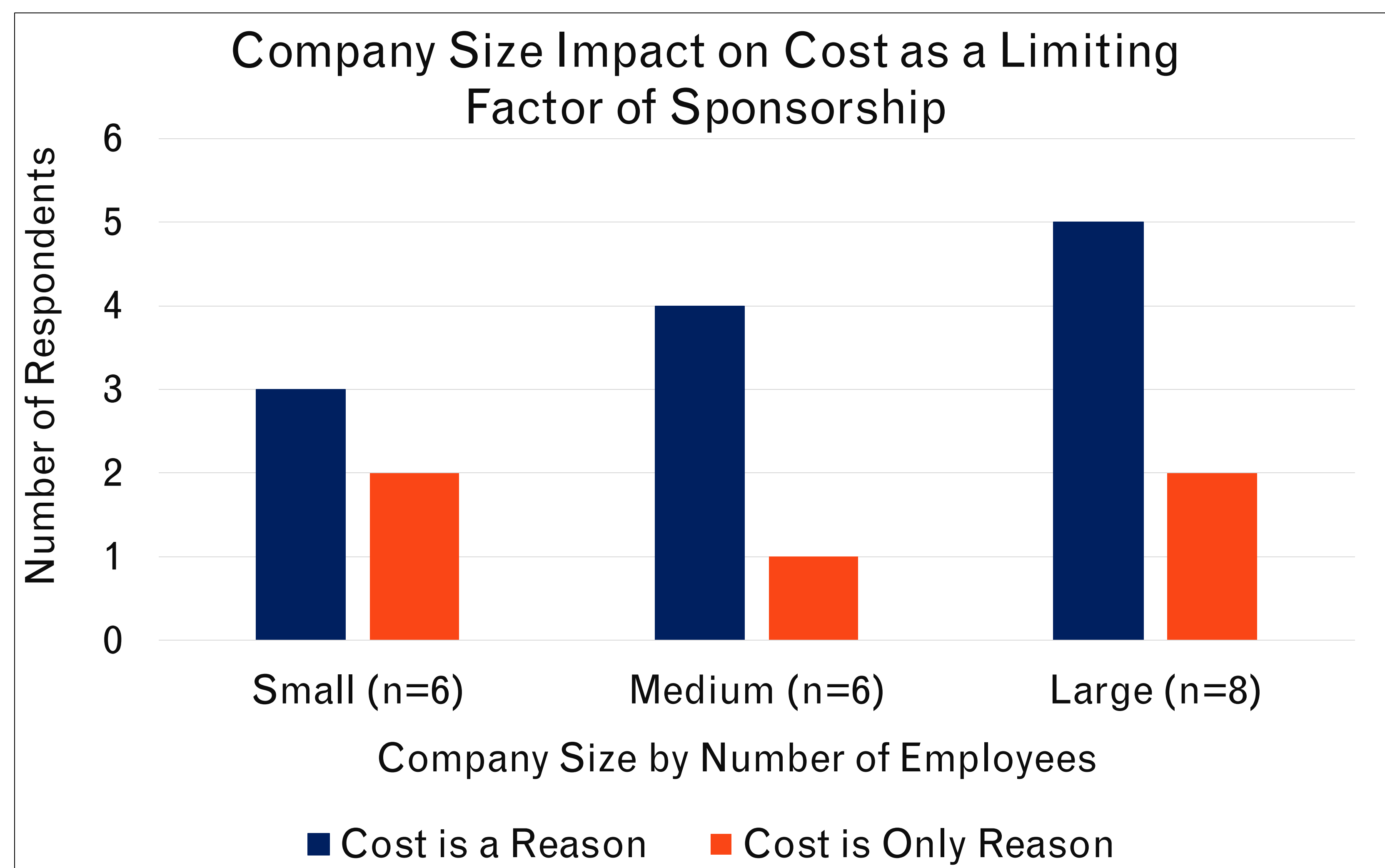
## Results

Sponsorship Benefits	Number of Respondents (n=20)
Creative solutions to company needs	15
Owning the intellectual property generated from the project development	12
Participation of skilled faculty in project solutions	13
Student recruitment opportunities	14
Networking with faculty	14
Contribution to education and student development	16
N/A	1



- 9/20 would consider multi-year sponsorship
- 10/11 would not, even if price was reduced

- 15/19 would consider sponsoring through additional means



IP is way too valuable!  
(n=19)

“Less paperwork and more time allotted to project development. It allows us to fail faster and move forward.”  
-IPPD Student

- Most Valuable Course Content**
- Interdisciplinary teams
  - Project management
  - Industry level problem solving, design and development experience
  - Engineering ethics
- Least Valuable Course Content**
- Writing
  - IP and patents

While cost is a significant reason to not sponsor a project, discounts would still not be a factor in project sponsorship.

- Most would contribute to the program in other ways
- Providing opportunities for project sponsorship where time and project idea are not limiting factors may increase participation.

## Future Work

Increase opportunities for projects and sponsorship.

Working on service pathway for sponsorship.