



**VCU** College of Engineering

**VCU**  
School of Engineering  
and Architecture

# Industry & Engineering Academics Collaboration Starts with Discovery

Feb. 10, 2022 | Engineering Professors Council (EPC)  
Crucible Project

**Presented By:**



**Kendra Gerlach, MBA, APR**  
Director, Marketing & Communications  
VCU College of Engineering



**Justin Shaw**  
Director of UK Development  
ExpertFile



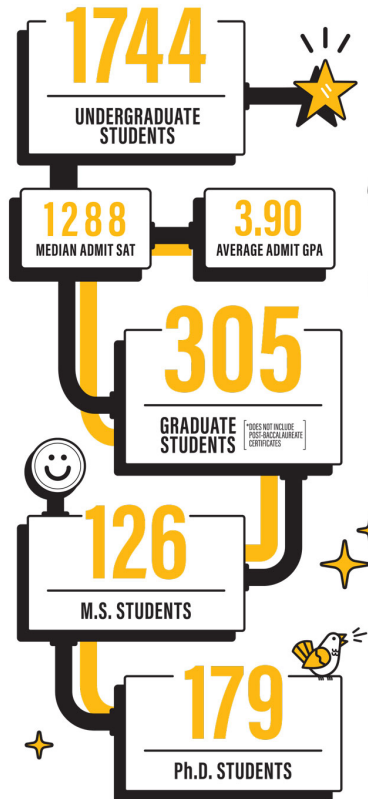
# What We'll Cover Today

- About Us
- Our Strategy (The 5 R's)
- Positioning our Expertise with Industry
- The Importance of Visible Expertise
- Positioning Your Experts
- Measuring Results
- Best Practices for Leveraging Expertise



# About Us

## By the numbers



# Our Strategy

## 5 Focus areas for growth



1

Recruitment



2

Retention &  
Graduation



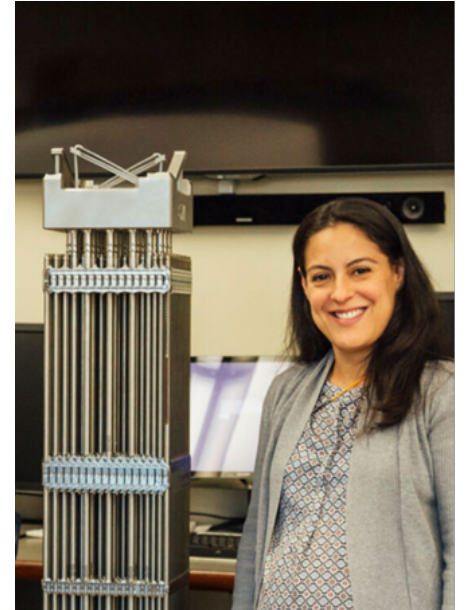
3

Research



4

Resources



5

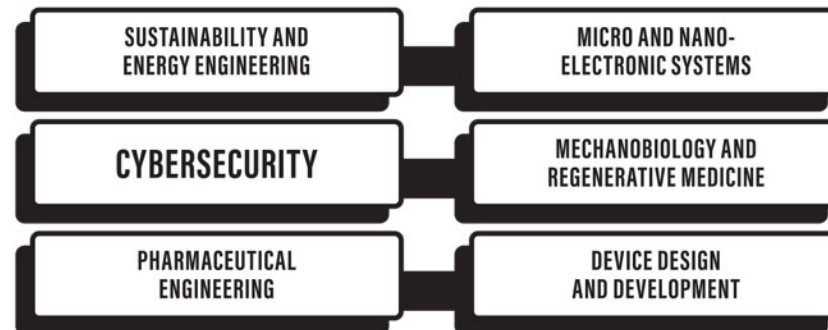
Reputation

# Our Research Focus

Generating industry connections and effective partnerships

- Knowledge transfer depends on the ability to generate effective partnerships with an outside organisation/company
- We need to demonstrate to Industry partners that our researchers have:
  - research experience & expertise to solve their problems
  - a track record of success (ideally in their industry)

Key  
Research  
Areas

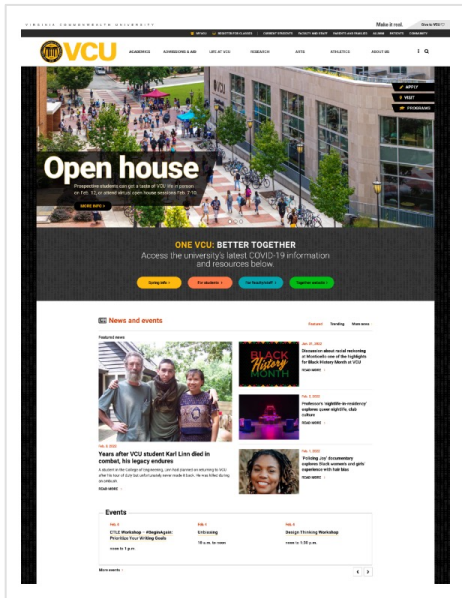


# The Importance of Discovery

## Are you showing up?

### Most People Are Not Starting Here

### Or your website...



Google

# 93%

of online sessions start on a search engine



# Making Academic Experts Visible to Industry

Popularity of search engines is growing...but most institutions aren't prepared

Google

Google

Google

Google

Google

Google

Google

**91%**  
of pages get no  
organic search traffic  
from Google



# Popularity of Search Engines is Growing

## But most institutions aren't prepared

**Proprietary content and internally focused research systems are invisible to many who are looking for expertise**

### Impact

- **Poor search engine rankings** due to lack of structured data required for Google & Bing
- **Missed opportunities for industry engagement** related to consulting, IP licensing and new venture creation
- **Less impact** to demonstrate to granting agencies
- **Missed media coverage** for your research - important for government and donors



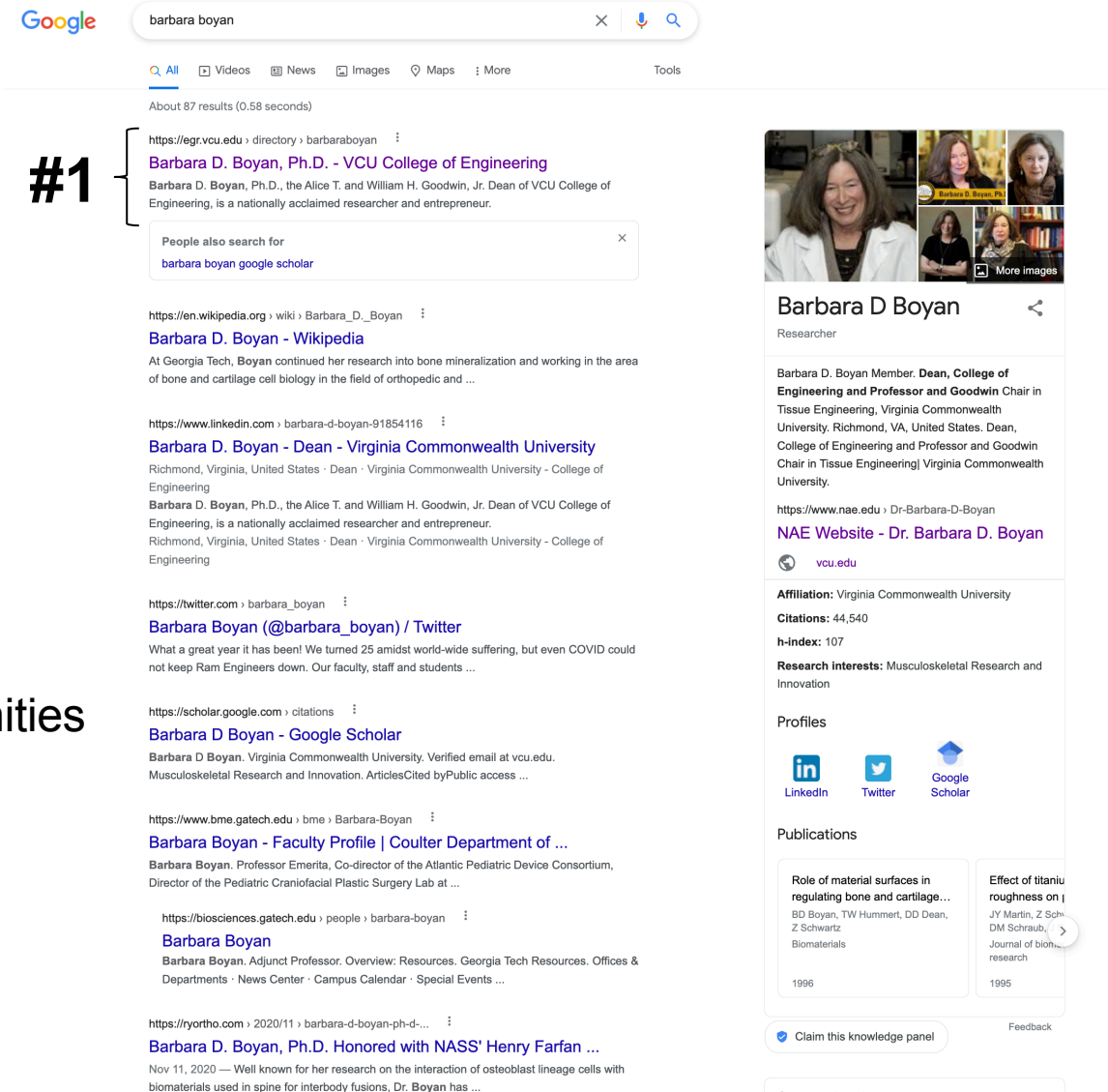
**Invisible Experts**



# The Benefits of Discovery

## Key performance measures

- Higher PageRank and Authority on Google
- Higher Website Traffic
- Higher # of Research Inquiries
- Easier Impact Reporting for Researchers
- New Consulting Revenues
- New IP licensing Deals
- New Venture Creation/Entrepreneurship Opportunities
- Increased Media Coverage



The screenshot shows a Google search for "barbara boyan". The search results are dominated by a large knowledge panel on the right side of the page, which is the primary focus of the image. The panel includes a profile picture of Barbara D. Boyan, her name, and a "Researcher" label. It lists her affiliation as Virginia Commonwealth University, her citation count (44,540), and her h-index (107). It also mentions her research interests in musculoskeletal research and innovation. Below this, there are links to her profiles on LinkedIn, Twitter, and Google Scholar. The panel also displays a list of publications, including "Role of material surfaces in regulating bone and cartilage..." and "Effect of titanium roughness on...".

Google search results for "barbara boyan" are visible on the left side of the screenshot. The top result is from the VCU College of Engineering directory, followed by a Wikipedia entry, a LinkedIn profile, a Twitter profile, a Google Scholar profile, a faculty profile at BME, and a news article from Ryortho.com. A large "#1" is overlaid on the search results, indicating the top position of the knowledge panel.

# Positioning our Expertise

## Steps to engage industry with expertise



### Visible

Employ structured data and integrate onsite search and SEO optimization to boost market visibility in search engines and boost website traffic.



### Relevant

Demonstrate how our research is helping serve our local community region and how we are solving global challenges of interest to industry, journalists, students, granting agencies and government.



### Engaging

Leverage multiple content and multimedia formats to create a more immersive, human connection with our experts.



### Credible

Ensure audiences have a richer understanding of the research, publishing and community service contributions that distinguish our faculty and leverage their talents to attract opportunities for our institution.



### Responsive

Ensure that audiences can easily send inquiries related to our experts and that these requests are intelligently routed to the appropriate departments who can effectively respond in a timely manner.

# Expertise in Action

## Steps to engage industry with expertise



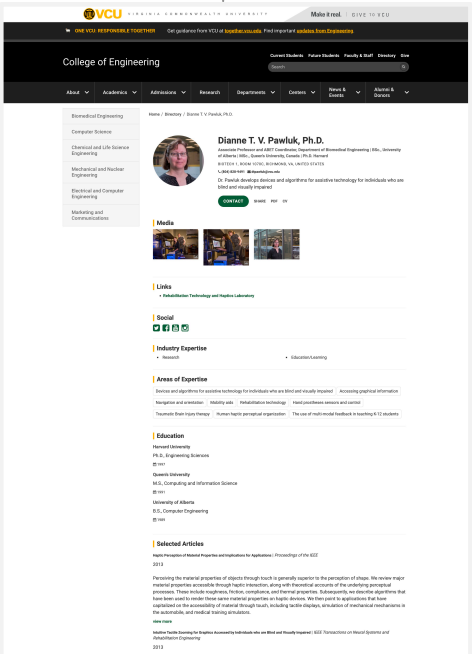
Google vcu engineering experts

https://embed.expertfile.com/employee  
 VCU College of Engineering Experts | Search & Connect  
 Discover a wide variety of expertise from VCU College of Engineering for ... Department of Biomedical Engineering | BSc., University of Alberta | MSc., ...



### Areas of Expertise

- Cell and Tissue Engineering
- Response of Cells to Biomaterials
- Mechanisms of Action of Hormones and Growth Factors in Cartilage and Bone
- Normal and Pathological Calcification
- Stem Cell Delivery Technologies



Select Inquiry Type:

- Admission**  
Contact to learn more about applying to the following academic institution.
- Business**  
Contact to learn more about this organization's products or services.
- Donor**  
Contact to discuss the process for making a donation to this organization.
- Research**  
Contact to discuss potential business, industry or academic research opportunities.
- Speaking**  
Contact for public speaking opportunities such as industry conferences and corporate events.
- Expert Witness**  
Contact for expert advice and testimony related to potential or active legal proceedings (legal entities and organization only).
- General**  
Contact for all general inquiries. Please use one of the specific inquiry types if available.
- Media**  
Monitored contact option for journalists looking for expert sources. All inquiries are treated as time-sensitive in nature.
- Partner**  
Contact to discuss potential business or industry partnership opportunities.

# Design Principles

## Our approach to collaboration with industry

**Collaborate** with faculty first - make their research more relatable to key audiences such as industry, funders & media

**Optimize** your content to rank higher in Google search with regular updates, schema/tags

**Reuse** and cross-link content across multiple areas of your website for different audiences

**Design** your content formats to add value for different stages of online audience engagement

**Respond** to inbound opportunities by routing time-sensitive inbound opportunities to departments

**Measure** performance of your expert content to understand what topics, experts and formats are driving visibility, engagement and opportunities

### Best Practices



For more information,  
please see our detailed  
case study available at:

[http://epc.ac.uk/the-epc-crucible-  
project/](http://epc.ac.uk/the-epc-crucible-project/)



**Kendra Gerlach, MBA, APR**  
Director, Marketing & Communications  
VCU College of Engineering



kegerlach2@vcu.edu



@VCUENGR



@vcu\_eng



**Justin Shaw**  
Director of UK Development  
ExpertFile



jshaw@expertfile.com



@justinshawHE