

Industry-University Partnerships for Economic Development

Symposium on Tunisian Higher Education and U.S. Institutional
Engagement



Sheila Martin
Director and Professor
Institute of Portland Metropolitan Studies
Population Research Center



Outline

- Why we care about industry-university engagement
- University roles
- Examples
- Strategies
- Discussion



PSU Mission



...enhance the intellectual, social, cultural and economic qualities of urban life ...

Why we
care

University
roles

Examples

Strategies

Institute of Portland Metropolitan Studies: Mission

*...advances the
economic,
environmental, and
social goals of the
Portland
metropolitan region.*



Why we
care

University
roles

Examples

Strategies

How we “Walk our Talk”: An external governing board

- The IMS Board of Directors is drawn from throughout the metropolitan region
- Hires and fires the director
- Approves the annual workplan
- Brings projects of importance to the director
- Helps secure resources for key projects
- Acts as an ambassador for the IMS

Achieving *Collective Impact* requires partnerships

- *Large scale social and technological change requires coordination rather than isolated intervention*

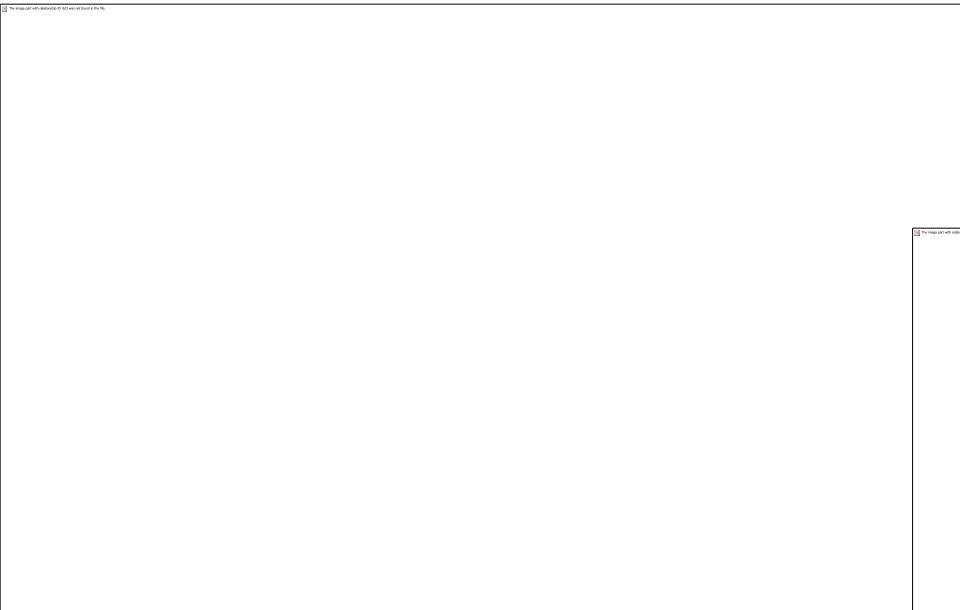


University Roles in Community and Economic Development

- Human capital development
- Innovation and market development
- Quality places
- Creation of community capacity and promotion of equity



Stages of Innovation: The creative environment



Olive grove near Nablus.
Photo courtesy of IMEU.

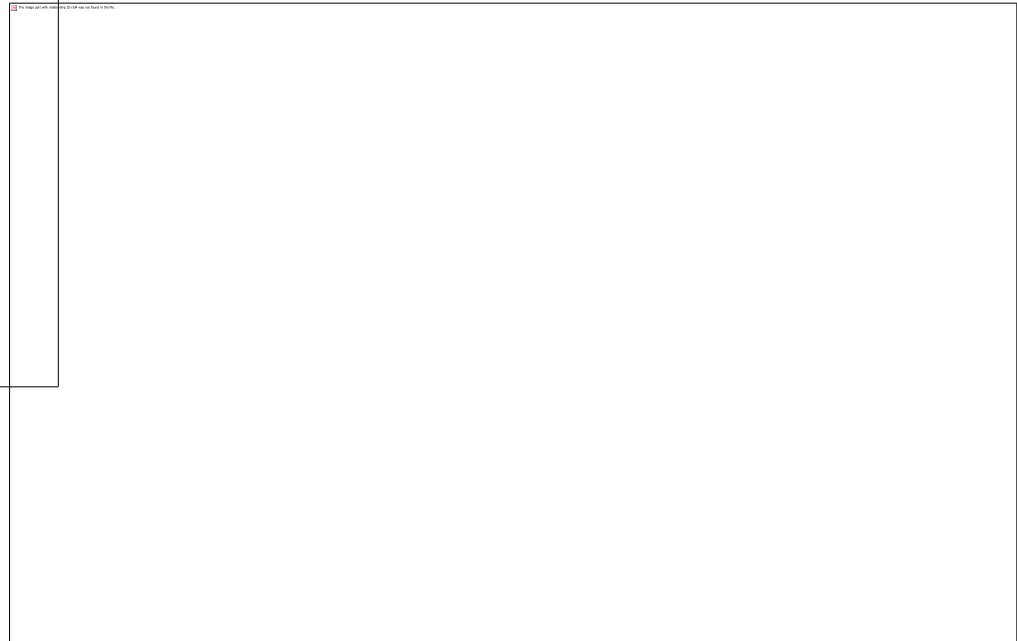
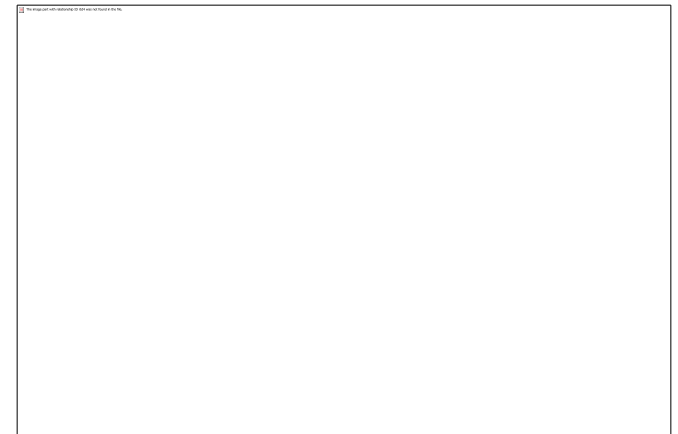
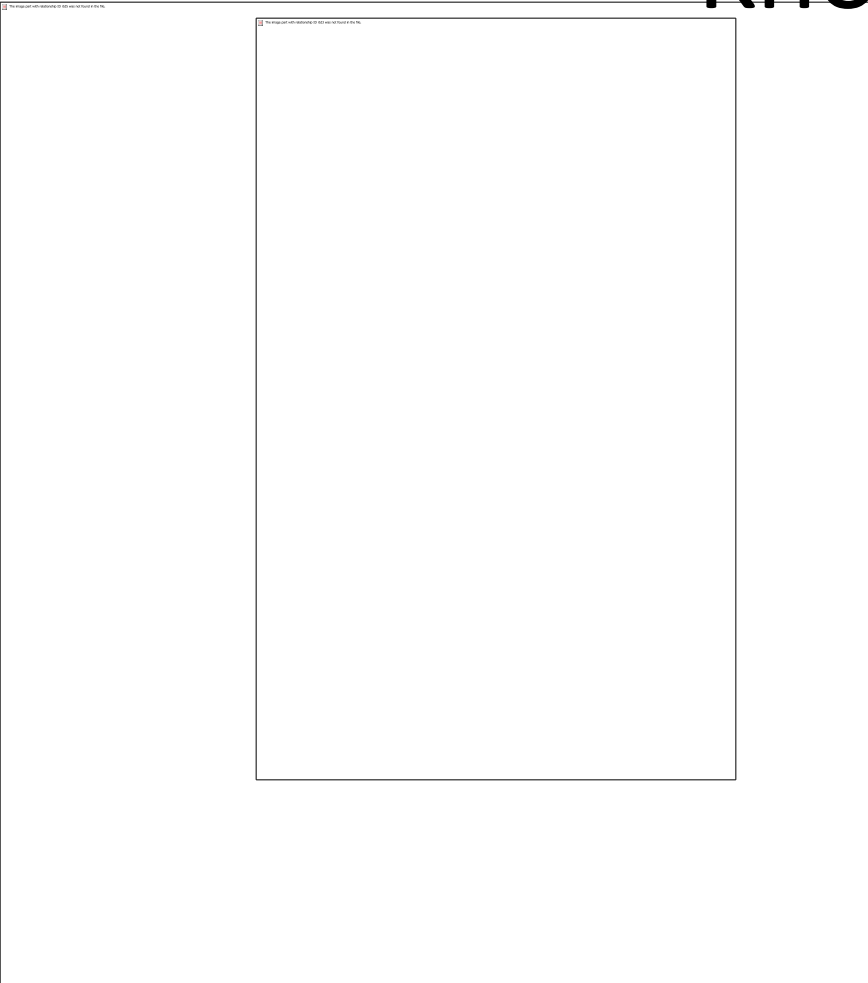


Photo courtesy of International
Olive Council

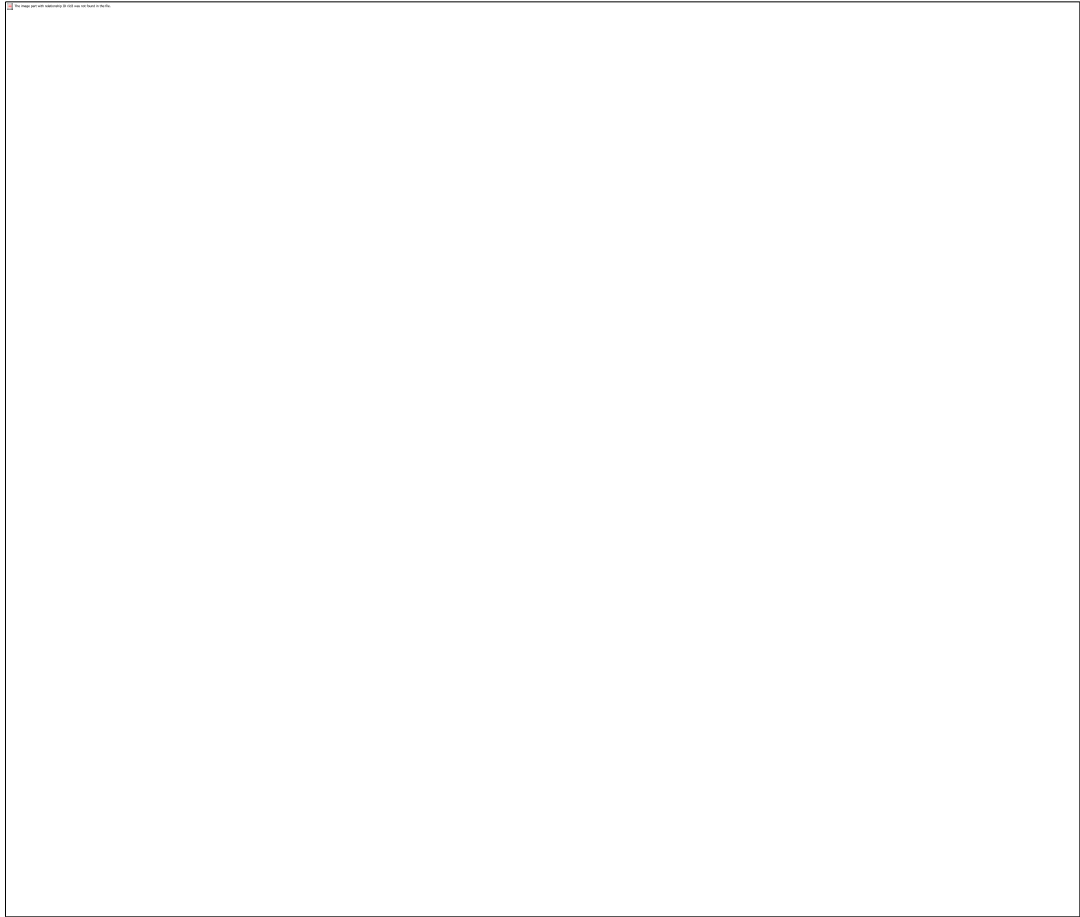
Invention: Creating new Knowledge



Translation

Transformation of new knowledge into new products, processes, systems, or services

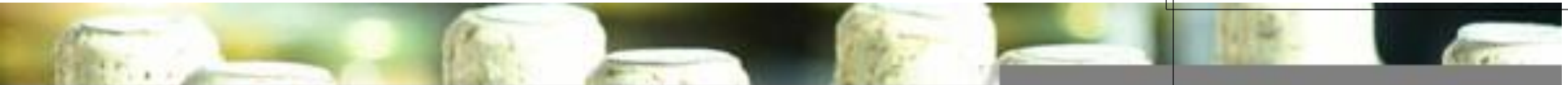
For example, how do we adapt olive varieties to different soil conditions?



Commercialization

Creation of economic value with
the new products, processes,
systems or services

*Finding a market
niche and meeting it*



Partnerships in Technology Development: ONAMI



Why we care

Community
and Economic
Development

University
roles

Examples

Strategies

Key ONAMI Features

- Matching funds
 - for federal and private collaborative research proposals led by ONAMI member principle investigators
- [NWNanoNet™](#)
 - collection of shared/open user facilities to industry on a user friendly fee-for-service basis
- [Commercialization gap fund](#)
 - provides critical support to early stage technologies and companies arising ONAMI related research
- Events and opportunities for networking

North Carolina State University

NC Textile Connect

Improving markets, stimulating innovation, and
encouraging collaboration

Why we
care

University
roles

Examples

Strategies

Potential Partnerships with Textiles

Industry

- Document industry linkages*
- Test and evaluate processes that reduce environmental impact*
- Organize industry events*
- Test and evaluate new machinery*
- Organize workforce development*
- Provide industry and trade data*

Strategies/Key success factors: General partnerships

- Leadership and institutionalization
- Mutuality
- Measurable Impact
- Sustainability
- Inclusion and Communication



Strategies and Key Success Factors: Research Partnerships

Picking a Research area

- ✓ Choose an area that aligns university capabilities and and community needs
- ✓ Choose a niche that allows a leadership position
- ✓ Align key investments in technology to an overall economic strategy



Strategies and Success Factors

Approach and involve the Private Sector

- ✓ Involve industry in many different ways
- ✓ Use experts—including industry leaders—to evaluate investments
- ✓ Invest in the translation of research findings to industry



Industry-University Partnerships for Economic Development

Symposium on Tunisian Higher Education and U.S. Institutional
Engagement



Sheila Martin
Director and Professor
Institute of Portland Metropolitan Studies
Population Research Center

