In an effort to expand the understanding of business analytics and associated careers, the Smith School of Business has created the Smith Analytics Consortium. The Consortium is a partnership between corporations and Smith’s world-class faculty, and consists of five initiatives that will be integrated across multiple areas of focus in the Smith School:

- **Thought Leadership Conference**: An annual conference designed to share new ideas and concepts with both a corporate and selected student audiences.

- **Analytics Demonstrations**: Share demonstrations on specific software or project applications in analytics.

- **Experiential Engagement**: Create and define options for experiential learning with our Smith School students. This can include student participation in corporate projects or, where a strong match is identified, possible classroom interaction.

- **Student Analytics Networking Session**: In the Fall we will hold an annual reception to connect our students focused on analytics to engage with our corporate partners.

For More Information Contact: David VanLone • Senior Director of Corporate and Foundation Relations
Robert H. Smith School of Business • 301-405-8883 • dvanlone@rhsmith.umd.edu
ENGAGEMENT PARTNERS:

- Participation and branding of the Smith Analytics Annual Conference
- Engagement in an analytics demonstration on campus and/or a corporate visit with our students at your location
- Development of an experiential project with our students, where scoping will match the project with your corporate interests
- Membership on the Smith Analytics advisory board to grow and improve the program over time (including direct input into curriculum/program development in analytics)
- Involvement in two (2) in-class activities annually involving analytics
- Consortium members to participate in the Student Analytics Networking Session — announcement within the school and networking afterwards
- Branding on all materials for the Smith Analytics Consortium as Founders of the program

Note: All of these engagements should have a strong impact on recruiting of our students

RESEARCH PARTNERS:

- All engagement benefits
- Engage with faculty and potentially students, on a specific reserved project of shared interest between the corporation and the Smith School

For More Information Contact: David VanLone • Senior Director of Corporate and Foundation Relations
Robert H. Smith School of Business • 301-405-8883 • dvanlone@rhsmith.umd.edu