DEVELOPING A CENTER FOR INNOVATION ON CAMPUS

September 21 - 23, 2015
Cincinnati, OH
OVERVIEW

Centers for innovation or entrepreneurship have proven to be gateways to the surrounding economic and entrepreneurial environment for many institutions. Whether used for faculty research, learning opportunities for students, or to foster economic growth through local businesses, these centers have served as a thriving example of the academic mission of countless institutions.

This conference will help your institution develop a successful center for innovation on your campus. Through the expert guidance of practitioners who have experienced growth in their own efforts, your team will be able to:

- Establish a strategic vision for your center
- Identify how best to scan the local economic ecosystem for partners
- Connect institutional and local economic goals in strategic planning
- Discuss means to best market your center for continued growth

BRING YOUR TEAM

Your learning needs can best be met when a team from your institution can discuss and prioritize according to your strategic vision. We suggest representatives from the following academic and administrative groups:

- Academic Leadership
- Student Affairs
- Faculty

Register 2 people from your institution and a 3rd can attend for 50% off!

http://www.academicimpressions.com/conference/developing-center-innovation-campus
SITE VISIT: XAVIER UNIVERSITY CENTER FOR INNOVATION

You will have the chance to visit the recently established Center for Innovation at Xavier University. This experience will include a complete facility tour, an in-depth conversation with key developers, and opportunities to interact with their innovation environment.

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 Patrick Cain, Conference Director at patrick@academicimpressions.com or 720-988-1263 if you’d like additional information about the program.

SAVE $100 ON THIS EVENT WITH AI PRO!

Available with: AI Academic Affairs Pro & AI Student Affairs Pro

AI Pro offers your institution access to over 200 hours of training opportunities on topics that will help you and your team achieve institutional goals and more. Click here or contact Bridget@academicimpressions.com for more information about AI Pro.
AGENDA

DAY 1: STRATEGICALLY POSITIONING YOUR CENTER FOR INNOVATION

MONDAY, SEPTEMBER 21, 2015

12:00 - 12:30 p.m.  Registration
12:30 - 12:45 p.m.  Welcome and Introductions
12:45 - 2:15 p.m.  Establishing a Strategic Vision for Your Center for Innovation
   This introductory session will combine the broad spectrum of possibility with the realistic implications of any decision made by your institution. Primarily, our focus will be on:
   • The center for innovation or entrepreneurship spectrum (from accelerators to incubators)
   • Institutional resources required of this effort
   • Limitations and implications of institutional policies or academic mission
   • Keys to crafting an institutional scope or mission for your center
2:15 - 3:00 p.m.  Working Session: Mapping out Your Institutional Mission
   This foundational working session will be the first opportunity for your team to map out a strategic vision for your center. Using the previous presentation as a guide, your team will take time to discuss your institution’s specific context. Our expert facilitators will be on hand to guide conversation.
3:00 - 3:15 p.m.  Break
3:15 - 4:30 p.m.  Demand - Keys to Scanning the Economic Market to Identify Center Partners
   This presentation digs into the first major challenge facing any center for innovation or entrepreneurship: identifying partners within the local economic environment. In this session, our expert instructor will discuss keys to a thorough and fruitful search, such as:
   • Pinpointing a marketing niche for your center for innovation
   • Productive environmental scanning tactics
   • Balancing partner needs with your resource realities
   • Actively vetting contenders according to their project goals and resource requirements
4:30 - 5:00 p.m.  Working Session: Identifying Center Partners
   Building off the institutional mission exercise, this second working session will provide your team an opportunity to begin working within your established mission framework to craft a strategy for productive partner identification and prioritization. Again, our expert facilitators will be on hand to guide your efforts.
5:00 - 6:00 p.m.  Networking reception (included in registration fee)
AGENDA

DAY 2: CONSIDERATIONS FOR PARALLEL INSTITUTIONAL AND ECONOMIC GOALS

TUESDAY, SEPTEMBER 22, 2015

8:00 - 8:30 a.m.  Continental breakfast (included in registration fee)

8:30 - 9:30 a.m.  Connecting Your Center to the Student Experience
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. Included will be discussion of:
- Overall benefits of student and corporate engagement
- Best practices for curricular tie-ins
- Student innovation, entrepreneurship programs, or extracurricular events
- Keys to strong internship programs

9:30 - 10:30 a.m.  Integrating Faculty into the Mission of Your Center
For most, academic faculty are sincere contributors, if not centerpieces, in any successful center. This morning’s opening session will address how your center can best leverage this critical asset, 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

10:30 - 10:45 a.m.  Break

10:45 - 11:45 a.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 identified center partners. Included will be discussion on:
- Keys to incorporating reasonable (and enticing) institutional expectations into agreements
- Considerations for resource allocation for lessees
- Foundations for establishing sound leasing terms
- Benchmarking progress and evaluating lease continuity in accordance with center mission

11:45 a.m. - 12:30 p.m.  Working Session: Your Institutional Considerations
Using the morning’s presentations as a guide, this session will be an opportunity for your institution to consider more specifically your context in determining how best to incorporate institutional expectations into a sound center for innovation or entrepreneurship partnerships.
TUESDAY, SEPTEMBER 22, 2015 (CONTINUED)

12:30 - 1:30 p.m.  Lunch (included in registration fee)

1:30 - 4:00 p.m.  Site Visit: Xavier University Center for Innovation

You will have the chance to visit the newly established Xavier Center for Innovation. This portion of the workshop will include a complete tour of the facility, as well as hands-on opportunities for your team to experience how Xavier University works to effectively connect the campus community and local economic environment.

4:00 - 5:00 p.m.  Stakeholder’s Panel

Join us for an open and transparent discussion that walks through mission considerations, challenges overcome, and opportunities created for Xavier University’s Center for Innovation. Included in the panel will be professors, students, center staff, and other relevant campus personnel.

5:30 p.m.  Return to Hotel

DAY 3 - MOVING YOUR CENTER FOR INNOVATION FORWARD

WEDNESDAY, SEPTEMBER 23, 2015

8:30 - 9:00 a.m.  Continental breakfast (included in registration fee)

9:00 - 9:45 a.m.  Site Visit Debrief - Like Groups

Here, your team will have the opportunity to pair with like groups according to strategic planning considerations from Day 1. You will collectively debrief aspects of the site visit and the host institution’s project scope and outcomes. What’s most translatable to your vision? What could you learn most from?

9:45 - 10:00 a.m.  Break

10:00 - 11:15 a.m.  Keys to Marketing Your Center—Both on and off Campus

Obviously, no center is complete without users. This session is devoted to discussing best practice tactics for establishing a marketing campaign to highlight your center to all relevant constituent groups. Considerations during this session will 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
AGENDA

WEDNESDAY, SEPTEMBER 23, 2015 (CONTINUED)

11:15 - 11:45 a.m.  Working Session: Selling Your Center for Innovation
This final working session will be an opportunity for you to begin to consider how mission and market should drive your center for innovation promotion. How can you best position the mission of your center within a competitive local market? How can you sell your niche?

11:45 a.m. - 12:00 p.m.  Final Questions and Workshop Wrap-Up

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

12:00 - 1:00 p.m.  Lunch for post-conference workshop attendees (included in workshop registration fee)

1:00 - 4:00 p.m.  Post-Conference 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 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.

In this workshop session, our instructor will walk through key considerations related to revenue generation, specifically:

• 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
INSTRUCTORS

**ALLEN KUNKEL / Associate Vice President for Economic Development of the Jordan Valley Innovation Center**
Missouri State University

Allen Kunkel is responsible for helping guide the Jordan Valley Innovation Center in its mission of supporting businesses concentrating on advanced technology, biotechnology, life sciences, and nanotechnology research and development. He assists in coordinating the resources of the federal, state, and local governments with the resources of Missouri State University to promote business and industrial growth by blending entrepreneurship with research, innovation, and commercialization. Allen is responsible for engaging the University in economic development activities, including the development of IDEA Commons and development of the university's business incubator, The eFactory. Allen also serves as chief executive officer of Springfield Innovation, Inc., which is a non-profit organization affiliated with Missouri State University that operates the Missouri innovation center and serves an advisory role with The eFactory. He also manages the intellectual property portfolio at Missouri State University.

**SHAWN NASON / Chief Innovation Officer**
Xavier University

Shawn Nason believes that, “Innovation isn’t work, it’s a lifestyle.” At Xavier University, Shawn leads the strategy and implementation of the innovation process within Xavier, while developing a portfolio of innovation clients and partners, which will drive non-tuition based revenue within the university through the Center for Innovation.

Prior to Xavier, Shawn worked for three years at Humana leading strategic and consumer innovation with a focus on design. Additionally, Shawn spent six years at The Walt Disney Company in various capacities within Disney Cruise Line and Walt Disney Imagineering. An inspirational leader, Shawn has a proven record of gaining confidence from key executives, stakeholders, peers, and employees at all levels.

Shawn has a BS in business management and finance and an MBA in international business and finance. Shawn is currently working on his DBA in organizational leadership and change. Shawn states, “I have the amazing honor to ignite teams, organizations, and individuals to tap into their creative mind and spark ideas and solutions they never dreamed of!”
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.

**CHET WARZYNSKI / Principal Consultant**
*Warzynski Consulting Services*

Chester (Chet) Warzynski is currently senior advisor on strategic financial initiatives at Carnegie Mellon University. In addition to his work at CMU, he consults on leadership and organizational development at the University of Arizona, the State University of New York, and Pennsylvania State University. His previous positions included executive director of the Office of Organizational Development at the Georgia Institute of Technology and director of organizational development services at Cornell University. He has taught graduate and undergraduate courses in management, leadership, and organizational development at Cornell University, and leadership in the School of Public Policy at Georgia Tech.

He completed his undergraduate and graduate studies in sociology at Southern Illinois University and the University of Western Ontario, and doctoral studies in educational planning and social science at the University of Toronto and Tilburg University in the Netherlands.

He has published on leadership development, strategic planning, organization development, business process reengineering, project management, and sustainability. His current research is on leading innovation. He has served on boards of private and public organizations.
INSTRUCTORS

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.
HOTEL RESERVATIONS

The conference will be held at:
Hyatt Regency Cincinnati
151 W. 5th Street
Cincinnati, OH 45202

To reserve your room, call 513.579.1234. Please indicate that you are with the Academic Impressions group to receive the room rate of $199 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of September 20, 21 and 22, 2015. Reservations must be made by August 28, 2015. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Choose the newly transformed Hyatt Regency Cincinnati and experience a hotel offering every possible convenience under one roof. Set in the heart of town, connected to the Duke Energy Convention Center and near an array of attractions and entertainment venues, the regal Hyatt Regency Cincinnati reigns supreme amongst downtown hotels.

Here are just a few of the ways you can enjoy your stay:

→ Spread out in spacious, newly transformed guestrooms, offering generous amenities and expansive views of the city or the river.

→ Go down to The Banks, visit the National Underground Freedom Center, enjoy live entertainment, attend concerts, exhibits, spectator sports and more.

→ Shop at Saks Fifth Avenue, take an invigorating dip in our indoor heated pool, keep up your fitness routine in 24-hour StayFit™ gym, or enjoy YogaAway™ in the privacy of your guestroom.

→ Savor a variety of culinary delights, all of which are thoughtfully sourced and carefully served.

Reward yourself with a stay at the newly transformed Hyatt Regency Cincinnati and experience the level of service you’ve come to expect from Hyatt.

Transportation:
Shuttle to/from Cincinnati Northern Kentucky Airport Terminal (CVG):

→ Call Executive Transportation at 800-990-8841 or may be arranged in Cincinnati Northern Kentucky Airport Terminal

→ One way to/from the hotel: $22

→ Roundtrip to/from the hotel: $32

Taxi to/from the airport is approximately $30 one way.
REGISTRATION FEES

**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.

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**Best Value**

Conference + Post-Conference Workshop - $1495 USD

- # of attendees

**Conference**

Conference only - $1195 USD

- # of attendees

**Workshop**

Post-Conference workshop only - $395 USD

- # of attendees

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**Total**

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**Attend as a team** - remember, when 2 members of the same institution register, a 3rd registration is 1/2 off.

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**Early bird pricing**

Postmarked on or before September 4, 2015. For registrations postmarked after September 4, 2015, an additional $100 fee per registrant applies.

Visit our website to register online:

http://www.academicimpressions.com/r/registration.php?sn=0915-innovation-centers
**CONFERENCE REGISTRATION INFORMATION**

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**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.**

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

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

**ADDITIONAL CONTACT INFORMATION**

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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)

CHECK/INVOICE

☐ My check is included and covers _______ registration(s) Check # _______________________________

☐ Please invoice me, Purchase Order # ______________________________ (PO # not required to receive invoice)

AMOUNT TO CHARGE: ____________________________

FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to Higher Ed Impact, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. Higher Ed Impact (HEI) includes:

☐ HEI: Daily Pulse - impactful news, trends, and practices, sent daily

☐ HEI: Weekly Scan - the week’s most critical news, with analysis of top stories and trends, sent on Fridays

☐ HEI: Monthly Diagnostic - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

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

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