



## Corporate/University Partnerships: What Both Parties Need to Know

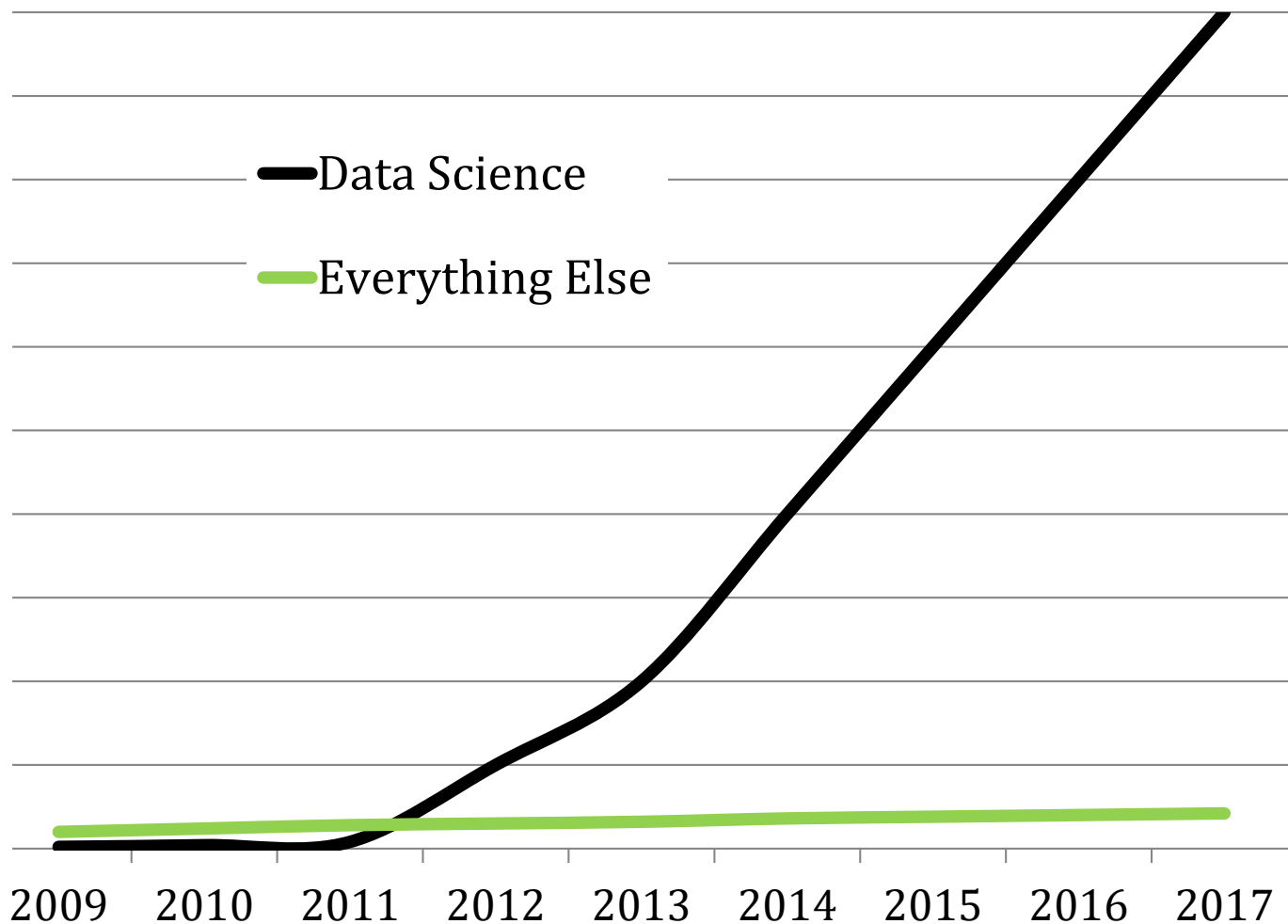
**Jennifer Lewis Priestley, Ph.D.**  
**Professor of Statistics and Data Science**

**A really  
big  
number**

**—** Data Science

**—** Everything Else

**A really  
small  
number**



Data Scientist  
*Why now?*

*Make way!  
I'm a data scientist!*



Marketing

Healthcare

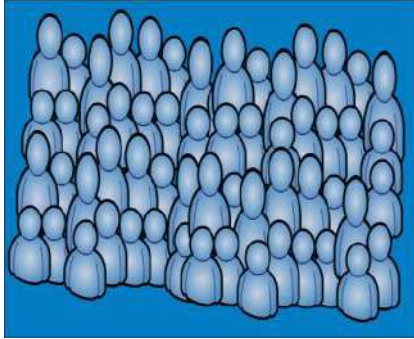
Security

Engineering

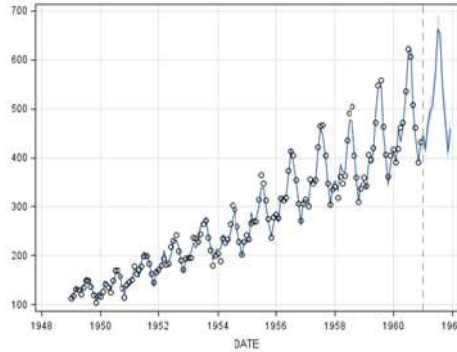
Finance

Economics

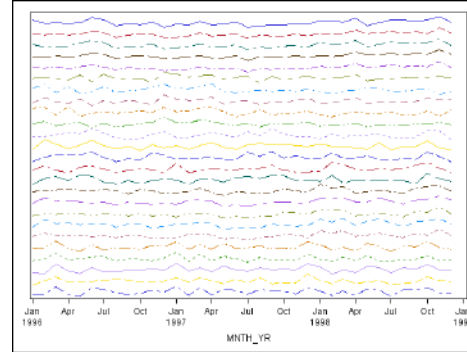
# The Data is Different



**Cross Sectional**



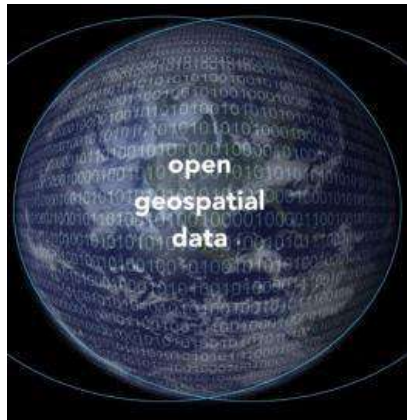
**Time Series**



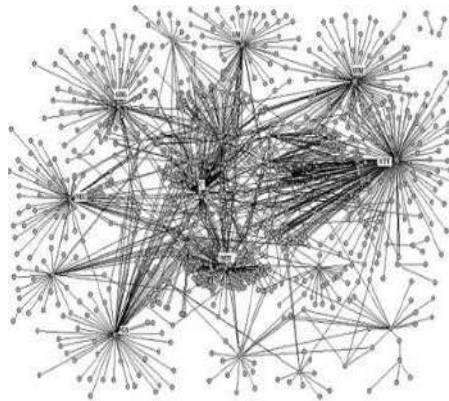
**Streaming**



**Image/Video**



**Geo Spatial**



**Networks**

	2		4	5	2.94*
	5	4			1
			5	2	2.48*
		1		5	4
			4		2
	4	5		1	1.12*

**Link**



**Text**

# Challenges for Companies...

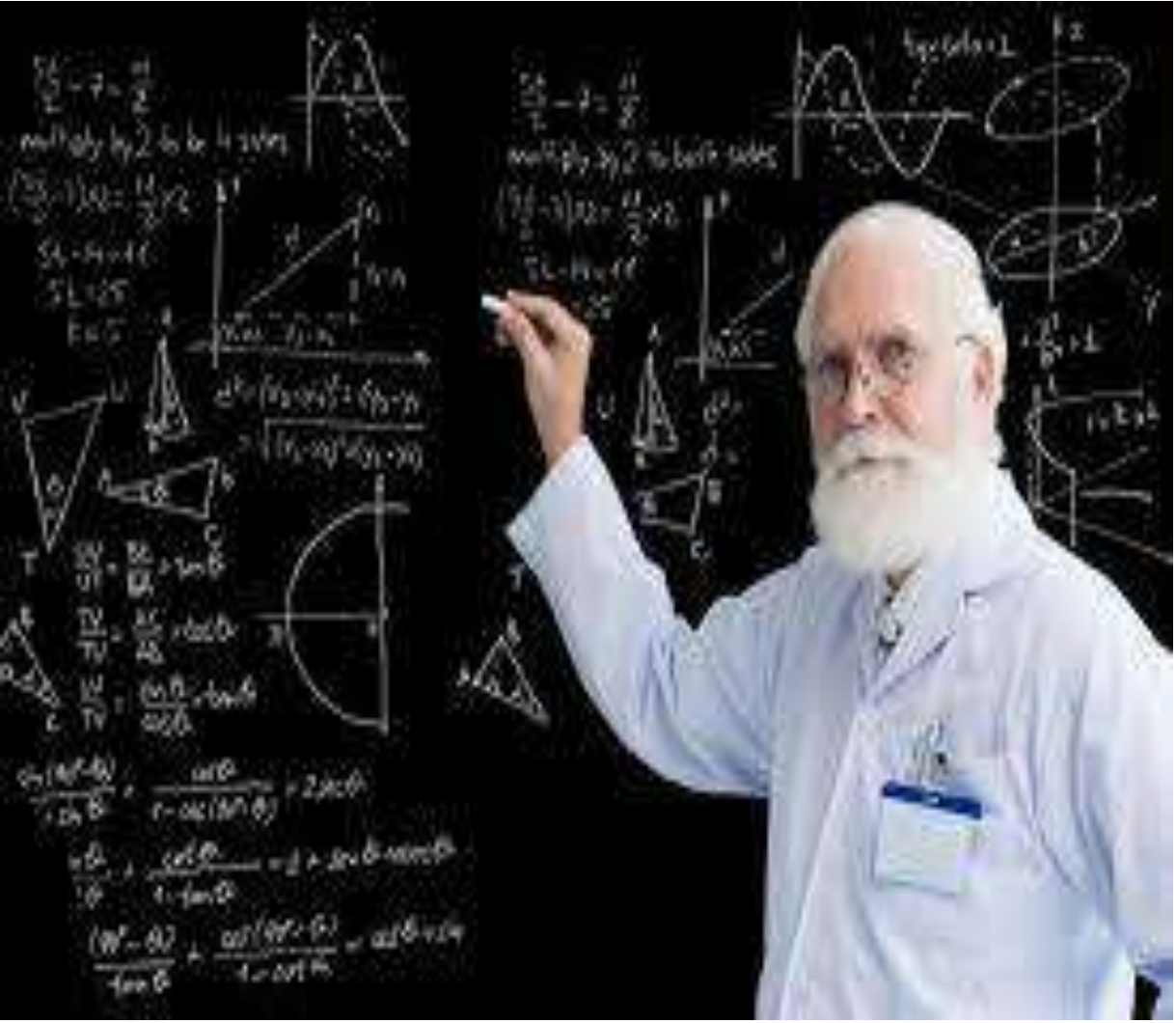


Talent Pipeline

Current Workforce  
Training

Research and  
Development

# Challenges for Educators...



Content/Problems

Data Science PhDs

Funding

# New Opportunities...

*“There is an increasingly permeable membrane between academia and the private sector...”*

*– Jennifer Priestley, Ph.D. Data Nerd*





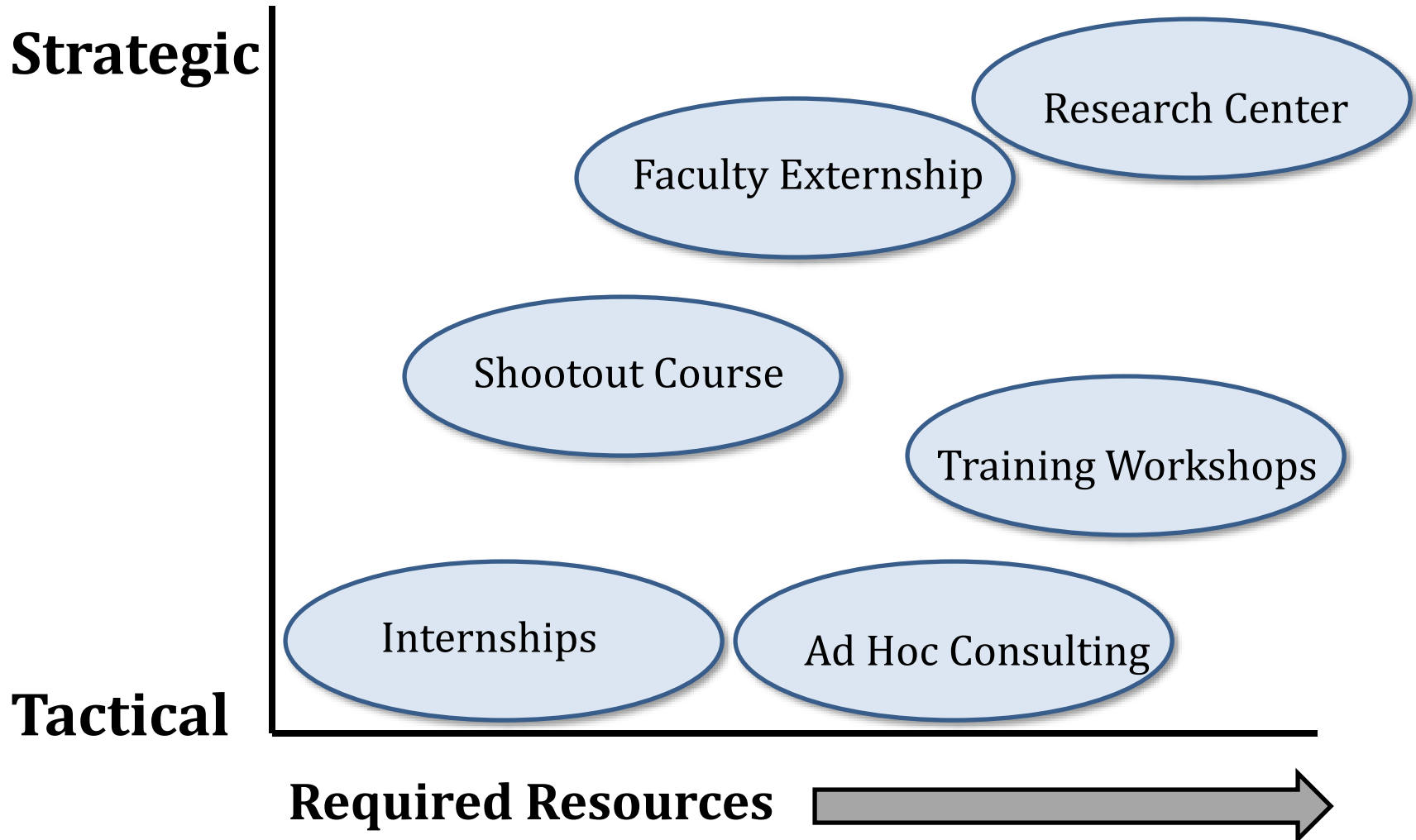
# New Opportunities...

	Classic University	
<b>Funding</b>	Government	
<b>Orientation</b>	Academic	
<b>Degrees</b>	Department	
<b>Research</b>	Blue Sky	
<b>Publication</b>	Single Author	

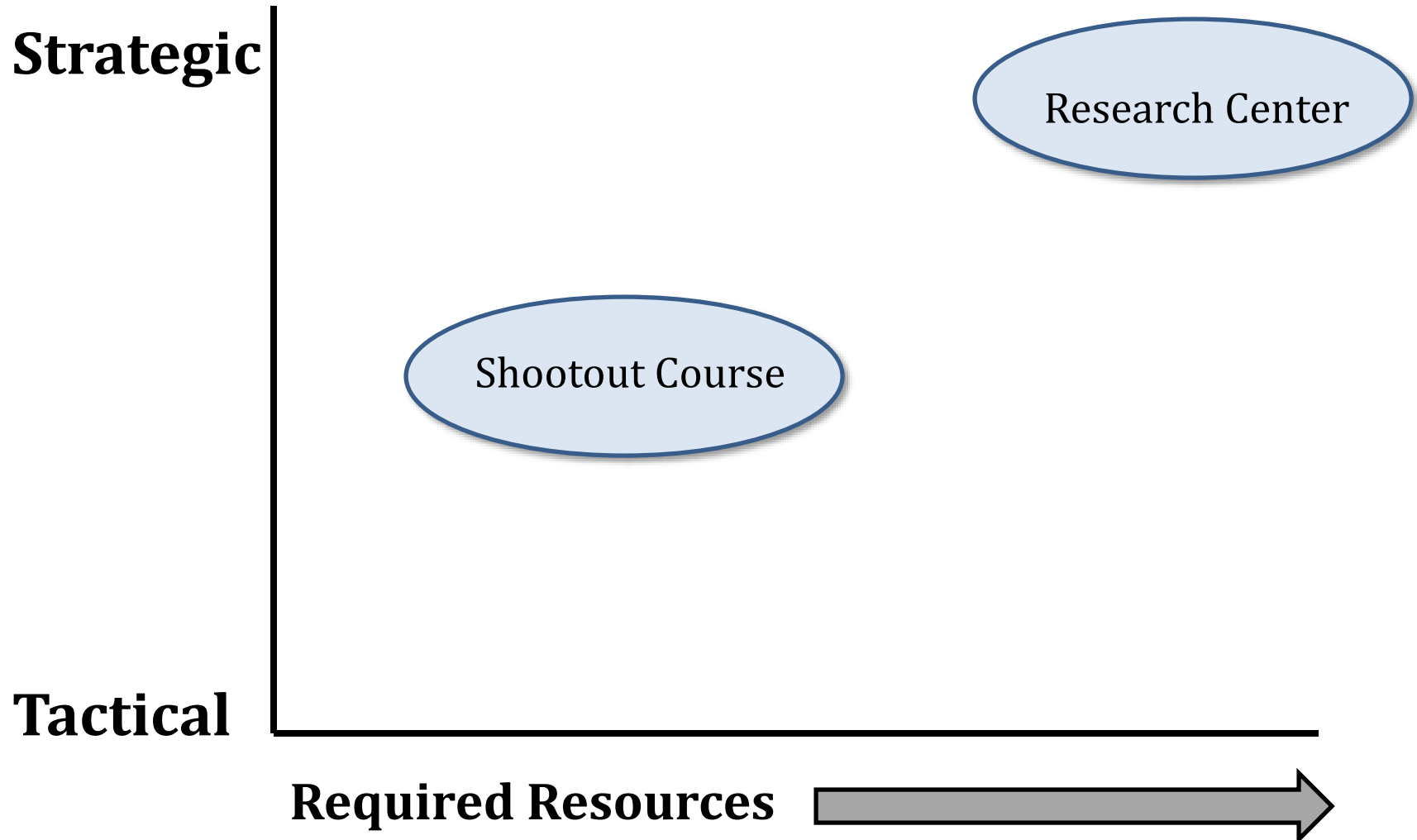
# New Opportunities...

	Classic University	Entrepreneurial University
<b>Funding</b>	Government	Private Sector
<b>Orientation</b>	Academic	Market
<b>Degrees</b>	Department	Interdisciplinary
<b>Research</b>	Blue Sky	Directed
<b>Publication</b>	Single Author	Multi Author

# Modes of Collaboration



# Modes of Collaboration



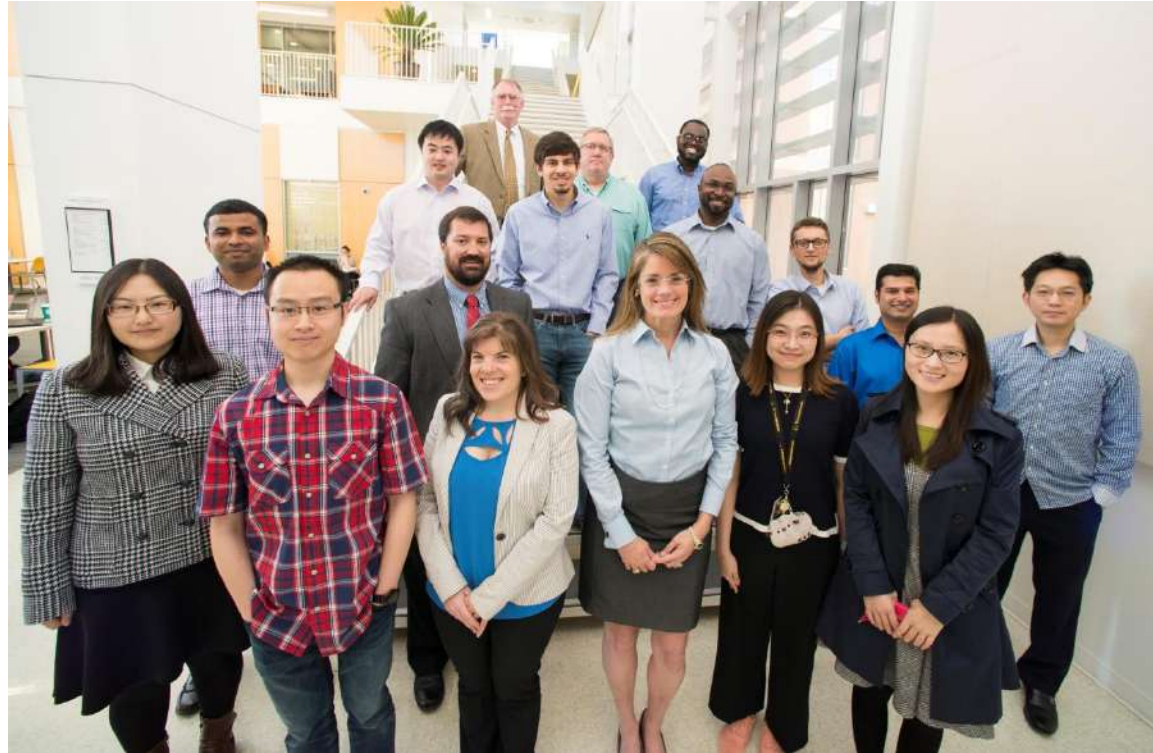
# Collaboration Example: Shootout

- Custom Course
- Defined Problem
- Student Teams
- Project Sponsor
- Screen Candidates



# Collaboration Example:

- Defined Outputs
- 1+ Year
- Ph.D. Students
- Dissertation Work



# Things to Consider...



- ✓ Clear Objectives
- ✓ Professor or Student
- ✓ Intellectual Property
- ✓ Publication
- ✓ Data Privacy/Handling
- ✓ Clear Deliverables
- ✓ Frequency of Contact



College of Science and Mathematics

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Ph.D. in Analytics and Data Science

<http://csm.kennesaw.edu/datascience/>