



University Industry
Demonstration Partnership

Session 8

Managing Accountability

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BACKGROUND

- Not currently involved in any consortium
- But, was involved in various consortia for 25+ years

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MANAGING ACCOUNTABILITY

*The consortia is up and running and needs measure to evaluate its success. Talk about the **processes** you used to establish the measures*

- Accountability measures in place to track progress and impact?
- How did you manage equitable and timely contributions of resources and effort from all participants
- How will metrics be used to provide real-time feedback to influence the direction of the consortia, and how will these impact the trajectory of the consortium? How did you establish the feedback loop where scientific milestones to influence research projects and on consortium progress toward mission
- Ensuring return-on-investment to participants and sponsors?
- How do these metrics differ for stakeholders in the consortia? Have you found phase-based metrics useful and if so why?
- How did you establish start-up, steady-state, and wind-down metrics?
- Do you share report cards?

MANAGING ACCOUNTABILITY

Measuring Success (Input indicators):

- ❖ Institutional practices and resources
- ❖ Shared infrastructure
- ❖ Researchers
 - # researchers
 - Capabilities
 - Motivation
- ❖ Company
 - Capabilities
 - Motivation
- ❖ Resources:
 - R&D expenditure
 - Budget and income
 - Donations and grants (matching)
- ❖ Collaboration agreement

Measuring Success (In-process indicators):

- ❖ Joint project setting (deliverables, milestones ...)
- ❖ Relevant research (multidisciplinary?)
- ❖ Frequency of formal meetings between stakeholders
- ❖ Budget status
- ❖ Mentorship for projects
- ❖ Governance
- ❖ Assessment methodology (customer satisfaction survey, ROI)
- ❖ Frequency of technology roadmap assessment

MANAGING ACCOUNTABILITY

Measuring Success (Output Indicators):

- ❖ Publications (joint)
- ❖ Theses (MS/doctoral)
- ❖ New technologies developed
- ❖ New scientific knowledge
- ❖ Trained staff/faculty
- ❖ Trained students
- ❖ Spin-offs
- ❖ Workshops, seminars conducted
- ❖ Invention disclosures
- ❖ Royalty & licensing income

Measuring Success (Impact Indicators):

- ❖ Number of new-to-company opportunities in new markets
- ❖ Productivity growth/cost savings/cost avoidance
- ❖ Recruitment of graduates
- ❖ Satisfaction of graduates
- ❖ Satisfaction of employers
- ❖ Curriculum development
- ❖ Success of spin-offs
- ❖ Net increase of jobs
- ❖ Increase in cooperation
- ❖ Academic mobility (promotion?)
- ❖ In-situ training (foreign campuses)

LESSONS LEARNED

- Focus on joint project setting: mutually beneficial research
- Engagement of all stakeholders
 - ❖ *Frequency of formal meetings between stakeholders*
 - ❖ *Technology roadmap assessment: gaps, voids, and who might fill them?*
 - ❖ *Mentorship for projects*
- Preparation & submission of formal reports with recommendations
- Assessment
 - ❖ *Customer satisfaction survey - happy marriage?*
 - ❖ *Industry's concern about secrecy and misalignment of expectations (ex: IP rights)*
 - ❖ *ROI (new technologies developed? technology transfer?)*

Resources

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

Thank you!

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Backup