



CONFERENCE

DEVELOPING A CENTER FOR INNOVATION ON CAMPUS

September 25 - 27, 2017

New Orleans, LA



ai ACADEMIC
IMPRESSIONS



Learn to create a Center for Innovation that serves institutional and local economic goals.

OVERVIEW

Learn how you can develop a successful center for innovation on your campus that serve as both an academic hub and gateway to the surrounding economic and entrepreneurial environment. This conference will enable your team to:

- Establish a strategic vision for your center
- Scan your local economic market and identify partners
- Connect institutional and local economic goals
- Incorporate your center into the student experience
- Market your center for sustained growth

We have integrated numerous working sessions into this program to allow you and your team to accomplish critical work while attending the conference.

THREE TYPES OF INNOVATION CENTERS DISCUSSED

Innovation centers mean different things to different people and institutions. During this program we will focus on three distinct types of centers. You will learn about spaces that:

- Facilitate multi-disciplinary connectivity and learning among students
- Foster industry partnerships that are beneficial to both students and external partners
- Drive entrepreneurship among students to start their own companies

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/developing-center-innovation-campus-september-2017



COMPLIMENTARY ONLINE TRAINING INCLUDED WITH REGISTRATION

As an added bonus, every registrant will receive a recording of our popular webinar, *Key Considerations for Designing Student-Focused Innovation Spaces*. This bonus training will give you an overview of different types of student-focused innovation spaces that campuses across the country are creating, and tips for starting your own project. This will be beneficial information to review before the event and share with your campus colleagues.

POST-CONFERENCE WORKSHOP: KEYS TO REVENUE GENERATION THROUGH YOUR CENTER FOR INNOVATION

Centers for innovation or entrepreneurship can be an opportunity to create a meaningful revenue stream while serving the academic mission of the institution. However, moving toward a revenue-generating model creates a number of considerations and challenges an institution must bear in mind to effectively create a revenue stream. This post-conference workshop is designed to address these considerations to create added value to your center efforts.

COME WITH YOUR TEAM AND SAVE

Your learning needs can best be met when a team from your institution can discuss and prioritize according to your strategic vision. We suggest bringing a team of representatives from the following divisions: academic leadership, student affairs, faculty, facilities planning and management, and corporate and foundation relations. **When you register two colleagues, a third can attend for 50% off!**

"Three days saved our team six months of information gathering and planning."

- Francoise Lepage, Sarlo Distinguished Professor of International Business, Dominican University of California

LEARNING OUTCOME

After participating in this conference, you will be able to develop a framework for a center for innovation or entrepreneurship on campus.

CONTACT US FOR MORE INFORMATION

Contact Michelle Sponholz, Program Manager at michelle@academicimpressions.com or 720-496-4492 if you'd like additional information about the program.



AGENDA

MONDAY, SEPTEMBER 25, 2017

Day 1: Strategically Positioning Your Center for Innovation

12:30 - 1:00 p.m.

Registration

1:00 - 1:15 p.m.

Welcome and Introductions

1:15 - 1:45 p.m.

Defining Three Types of Centers for Innovation and Their Organizational Structures

Our opening session of day one will provide clear definitions for the three different types of centers for innovation. You will be introduced to the organization structures institutions are using to establish and operate these different centers. Types of centers discussed will be those that:

- Facilitate multi-disciplinary learning
- Foster industry partnerships
- Drive student entrepreneurship

1:45 - 3:00 p.m.

Establishing a Vision for Your Center for Innovation

Establishing the vision, mission, and values of your center is a critical first step in creating an innovation center on campus. During this session we will explore why establishing your vision is important, provide examples of vision statements from other centers, and help you conduct your own visioning exercise. As a group, we will discuss:

- Key decisions in creating an innovation center
- Developing a strategic marketing plan
- Benchmarking against aspirant and peer institutions
- Short and long term metrics for measuring your success

3:00 - 3:15 p.m.

Break

3:15 - 3:45 p.m.

Working Session: Mapping the Intersection of Your Center's and Institution's Mission

This foundational working session will be the first opportunity for your team to map out a strategic vision for your center. Using the vision-setting presentation as a guide, your team will take time to discuss how your institution's context and mission fits with that of your center. Our experts will be on hand to guide conversation.

3:45 - 5:00 p.m.

Innovation Center Showcase #1

This session will give attendees an opportunity to hear from an institution or architect about the design and function of a center for innovation. This will be a visually rich presentation, to show different types of spaces, furniture, equipment and function.

5:00 - 6:00 p.m.

Networking Reception (included in registration fee)



AGENDA

TUESDAY, SEPTEMBER 26, 2017

Day 2: Considerations for Parallel Institutional and Economic Goals

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:30 a.m.

Demand - Keys to Scanning the Economic Market to Identify Center Partners

Our opening session of day two digs into the first major challenge facing any center for innovation or entrepreneurship: identifying partners within the local economic environment. Our expert instructor will discuss keys to a thorough and fruitful search, including:

- Marketing your center to the right niche
- Scanning your local environment effectively
- Balancing potential partner needs with your realities and resources
- Actively vetting prospective partners according to their goals and resource requirements

9:30 - 10:00 a.m.

Working Session: Identifying Center Partners

Using the work from our mission exercise on day one, this second working session will allow you to begin working within your mission framework to strategize how you will identify and prioritize external partners. Our experts will be on hand to guide your efforts.

10:00 - 10:15 a.m.

Break

10:15 - 11:15 a.m.

Connecting Your Center to the Student Experience and Curriculum

At the heart of most centers' success is a sincere connection to the student learning experience, and this session will address how your center can ensure strong ties to your students. This discussion will include:

- Benefits of student and corporate engagement
- Best practices for curricular tie-ins
- Student innovation, entrepreneurship programs, or co-curricular events
- Keys to strong internship programs

11:15 a.m. - 12:15 p.m.

Integrating Faculty Into the Mission of Your Center

Academic faculty are sincere contributors, if not centerpieces, of any successful center. This morning's final session will address how your center can best incorporate faculty, including:

- Determining when and how to invite faculty into the development of your center
- Incorporating faculty as research partners and/or resources
- Leveraging faculty as curricular champions
- Discussing impacts to faculty productivity



AGENDA

TUESDAY, SEPTEMBER 26, 2017 (CONTINUED)

12:15 - 1:15 p.m.

Lunch (included in registration fee)

1:15 - 2:15 p.m.

Innovation Center Showcase #2 Virginia Commonwealth University - da Vinci Center

The da Vinci Center at VCU is unique in that it is a collaboration of School of the Arts, Business, Engineering, and College of Humanities and Sciences. It advances innovation and entrepreneurship through cross-disciplinary collaboration. In this second showcase, a representative of VCU's da Center will offer a tour of this facility and address any questions that you may have.

2:15 - 3:15 p.m.

Connecting Institutional Expectations and Partnership Agreements

This final morning session is devoted to how your institution can best incorporate institutional expectations for your center into fair and equitable agreements with your partners. Included will be discussions on:

- Incorporating reasonable (and enticing) institutional expectations
- Considerations for resource allocation for lessees
- Foundations for establishing sound leasing terms
- Benchmarking progress and evaluating lease continuity in accordance with center mission

3:15 - 3:30 p.m.

Break

3:30 - 4:00 p.m.

Working Session: Your Institutional Considerations

Using the morning's presentations as a guide, this working session will be your opportunity to more specifically consider your context in determining how best to incorporate institutional expectations into a sound center for innovation or entrepreneurship partnerships.

4:00 - 5:00 p.m.

Innovation Center Showcase #3

This session will give attendees an opportunity to hear from an institution or architect about the design and function of a center for innovation. This will be a visually rich presentation, to show different types of spaces, furniture, equipment and function.



AGENDA

WEDNESDAY, SEPTEMBER 27, 2017

Day 3: Moving Your Center for Innovation Forward

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 9:45 a.m.

Effectively Leading a Center for Innovation

Effective leadership is a critical component of a successful Center for Innovation. This session will focus on key leadership skills required to champion, build, and maintain your center, which include networking and creative decisionmaking.

9:45 - 10:00 a.m.

Break

10:00 - 11:15 a.m.

Keys to Marketing Your Center On and Off Campus

No center is complete without users. During this session we will discuss best practices for marketing your center to all relevant users both on and off campus. Considerations during this session include:

- Understanding your capacity for growth and the marketing implications
- Seeking and securing appropriate donors for your center
- Differentiating campaigns for multiple audiences
- Leveraging marketing avenues within your local (and campus) community

11:15 - 11:45 a.m.

Working Session: Selling Your Center for Innovation

This final working session will be an opportunity for you to look at how your mission and market can and should drive the promotion of your innovation center. Included in this activity will be tips on how to:

- Position the mission of your center within a competitive local market
- Sell your center to your niche
- Develop an elevator pitch you can present at your own institution

11:45 a.m. - 12:00 p.m.

Final Questions and Conference Wrap-Up

12:00 - 1:00 p.m.

Lunch for Post-Conference Workshop Attendees (included in workshop registration fee)



AGENDA

WEDNESDAY, SEPTEMBER 27, 2017

1:00 - 4:00 p.m.

Post Workshop: Keys to Revenue Generation Through Your Center for Innovation

For many, the center for innovation or entrepreneurship can be an opportunity to create a meaningful revenue stream while serving the academic mission of the institution. However, moving toward a revenue-generating model creates a number of considerations and challenges that an institution must bear in mind to effectively create a revenue stream. This post-conference workshop is designed to address these considerations in helping to create added value to your center efforts. You will walk through key considerations related to revenue generation, including:

- Pinpointing revenue generation in your center's strategic plan
- Working within the confines of your institution's 501(c)(3) policies
- Best practice tactics for establishing affiliated agreements
- Optimizing research contracts
- Identifying patent gaps
- Turning IP into revenue



INSTRUCTORS

Dr. Marlo Rencher, Executive Director, Center for Innovation and Entrepreneurship, Cleary University

Dr. Marlo Rencher's responsibilities include entrepreneurial programming, mentorship of student-run businesses, and operations at the on-campus entrepreneurial community and co-working space. She also serves as the faculty chair of the entrepreneurship department at the business-focused university.

A Michigan State University graduate with a BA in marketing, Dr. Rencher also has a MBA from the Ross Business School at the University of Michigan, and a Ph.D. in anthropology from Wayne State University. Her research interests exist at the intersection of entrepreneurship, design, technology and culture. Marlo has founded or co-founded three tech companies. She is a past TEDx speaker and SXSW Interactive panelist.

Dr. Stephen Whitehead, Associate Provost of Innovation, California University of Pennsylvania

Under Dr. Whitehead's guidance the university has developed the Center for Innovation. The Center is becoming a hub for creativity and a link to the university resources.

Dr. Whitehead held a faculty position in the applied engineering and technology department for eleven years before transitioning to the associate provost position three years ago. While a faculty member, he was a member of the graphic communication and multimedia technology, robotics engineering, and technology education departments.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

September 25 - 27, 2017 :: New Orleans, LA

HOTEL:

Renaissance Pere Marquette
817 Common Street
New Orleans, LA 70112

To reserve your room, please call 504-525-1111. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$149 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of September 24, 25, and 26 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to Monday, September 4, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

The Renaissance New Orleans Pere Marquette French Quarter Area Hotel is located near many distinct attractions that have made New Orleans so iconic.

TRANSPORTATION

The hotel is approximately 12.8 miles from Louis Armstrong International Airport (MSY). Transportation options from the airport include:

- SuperShuttle: \$24.00 one way. Make reservations online.
- Estimated Taxi Fare: \$33.00 one way.
- Uber: \$35.00 one-day. Rates will vary.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP
Conference + Post-Conference Workshop + FREE Webcast Recording	Conference + FREE Webcast Recording	Post-Conference Workshop only
\$1,695	\$1,395	\$395

EARLY BIRD PRICING

Postmarked on or before September 8, 2017. For registrations postmarked after September 8, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

City | State/Province | Zip/Postal Code | Country

Telephone | Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

Empty space for dietary or accessibility needs.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

- DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.
- WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.
- DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.