UNC Innovation Development and Transfer Initiative

Team Meeting #4

July 27, 2010
9:00am-12:00pm
Innovation Development and Transfer Initiative

The purpose of the initiative is to make UNC the “go to” place to partner with innovative minds by

- creating supportive campus cultures that reward and incentivize translational efforts;

- valuing partnerships and consider them with strategy and holistic thinking;

- doing “tech transfer” differently, in terms of practices that move innovations forward and out quickly while valuing individuals and partners involved.
Agenda

• **Pilot Campus Presentations**
  ▫ UNCC, UNCG, UNCCH, WCU, ECU

• **Innovation Development and Transfer Index**
  ▫ Review and add to draft ideas

• **Reporting Phase I Progress**
  ▫ Highlighting what’s been accomplished per recommendation, per campus
  ▫ Set up Phase II

• **Phase II**
  ▫ Implementing key ideas from Phase I
  ▫ ACTION model
  ▫ Student innovators
Pilot Campus Presentations
UNC Charlotte

• Strengthen Corporate Relations Strategy towards Innovation (Recommendation 5)
  ▫ Formed campus-wide Corporate Relations Team
    • Results:
      • Spans Colleges, Business Affairs, Research, Development, Career Center, Continuing Education and Athletics
      • Meet quarterly and focus on 1 enterprise
      • Pursue integrated relationship and results
    • Challenges:
      • Balancing control and sharing of information
    • Needs to Sustain:
      • Continued commitment of staff
      • Information sharing
      • Impact on partners
Enhance Support of Entrepreneurial Faculty and Students (Recommendation 3)

- Expanded Senior Design Project
  - Results: CCI has an agreement in place with one corporation and is close to another
  - Challenges:
    - Integrating students from “hard science” departments is easier than integrating students from others (arts, humanities, etc.)
    - Difficult to find sufficient room for “kick off” events with sponsors and for end-of-year showcases.
  - Needs to Sustain: Training for faculty, dedicated administrative support, additional sponsors
UNC Greensboro

• Enhance Support of Entrepreneurial Faculty, Staff and Students (Recommendation 3)

  ▫ UNCG has created the North Carolina Entrepreneurship Center (“NCEC”) to support campus entrepreneurs. Also UNCG offers an interdisciplinary curriculum major and minor in entrepreneurship.

    • Results: UNCG faculty, staff and students have the opportunity to develop an entrepreneurial mindset utilizing the curriculum and internal resources for guidance and direction.

    • Challenges: Meeting all of the needs of the “clients” with resources available and tight budgets.

    • Needs to Sustain: Expansion of support through grant and foundation funding, and revenue generation through services.
Recognition in Reappointment, Promotion and Tenure Policy (Recommendation 4)

- UNCG’s Promotion and Tenure Policy has been revised to provide recognition that some entrepreneurial and innovation commercialization activities by faculty may be considered scholarship in assessing promotion and tenure for UNCG.

  - **Results:** Faculty can include these activities for consideration in obtaining tenure or promotion.

  - **Challenges:** Policy must be translated and clarified so that it may be put into practice. Guidance must be provided at the department level to put policy and practice in sync.

  - **Needs to Sustain:** Continued to review and assess the progress of the policy as it is practiced. Modify policy as needed to ensure acceptance at all levels. Create sample P&T portfolios with clear metrics.
UNC Greensboro

• Strengthen Corporate Relations Strategy towards Innovation (Recommendation 5)

  ▫ The Innovation & Science Advisory Board (“ISAB”) has been formed to provide guidance and advice concerning innovation and research at UNCG. ISAB consists of members of industry and entrepreneurs from across the State and will meet four times a year.

  • **Results:** Direct input from industry on the direction and potential of various research programs and efforts to commercialize ideas/inventions at UNCG. Enhanced relationships between academia and industry.

  • **Challenges:** Translation of the needs of industry with the direction of faculty research and the outcome of that effort.

  • **Needs to Sustain:** A clear set of objectives must be formed around expectations of both “internal” and “external participants.”
UNC Greensboro

- Creation of Commercialization Documents, Forming a Resources Toolbox Making Negotiations Simpler and Faster. (Recommendation 6)

  - Templates have been created for UNCG MTA’s, CDA’s, MNDA’s, License and Technical Assistance Agreements, Asset Purchase Agreements and Publisher Author Agreements.

    - **Results**: Quicker turnaround, smoother negotiation periods have resulted from creation of templates.

    - **Challenges**: UNCG templates are often countered with Industry’s own templates, which then extend the negotiation period in explaining why certain legal clauses are required.

    - **Needs to Sustain**: Expansion of templates/guidance greatly needed from UNC GA on:
      - Research contracts with Industry
      - Fees for Services vs: Umstead Act
      - Industry Research in Tax Bond Buildings
      - IP sharing under Bayh-Dole
UNC Chapel Hill

• Seek to combine institution strengths and role in technology development within a University strategy (Recommendation 2)
  ▪ Creation of the Chancellor’s Innovation Circle—Alumni and friends invited to serve in an advisory role to the Chancellor to address key questions:
    • What does it mean to be a university committed to innovation and entrepreneurship?
    • What are Carolina’s strengths to be maximized and the obstacles to overcome?
    • How should Carolina proceed to incorporate innovation and entrepreneurship into its teaching, research and service missions?
UNC Chapel Hill

• Results: Development of the Innovate@Carolina Roadmap
  ▫ Circle members have met in person at Carolina and visited other universities to consider other practices and visions for innovation and entrepreneurship.
  
  ▫ Faculty Innovation Working Group led by Chair of Economics and 7 key faculty members, engaging with the faculty. Academic Plan Committee incorporating Innovation and Entrepreneurship into their work.
  
  ▫ Chancellor’s Student Innovation Team are passionate about entrepreneurship and are convening students and representing them in these explorations.
  
  ▫ Specific recommendations have been gathered and delivered to the Chancellor. The Innovate@Carolina Roadmap will be presented on University Day, October 12, 2011
UNC Chapel Hill - Innovation Circle

- **Challenges**: Prioritizing among a daunting number of important and divergent needs and objectives to build an effective roadmap

Catalyze an Intentional Culture Fueled by Entrepreneurial Thinking
UNC Chapel Hill

- **Needs to Sustain:** Carolina wants more innovations, and that requires much more than talking about it. A supportive culture is fundamental and requires clarity and alignment between three key elements:
  - **Values:** What we see as worth doing
  - **Resources:** The required people, money, facilities, and equipment.
  - **Processes:** The needed structures, rules, and methods.
Western Carolina University

• Identifying Strengths and Capacities (Recommendation 1)
  ▫ Conducted campus-wide survey on interest, knowledge and activity in academic entrepreneurship and innovation
    • **Results:** 17 individuals shared innovations with commercial potential, high interest and need for information
    • **Challenges:** Fit with job responsibilities, $, expertise
    • **Needs to Sustain:** Meetings will be scheduled with the academic colleges for fall 2010. Targeted workshops in spring 2011 to continue progress. Identifying resources for commercialization/innovation
East Carolina
Measuring Innovation Development and Transfer
Logic Model Implications

1) Some campuses may need to set goals to build up their **INPUTS** – strategic faculty hires, establish campus fee-for-service policy, increase research funding overall or within particular programs, etc.

2) Some campuses may need to set goals to build up their **ACTIVITIES** – initiate programs to support entrepreneurial faculty, staff and/or students, establish new internship opportunities for students, etc.
Potential **OUTPUT** measures that UNC campuses could capture and trend – 

- # faculty / staff / students participating in entrepreneur development programs offered by campus per total # faculty / staff / students *(Recommendation 3)*
- # internships, SL courses, other PBL instruction offered as % of total courses offered *(Recommendation 3)*
- # publications per total # faculty with research appointments
- $ sponsored research per total # faculty with research appointments *(OR IN CERTAIN DEPTS, PROGRAMS? – Per Rec. #1)*
- # invention disclosures from faculty / staff / students per total # faculty / staff / students *(OR IN CERTAIN DEPTS, PROGRAMS? – Per Rec. #1)*
- Qualitative: Innovation development and transfer consideration in successful RPT cases *(Recommendation 4)*

Potential **OUTCOME** measures that UNC campuses could capture and trend – 

- # companies launched by UNC students per total # students
- # companies launched by faculty per total # faculty
- $ capital invested in university start-ups *(Recommendation 5)*
- $ sponsored research by sponsor type (federal, industry, etc.) per total $ sponsored research
- # patents licensed per total # patents *(Recommendation 5, perhaps Rec. 1)*
- Qualitative: Recognitions (like Nobel, Lemelson-MIT Prize, etc.)
- Qualitative: Progress with “high value partnerships” (like companies who partner in sponsored research, technology transfer, and other areas of campus) *(Recommendation 5)*

Potential **IMPACT** measures that UNC campuses could capture and trend - 

- # jobs in companies launched as university/student start-ups
- Revenue to companies launched as university/student start-ups
- **INDICATORS OF SMALL BUSINESS CLIMATE IN NC, OTHER STATE-LEVEL INNOVATION INDICATORS** – See NC Board of Science and Tech work
- Qualitative: Products generated from university innovations and their impacts
### Phased Approach to Index

Grow as you go…(example below)

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Questions for Teams

• What is missing in the logic model?
• For suggested measures,
  ▫ Love/hate certain ones or wonder where the data would come from?
  ▫ Do they capture and communicate values in the ICA report?
    • Growing your strengths
    • Developing and rewarding our people as innovators and entrepreneurs
    • Collaboration and partnership (internal and external)
• For phased approach to index,
  ▫ Does it make sense? How would it work? Where is your campus?
Reporting Our Progress & Phase II
Ideas on What to Include

• Accomplishments from ALL campuses (send 1-2 page overview, related to recommendations)
• Features on pilots, UIDP
• ACTION model / i6 proposal ideas
• Updated thinking on measuring innovation development and transfer
• Set-up to Phase II
  ▫ Strategies to continue working on recommendations
    • Integrated meetings on focused topics like research contracts, fee for service, etc. OTHERS?
    • ACTION model and related needs
    • Focus on student innovation
Phase II Approach

- Implementing key ideas from Phase I
  - ACTION model
  - Student innovators

- Keep integrated team approach? Membership composition?
- Keep quarterly discussions? Revamp approach?
RECAP ACTION ITEMS
Action Items

• All Campuses
  ▫ Send 1-2 page summary of activities and progress made, per recommendation, no later than August 10, 2010
  ▫ Send comments on questions (related to measures, index) on slide 22, no later than August 10, 2010

• GA Team
  ▫ Draft report for Phase I implementation / Phase II launch