University Industry
Demonstration Partnership

# Session 2:

# Aligning Multiparty Goals and Mission


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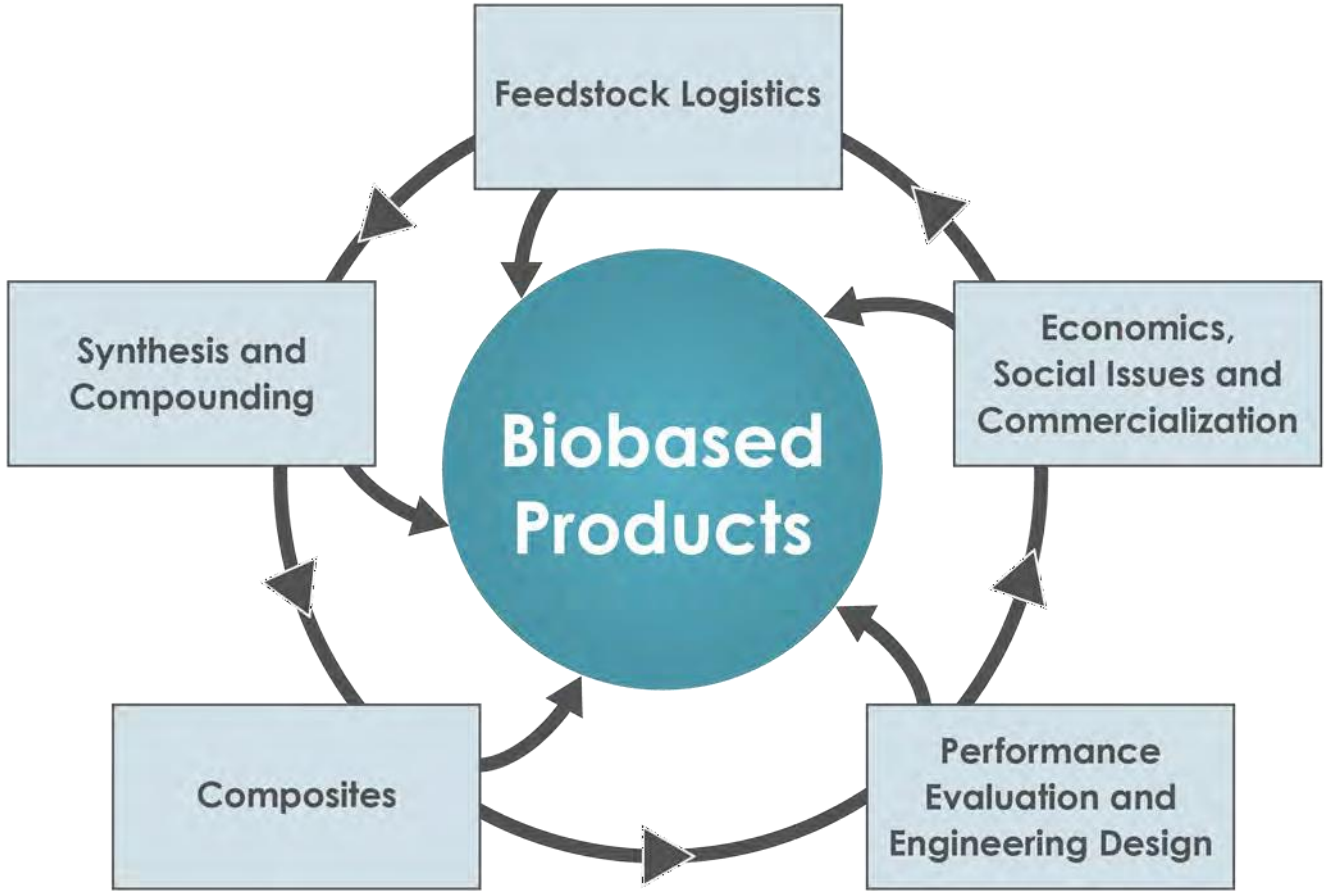
# Center vision-refined at kickoff meeting



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3NI

ADM

BERRY PLASTICS

BRANSON

BYOGY RENEWABLES

cycleWood solutions

DEPARTMENT OF ECOLOGY State of Washington

DIAGEO

golf

Ford

Hyundai MOTOR GROUP

Inland

Laurel BioComposite, LLC

Minnesota Corn RESEARCH & PROMOTION COUNCIL

Natural Soy Products, LTD

PCR Powder Coating Research Group

RheTech Polyolefin Compounding

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SIEGWERK

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USDA

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# The Industry/University Cooperative Research Centers (I/UCRC) Program

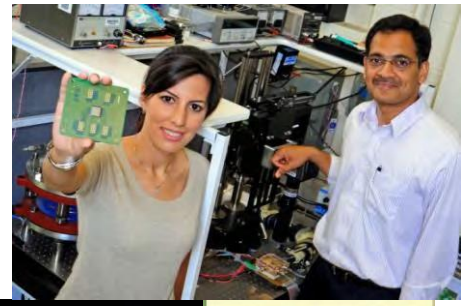
**Mission**:

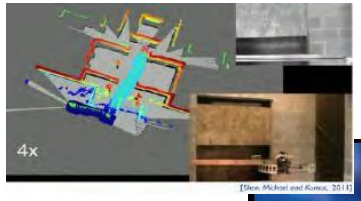
- To contribute to the nation's research infrastructure base by **developing long-term partnerships among industry, academe and government**
- To leverage NSF funds with industry to **support graduate students performing industrially relevant research**

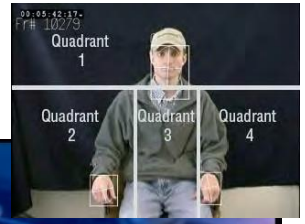
**Vision**:

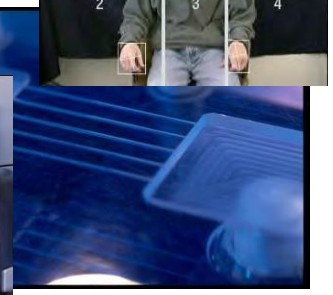
- To **expand the innovation capacity of our nation's competitive workforce** through partnerships between industries and universities

**Over 30 years of fostering and growing long-term trusted relationships between Industry and academe based on shared value**







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# I/UCRC Nucleus: A Cooperatively Defined, Funded & Shared Research Portfolio

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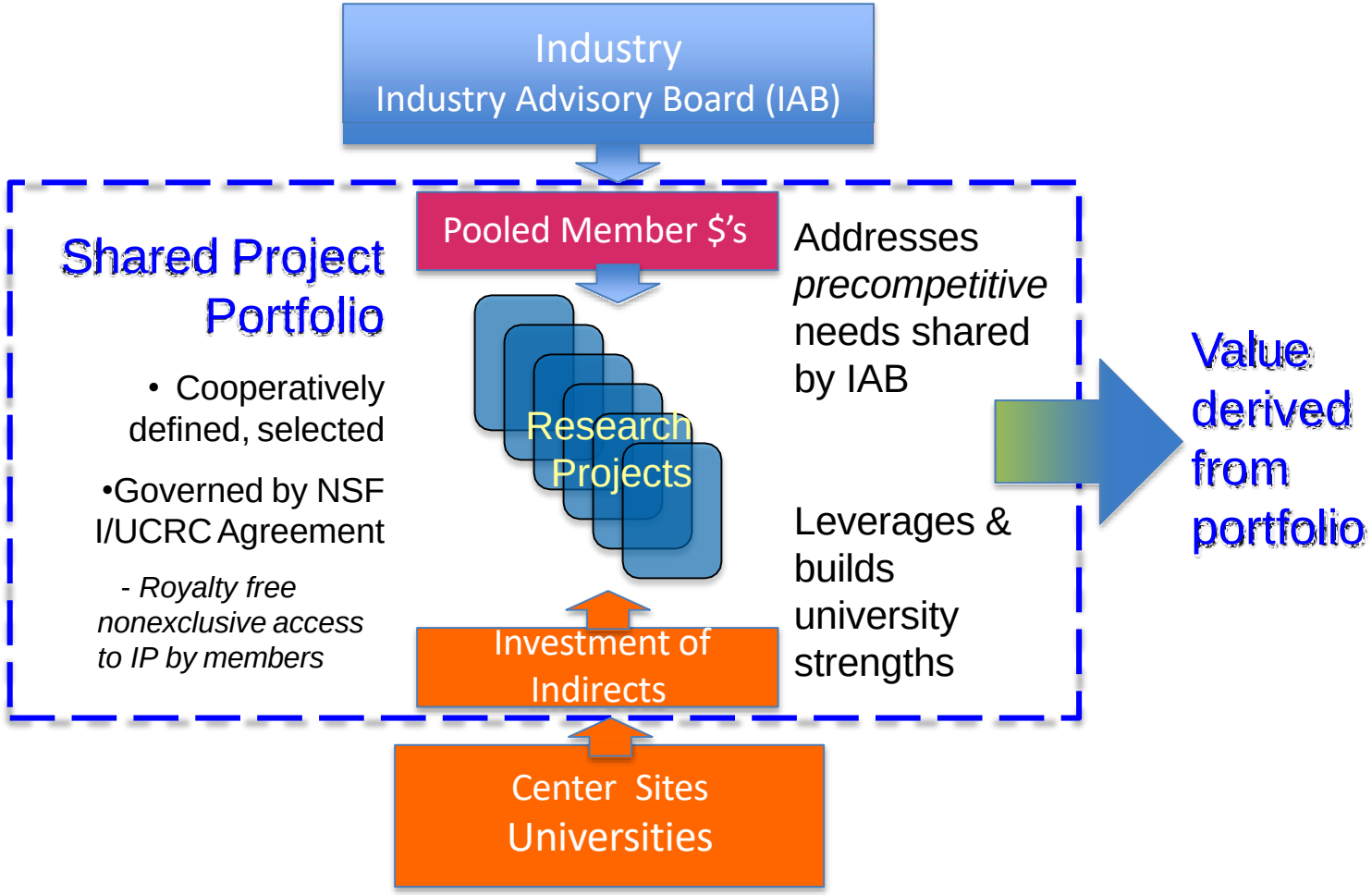


Requires trust be built in the model, and between all partners in the center.

# What *value* does an I/UCRC offer?

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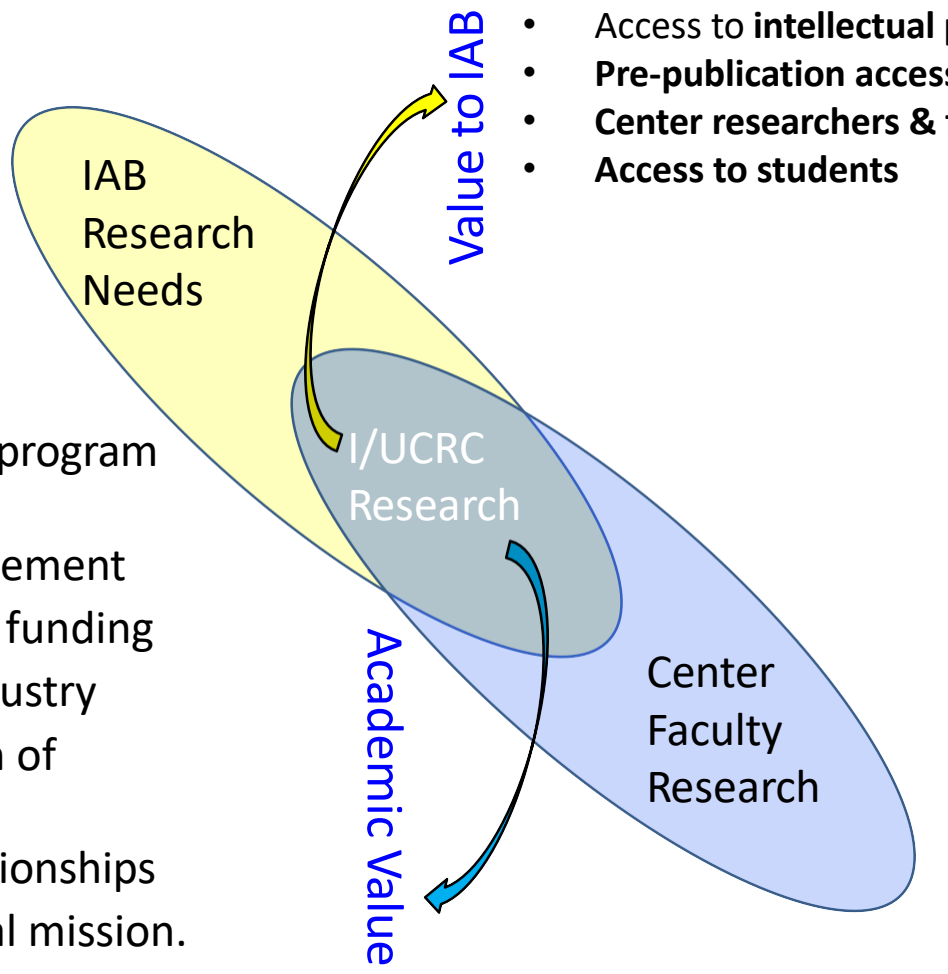
Outcomes from a cooperatively defined and managed, portfolio of industry-precompetitive research.

- High value **research projects**
- **Investment leveraging**
- **Sector networking, learning from industry peers and customers**
- Access to **intellectual property**
- **Pre-publication access** to research
- **Center researchers & facilities**
- **Access to students**




- New research and education program dimensions
- Student recruitment and placement
- Leverage POC results for new funding
- Trusted relationships with industry
- Ready partners for translation of discoveries
- Organize industry sector relationships
- Means to achieve institutional mission.

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# Projects/Challenges

- Wide range of projects
  - Each member joins for personal reasons-value proposition
    - Research
    - Networking
    - Leverage of existing resources
  - Each member is self aligned with projects
- No “pet” projects
- All projects should broaden the industry capabilities
- Competitive members is common
- NDA covers the entire center

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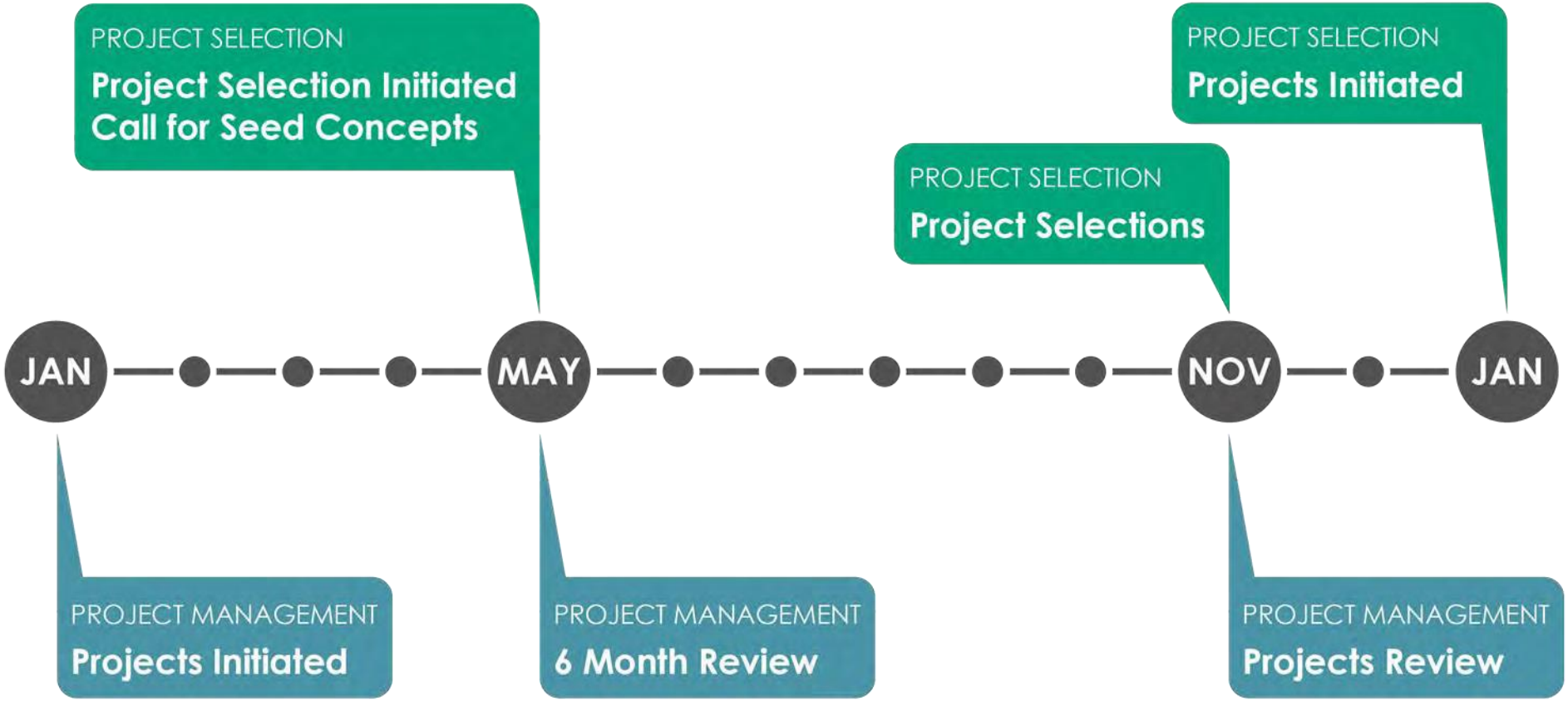
# Project cycle – 12 months



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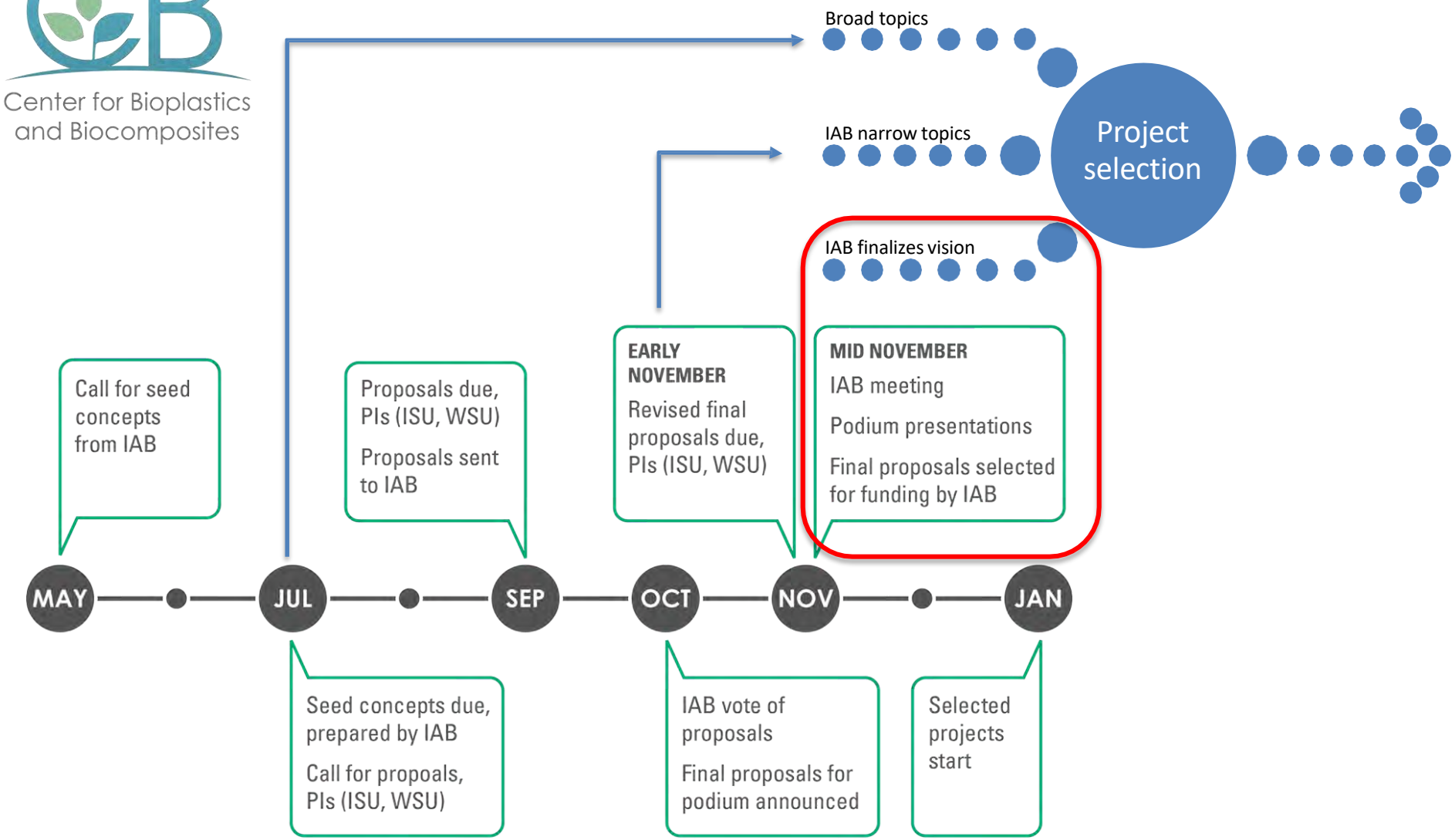
# Multiple needs (companies) drive single vision:



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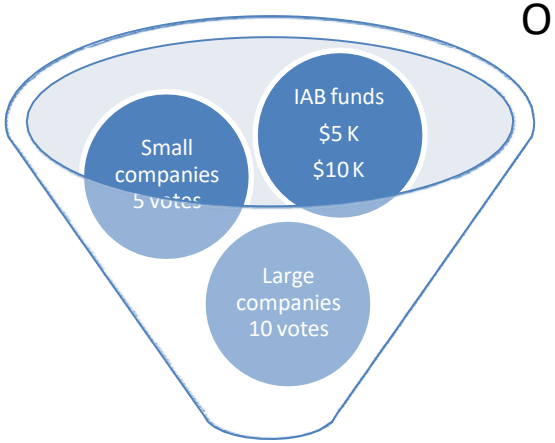
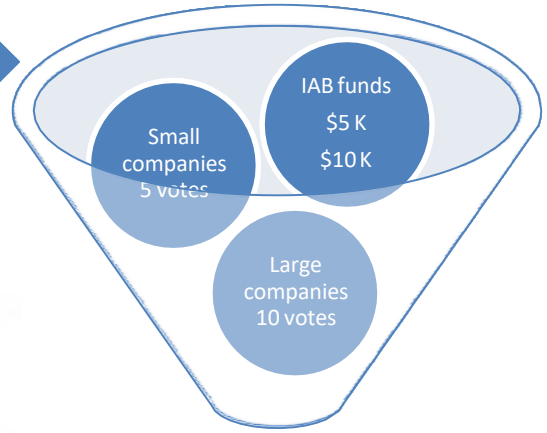
## Online engagement



5 to 10 NEW projects (5-10)

Existing projects

Final vote



FUNDED PROJECT

CENTER DIRECTION

## In person engagement

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# Intellectual Property

- IP go to members
  - Royalty free rights
  - Must pay for execution
- Process
  - Short disclosure to all IAB
  - Full disclosure sent to select IAB members
  - 60 days review process
  - Execution of patent

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# Team building

- Mentoring process allow IAB director engagement
  - Networking
  - Leverages IAB and PI's expertize
  - Technology transfer
- Meetings promote networking
- Student internships promote long term relationship
- CONTACT SPORT

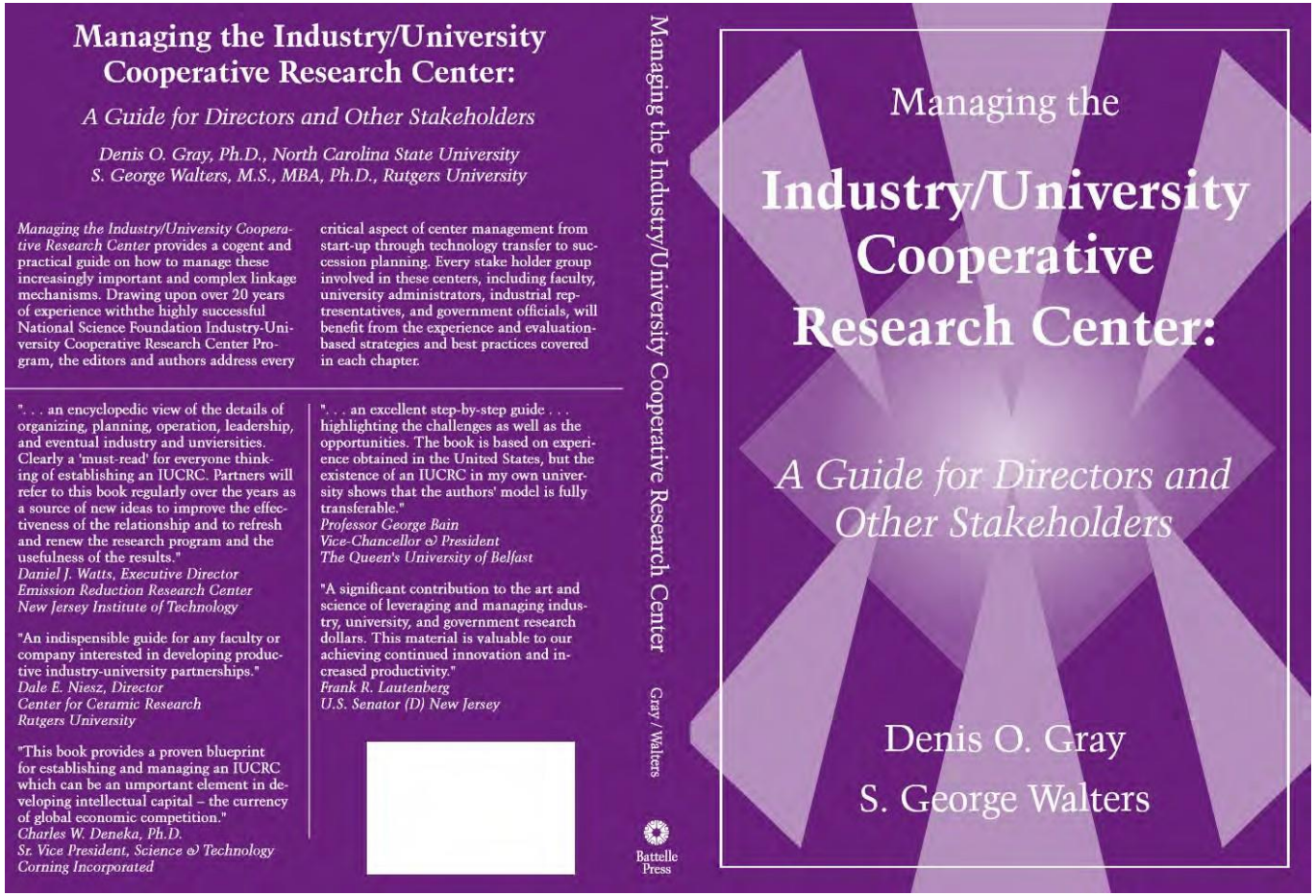
# Lessons Learned

- Seed concept process improved to include PI's and authors working together
  - Worked with other IUCRC directors at ISU
  - Modified best practices from other centers
- IP process
  - More details on process
  - Date and duration selection

# Resources

https://www.ncsu.edu/iucrc/

# Resources



**Managing the Industry/University Cooperative Research Center:**

*A Guide for Directors and Other Stakeholders*

*Denis O. Gray, Ph.D., North Carolina State University*
*S. George Walters, M.S., MBA, Ph.D., Rutgers University*

*Managing the Industry/University Cooperative Research Center* provides a cogent and practical guide on how to manage these increasingly important and complex linkage mechanisms. Drawing upon over 20 years of experience withthe highly successful National Science Foundation Industry-University Cooperative Research Center Program, the editors and authors address every critical aspect of center management from start-up through technology transfer to succession planning. Every stake holder group involved in these centers, including faculty, university administrators, industrial representatives, and government officials, will benefit from the experience and evaluation-based strategies and best practices covered in each chapter.

". . . an encyclopedic view of the details of organizing, planning, operation, leadership, and eventual industry and unviersities. Clearly a 'must-read' for everyone thinking of establishing an IUCRC. Partners will refer to this book regularly over the years as a source of new ideas to improve the effectiveness of the relationship and to refresh and renew the research program and the usefulness of the results."
*Daniel J. Watts, Executive Director*
*Emission Reduction Research Center*
*New Jersey Institute of Technology*

"An indispensible guide for any faculty or company interested in developing productive industry-university partnerships."
*Dale E. Niesz, Director*
*Center for Ceramic Research*
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"This book provides a proven blueprint for establishing and managing an IUCRC which can be an umportant element in developing intellectual capital – the currency of global economic competition."
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*Sr. Vice President, Science & Technology*
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". . . an excellent step-by-step guide . . . highlighting the challenges as well as the opportunities. The book is based on experience obtained in the United States, but the existence of an IUCRC in my own university shows that the authors' model is fully transferable."
*Professor George Bain*
*Vice-Chancellor & President*
*The Queen's University of Belfast*

"A significant contribution to the art and science of leveraging and managing industry, university, and government research dollars. This material is valuable to our achieving continued innovation and increased productivity."
*Frank R. Lautenberg*
*U.S. Senator (D) New Jersey*

Managing the Industry/University Cooperative Research Center

Gray / Walters

Battelle Press

Managing the

**Industry/University Cooperative Research Center:**

*A Guide for Directors and Other Stakeholders*

Denis O. Gray

S. George Walters

# Thank you!

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