Session 1
Developing the Rationale for Consortia

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Background: Review the consortia you are involved in

- Not currently involved in any consortium

- But, was involved in <u>various</u> consortia for 25+ years

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Rationale for Forming a Consortium

- Benefits to university:
    - ❖ Partnerships that impact teaching and project-based learning
    - ❖ Access to real world problems
    - ❖ Connecting theory with practice
    - ❖ Help demonstrate impact
    - ❖ Interesting (multidisciplinary) problems from industry
    - ❖ "New" funding streams (recall sequestration?)
    - ❖ Job prospects for students

- Benefits to industry:
    - ❖ Powerful engine for innovation and economic growth
    - ❖ Improved competitive edge
    - ❖ Networking
    - ❖ Access to resources and facilities
    - ❖ Undertake projects that cannot be done in-house
    - ❖ Access to students (potential recruits)

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Recruiting participants for a Consortium

- What helps to recruit?
  - ❖ Clear articulation of the mission statement of the consortium to all stakeholders: **short and memorable**!
  - ❖ Know your customers (industry participants) - **customers are people, NOT buildings**
  - ❖ Be aware of the following:
    - ▪ Industry thinks in terms of short range goals
    - ▪ Industry prefers proven solutions with a low risk
    - ▪ Industry is concerned with costs
    - ▪ Emphasis on **"use-inspired"** research versus "fundamental" research.
  - ❖ Be aware of the **"difference in culture"** (academic time, terminology...).
  - ❖ Be aware of the **"Zero Distance"** concept*
  - ❖ Use of **"Infographics"** (not power point slides) to recruit new participants - with examples of cost savings, cost avoidance, tech transfer

*Infosys

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LESSONS LEARNED

- Essential ingredients for a successful consortium:

  - ❖ "Happy Marriage" + shared vision
  - ❖ Identifying the right faculty (with expertise) and points of contact
  - ❖ Identifying the right industry reps
  - ❖ Buy-in from university leadership (strategic priority?)
    - ▪ Do they value such partnerships as part of academic career progression?
  - ❖ Don't get hung-up on IP
  - ❖ Don't get hung-up on publications
  - ❖ Processes for contracts and IP in place
  - ❖ Ability to work across "institutional boundaries"
  - ➢ Frequent engagement between researchers and industry members
  - ➢ Hard to get companies to invest long term

Resources

Please cite websites, articles, webinars, conferences…or reading materials that would be helpful

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Thank you!

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Backup