University Engagement Across Talent, Innovation, and Place

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About CICEP

• Help presidents and chancellors, senior research officers, provosts, others to plan, assess, and communicate work in local and regional economic development

• lead APLU efforts to promote, facilitate, support, and communicate about university economic engagement

• share best practices in economic engagement: leadership, innovation, entrepreneurship, technology transfer, commercialization, education and talent development, and cultivation of place in regions
About CICEP

• develop new tools and resources to better measure activities and contributions to the local, state, regional, and national economy

• develop strong connections and partnerships among APLU member universities, and with external partners from industry, government, and other science, research, and economic development focused organizations

• develop communication strategies to bring greater clarity and visibility to university economic development work: deepening industry, government, and public commitment to our universities and their role in economic prosperity
Developing a Taxonomy

• Broad definition of university engagement

• Spectrum of contributions to the economy

• Working with University Economic Development Association (UEDA)
Talent Development

• spectrum of knowledge transfer activities by which universities develop human capital for the 21st century Knowledge Economy

• formal, credit-bearing programs & informal teaching and learning modes: short-format education and training, experience based education, mentoring

• Universities take responsibility for cradle-to-grave talent development: pre-K-12 pipeline, undergraduate education, specialized graduate training, continuing education, industry training
Talent Development

- Active alignment of curricula to industry/employer needs:
  - Competency maps
  - Customized programs

- Professional Programs:
  - Business
  - Medicine/Allied Health/Nursing
  - Engineering
  - Architecture
  - Public Administration
  - Education

- Experiential Education Programs:
  - Internships
  - Cooperative Education
  - Service Learning
Innovation Development

• moving from knowledge creation to knowledge transfer and application in ways that are useful and relevant to society

• intellectual, creative, and business processes that lead to application of new knowledge, solve problems of identifiable markets

• lead to economic, technological, social, policy, artistic, or cultural outcomes

• collaborative, multi-disciplinary, problem-solving intellectual orientation
Innovation Development

- Use-Inspired Research (Applied, Translational, Problem-Oriented, Industry-Contracted)
- Testing Services
- Technical Assistance Services/Programs
- Proof of Concept Programs and Funds:
  - Product Development, Comparison, and Testing
  - Prototyping
  - Experiment Analysis
  - Market Research and Positioning/Strategy
- Technology Transfer/Commercialization
- Business Formation, Incubation, and Acceleration
- Business Capital Funds/Sources
- Business Support for Entrepreneurs
Place Development

• creating smart places where people want to live, create and take jobs, raise their families, participate in civic life, and contribute to community advancement

• attentive to the health, education, environment, housing, and entertainment needs of community members

• cultivating networks and connections that build community and competencies

• citizens practice good government, and the community works to assure equity of opportunity and social justice
Place Development

- Quality Pre-K to 12 Education
- Health Care Facilities and Wellness Programs
- Arts and Cultural Amenities
- Sports and Recreation Amenities
- Environmental Sustainability Efforts
- Community Development Programs
- Downtown Development
- Rural Development
- Public Safety
- Local Government Training/Leadership Programs
Talent + Place

Civic Collaboration & Leadership: programs and activities that synergistically connect talent and place.

• K-12 School Improvement Partnerships
• Community Leadership Development
• Service Learning Programs
• Student Civic Engagement
• Local Government Training Institutes
• University Participation in Regional Government and Economic Development Organizations
• Internships and Training Programs in Arts and Cultural Organizations
• Student Engagement in Community Health and Wellness Programs
Talent + Innovation

Entrepreneurs and Creative Enterprises: programs and activities that synergistically connect talent and innovation.

• Entrepreneurship Education Programs:
  • Mentoring Programs
  • Short-Format Accelerator Programs (“Boot Camps”)
  • Professional Science Masters Degree Programs
  • Internships and Externships in High Growth Businesses
• Elements of all education programs that cultivate creativity, problem-solving, and innovation skills
Knowledge Communities: programs and activities that synergistically connect innovation and place.

• Mixed-Use Campuses or University-Centric Knowledge Communities (including industry partners, public/civic Functions, schools, housing, amenities, etc.—in addition to university and industry technology and R&D)
• Social Innovation & Entrepreneurship
• Arts and Cultural Innovation Programs
The Relevant University: strategic framework for highest possible impact—across all three elements.

- Mission and purposes
- Strategy
- Policy
- Leadership
- Regional stewardship
- Institutional culture
- Resource allocation
- Partnership IQ and partnership development
- Convener role
- Leadership in establishing and monitoring regional/constituent metrics
- Strategic communications
- Portals for access to university talent and assets:
  - One-stop function
  - “Front door”
  - Web pages oriented to interests of industry and community users, etc.)
Let’s discuss!

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