Inclusive Recognition of Innovation and Entrepreneurship Impact by Faculty

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Brief overview

Supported through an NSF grant, Promotion & Tenure – Innovation & Entrepreneurship (PTIE) is a national effort to support adoption of recommendations within promotion and tenure (P&T) guidelines and processes to inclusively recognize innovation and entrepreneurship (I&E) impact by university faculty. This work included the creation of the PTIE coalition, representing over 65 universities from around the country that worked collaboratively to develop a detailed set of recommendations for universities. Included in those recommendations and expanded upon in a 2021 Science article (DOI: 10.1126/science.abj2098), PTIE has identified a superstructure for supporting other areas of evolving impact by university faculty and the importance of better addressing bias and supporting diversity, equity, and inclusion.

Use in U-I engagements outside of major metropolitan areas

From 1996 to 2013, Katzam and Azziz noted that tech transfer has added over $500 billion to the U.S. gross domestic product (DOI: 10.1007/978-3-030-78893-3_8). PTIE recognizes the diverse geographic makeup of the higher education system in the United States and the importance of supporting I&E for the economic development of the surrounding communities around universities as well as broader state and national economies.

Key features

PTIE has identified effective tools for communicating the importance of I&E across a university ecosystem and providing concrete examples of higher education's continued importance to local communities, industrial partners, and society at large.

- **Supporting knowledge growth**: Pursuit of knowledge is a core value of universities. This freedom enables discovery. The current paradigm for I&E on university campuses delays (not protects) the pursuit of knowledge, and the PTIE recommendations enable I&E-informed research to be valued the same as other areas.

- **I&E impact:** PTIE embraces a broad interpretation of I&E to incorporate inclusivity across the institution and academic disciplines, including the arts and humanities. This approach enables support for I&E across the university campus and helps to reframe the importance of faculty work in creating societal impact that aligns with the mission statements and priorities on university campuses.

- **Diversity, equity and inclusion (DEI):** PTIE recognizes that supporting DEI is central to creating a more robust national innovation ecosystem in which all members of society can contribute. In addition, addressing bias and improving transparency in the P&T review process is a mechanism to create culture change on university campuses to support a diverse academy and a diverse student population – a critical pipeline for employers nationwide.

This toolkit is a product of the June 7-9, 2022 event hosted by UIDP and Cornell University, UIDP Xurban Cornell.

UIDP — Strengthening University-Industry Partnerships

Cornell University

Key recommendations

These key PTIE elements can provide a framework to reimagine other areas of scholarship in promotion and advancement. The four overarching recommendations are:

- **University-wide language** directly linking the evaluation of faculty to institutional mission, values and goals in the university P&T guidelines and additional levels at the institution (e.g., college, school, department).

- **I&E metrics** to serve as indicator data to be used in a narrative thesis of impact. Metrics are grouped into six sub-categories:

  - intellectual property,
  - sponsored research,
  - use and licensing,
  - entity creation,
  - I&E career preparation, and
  - I&E engagement.

- **I&E text** for evaluation criterion to be incorporated into the research (scholarship and creative activity), teaching and advising, and service categories found in university P&T guidelines.

- **Process changes** for supporting systemic culture change, improving transparency, and addressing bias (e.g., directions for personal statement, external reviewer resource and guidance, involvement of P&T process consultants, expanded training, reframing and importance of DEI)

Resources required

PTIE has a wealth of resources to support universities considering improvements to their P&T policies and processes (https://ptie.org). Universities should identify senior administrative lead(s) and I&E-focused faculty member(s) to work collaboratively on developing a strategy for considering changes on campus. This bottoms-up/top-down approach allows the academy to accurately view the effort as seeking to broaden the bar of P&T to be more inclusive of the 21st century impact of university faculty. Creation of faculty I&E fellows from different colleges/units can be helpful in messaging to different disciplines and creating an inclusive environment.

Best practice examples

- **PTIE recommendations.** PTIE recommendations (https://ptie.org/ptie-recommendations/) were developed in collaboration with the entire 65+ member PTIE coalition and represent a documented list of consensus recommendations and best practices in higher education. These recommendations should serve as a starting point for conversations on university campuses as they can be tailored to the individual priorities, focus and culture of the institution.

- **University of California System.** In April 2022, the UC system provost instructed all 10 member campuses to "promote the translation of UC's discoveries into useful products, services, and innovations that not only provide value to individuals and society, but also endeavor to uplift the human condition; inspire the passion of our faculty and student inventors, as well as provide the problem-solving and collaborative support necessary to translate those ideas into real-world solutions having societal benefit; and pursue fair value for our intellectual property so UC can continue to grow its excellence in scholarship, research, and global impact."