

# Webinar + Live Q&A

Wednesday, April 13th | 2 PM ET

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Learn best practices for  
managing a successful  
university licensing program

# Your hosts



**Ellie Whims**  
Head of Growth  
Corexpand



**Priya Exantus**  
Manager of Trademark  
Licensing  
Towson University



**Monika Skuriat Fritz**  
Director Business  
Partnerships and Marketing  
Lehigh University

# Priya Exantus

- Towson University
- Manager of Trademark Licensing
- Licensing for 3+ years
- Background as a licensee
- Past work in sales and marketing
- MBA, Seton Hall University
- BS, University of Maryland College Park
- Active member in ICLA



# Monika Skuriat Fritz

- Lehigh University 9 years
- Director Business Partnerships and Marketing
- Licensing for 6+ years
- Background in business and marketing
- MBA, University of Pittsburgh Katz Graduate School of Business
- BS in Marketing, University of Pittsburgh
- Active member of ICLA



# Best Practices for Managing University Licensing Program

- Establishing goals and KPIs for your program
- Supporting your school's missions and values
- Managing royalties
- Determining the tools you'll need
- Supporting school buyers and overseeing vendors
- Reporting and measuring performance
- How to know if your program is successful
- Q&A

# Goals and KPIs

- School mission and values
- Supporting MBE/SBR goals
- Make procurement happy
- Protecting and enhancing the value of the school's brand

# Supporting Your School's Missions and Values

- SBR set asides
- Diversity spending
- Local vendors
- Fair labor practices
- Safety and health compliance

**2021**

24 all vendors  
13 local  
5 SBR  
2 MBE

# Royalties

- Money coming back to the school
- Funds internships and programs
- Trends: dedicated logos and initiatives
- Strategies: limited and exclusive items



# Tools of the Trade

## Quoting Tool

- Marketplace
- Competitive bidding
- Royalty calculating/tracking
- Reporting



### Robotics Tee

University of Iowa

Sent to 9 Suppliers

7 Quotes

Low: \$211.59

High: \$322.07

34%  
Savings



### Lanyard

Towson University

Sent to 32 Suppliers

13 Quotes

Low: \$181.18

High: \$399.83

54%  
Savings

# Benefits for Buyers

- Shop with confidence
- Protect the school's brand
- Ensure vendors are licensed
- Find new vendors
- Explore product categories
- "Apples to apples" comparisons
- Increase transparency
- Structured quote requests = better quotes
- Better result with less work

# Getting Quotes from Multiple Licensed Vendors

	Projects	Avg Quote Difference
January – March 2021	~20	93%
April – June 2021	~18	146%
July – September 2021	~15	178%

# Pro Tips

- Distributors vs. manufacturers
- Lowest quote doesn't equal lower quality

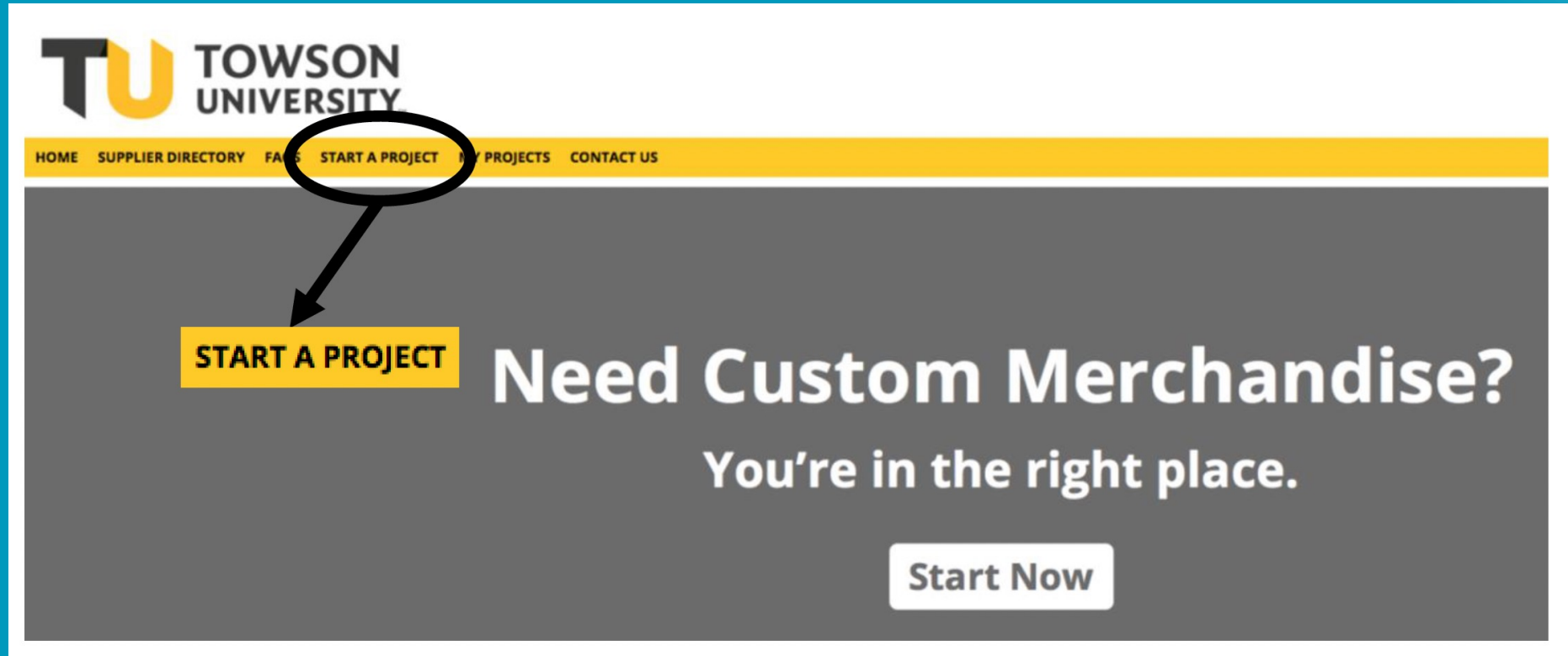


# Supporting University Buyers

- Communications: webinars, emails, social media
- Educate buyers on benefits
- Alleviate concerns
- Demonstrate proof of performance
- Reinforce on licensing web page
- SSO link to quoting tool
- Annual reminders
- First quote support
- Handling buyer resistance
- Create a feedback loop



# Supporting University Buyers



The image shows a screenshot of the Towson University website. At the top left is the logo for Towson University, consisting of the letters 'TU' in a stylized font followed by the text 'TOWSON UNIVERSITY'. Below the logo is a yellow navigation bar with the following links: 'HOME', 'SUPPLIER DIRECTORY', 'FAQS', 'START A PROJECT', 'MY PROJECTS', and 'CONTACT US'. The 'START A PROJECT' link is circled in black, and a black arrow points from it to a yellow button labeled 'START A PROJECT' in the main content area. The main content area has a dark grey background and features the text 'Need Custom Merchandise? You're in the right place.' in white. Below this text is a white button with the text 'Start Now'.

**TU TOWSON UNIVERSITY**

HOME SUPPLIER DIRECTORY FAQS **START A PROJECT** MY PROJECTS CONTACT US

**START A PROJECT**

**Need Custom Merchandise?**  
You're in the right place.

**Start Now**

# Supporting University Buyers



Welcome, [Monika Skuriat Fritz](#)

[Help](#)

[Log out](#)

[HOME](#) [SUPPLIER DIRECTORY](#) [FAQS](#) [START A PROJECT](#) [MY PROJECTS](#) [CONTACT US](#)

## Need Custom Merchandise?

You're in the right place.

[Start Now](#)

1.  
Tell us about  
your project

2.  
Find the best  
deals

3.  
Select your  
favorite  
supplier

4.  
Order your  
merchandise

5.  
Receive  
awesomeness

# Managing Vendors

- Treat vendors as partners
- Get vendors excited about benefits
- More exposure to buyers across the university
- MORE opportunities to bid on projects
- Level playing field
- Change management
- Ongoing compliance management
- Regular, open communication



# Reporting

- Cost aversion
- Royalty revenue
- Reconciling vendor-reported royalties
- MBE/SBR tracking

# Recognizing Success

- Savings: time and money
- Awareness of licensing program
- Sales volume
- Brand protection
- Brand pride



Questions?



**Thank you!**

**[www.coreexpand.com/webinar](http://www.coreexpand.com/webinar)**

