

Discussion Session:

**Guiding the Development of a Toolkit
for Practitioners**

U-I Engagement Outside of Major Metropolitan Areas
Workshop

May 20-23, 2019



Strengthening
University-Industry
Partnerships



Objective of the Toolkit

- Share the learnings from the workshop with the broader higher education community outside of major metropolitan areas
- Rather than a more conventional “proceedings” document, focus on a “toolkit”
 - Be practice-oriented
 - Build upon best practices
 - Be responsive to real-world constraints

What are the critical constraints and issues that shape the practice of U-I Engagement Outside of Major Metro Areas?

Examples of Possible Constraints/Issues:

- Key industry collaborators are located outside of region
- Alignment with regional economic drivers more limited
- Regional innovation ecosystems may lack resources and capacities
- Difficulty of attracting and retaining talent

An Organizing Framework: Key Strategies & Programmatic Activities



Key Tools:
**Leveraging &
Enhancing
University
Research Strengths**

Topics from Workshop:

- **Using research data to enhance collaborations**
- **Engaging researchers on and off campus to nurture sustainable corporate partnerships**
- **Driving alignment between university projects and corporate priorities**
- **Maximizing impact in the face of resource scarcity**

Other topics to consider for the toolkit?

Key Tools:
**Managing
Strategic
Partnerships**

Topics from Workshop:

- **Role of large firms in advancing collaborations**
- **Maximizing the outcomes of U-I visits**
- **Role of government labs**
- **Structuring to maximize external engagement**
- **Strategic role of the federal government**
- **Relationship of corporate philanthropy**
- **Communicating with potential shareholders and building support within organizations**

Other topics to consider for the toolkit?

Key Tools:
**Accelerating
University
Research
Translation &
Commercialization**

Topics from Workshop:

- **Entrepreneurship and university startups**
- **Bringing venture capital to areas beyond the major metro areas**

Other topics to consider for the toolkit?

Key Tools:
Talent Connections

Topics from Workshop:

- **Students as conduits between university and industry**
- **Automation and the Future of Work**
- **Industry-sponsored external training for students**

Other topics to consider for the toolkit?

Key Tools: Placemaking

Topics from Workshop:

- **Strategic facility construction and design**
- **Role of research parks in creating vibrant innovation ecosystems**
- **Financing facilities**

Other topics to consider for the toolkit?

Key Tools:
**Advancing Local
Economic
Development**

Topics from Workshop:

- **Promotion of local economic development**
- **Role of local government and regional eco dev groups**

Other topics to consider for the toolkit?

Proposed Structure for Write-ups of Specific Tools

- Brief overview of topic
- Fit for use in U-I outside of major metro areas
- Key features
- Success factors/key takeaways
- Resources required
- Best practice example(s)



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