



CONFERENCE

DEVELOPING A CENTER FOR INNOVATION ON CAMPUS

February 7 - 9, 2018

Atlanta, GA



ai ACADEMIC
IMPRESSIONS



Develop a framework for a center for innovation or entrepreneurship on your campus.

OVERVIEW

Learn how you can develop a successful center for innovation on your campus that serves as both an academic hub and gateway to the surrounding economic and entrepreneurial environment. Focusing on centers that foster multi-disciplinary learning, industry partnerships, and drive entrepreneurship among students, 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. As an added bonus, you will also receive a recording of our popular webinar, *Key Considerations for Designing Student-Focused Innovation Spaces*.

SITE VISIT: TECHNOLOGY SQUARE AT GEORGIA INSTITUTE OF TECHNOLOGY

Technology Square is the main hub of innovation at Georgia Tech. It's here that Georgia Tech's collaborative partners tap into the institute's expertise, students, faculty, and researchers to transfer ideas and technology from labs to the marketplace. During this site visit and tour you will see top-ranking incubation and accelerator programs and the spaces they have created to attract entrepreneurs and startups, as well as have the chance to speak with the stakeholders that brought the hub to life.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/developing-a-center-for-innovation-on-campus/



POST-CONFERENCE WORKSHOP: UNDERSTANDING BEST PRACTICES AROUND INTELLECTUAL PROPERTY, TECH TRANSFER, AND COMMERCIALIZATION

Centers for innovation and entrepreneurship are often places where students, faculty, and staff begin startups. As such, it is critical that your institution has a clear understanding of intellectual property (IP) and the Tech Transfer process. During this workshop you will take a closer look at IP, Tech Transfer, and commercialization.

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!

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



AGENDA

DAY 1: STRATEGICALLY POSITIONING YOUR CENTER FOR INNOVATION

12:30 - 1:00 p.m.

Registration and Continental Breakfast (included in registration fee)

1:00 - 1:15 p.m.

Welcome and Introductions

1:15 - 2:00 p.m.

Defining Three Types of Centers for Innovation and Their Organizational Structures

Our opening session of day one will provide clear definitions for three different types of centers for innovation, as well as define innovation and entrepreneurship. You will be introduced to the organizational 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

2:00 - 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 - 4:45 p.m.

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

The first major challenge facing any center for innovation or entrepreneurship is identifying partners within the local economic environment. During this session, 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



AGENDA

DAY 1 (CONTINUED)

4:45 - 5:15 p.m.

Working Session: Identifying Center Partners

Using the work from our mission exercise, 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.

5:15 - 6:15 p.m.

Networking Reception (included in registration fee)

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.

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

9:30 - 10:30 a.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

10:30 - 10:45 a.m.

Morning Break

10:45 - 11:45 a.m.

Understanding the Importance of IP and Tech Transfer Related to your Center

This final morning session is devoted to understanding the importance of IP and Tech Transfer as it relates to your center. Included will be discussions on:

- Distinguishing the center business model perspective between innovation and entrepreneurship
- Understanding Tech Transfer and commercialization
- Non-disclosure agreements
- IP overview when working with students, faculty, and staff



AGENDA

DAY 2 (CONTINUED)

11:45 a.m. - 12:30 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.

12:30 - 1:15 p.m.

Lunch (included in registration fee)

1:15 - 4:00 p.m.

Site Visit: Technology Square at Georgia Institute of Technology

The main hub of the innovation ecosystem at Georgia Tech is Technology Square in Midtown, Atlanta. It's here that many of Georgia Tech's collaborative partners tap into the institute's expertise, students, faculty, and researchers to transfer ideas and technology from labs to the marketplace. The tour will offer the opportunity to see top-ranking incubation and accelerator programs, and the spaces they have created to attract entrepreneurs and startups.

4:00 - 4:45 p.m.

Panel Discussion

After touring the facility at Georgia Tech you will have an opportunity to participate in a panel discussion with the stakeholders that made the center possible.

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 decision-making.

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



AGENDA

DAY 3 (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 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

POST WORKSHOP: UNDERSTANDING BEST PRACTICES AROUND INTELLECTUAL PROPERTY, TECH TRANSFER, AND COMMERCIALIZATION

12:00 - 1:00 p.m.

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

1:00 - 4:00 p.m.

Post Workshop: Understanding Best Practices Around Intellectual Property, Tech Transfer, and Commercialization

For many, centers for innovation or entrepreneurship are places for students, faculty, and staff to begin startups. As students, faculty, and staff work through that process, it is important for the institution to have a clear understanding of IP and the Tech Transfer process. This post-conference workshop is designed to take a deeper dive into IP, Tech Transfer, and commercialization. Our expert speakers will walk you through these concepts and provide you with strategies for working with students, faculty, and staff. Key concepts discussed during this workshop will be:

- Understanding the fundamentals for identifying and protecting IP rights of center stakeholders
- Understanding commercialism basics of center stakeholders
- Assessing different IP and commercialization interests among students, staff, faculty, center, and institution
- Establishing best practices and key policies around IP development and product/service commercialization
- Strategies for engaging your institution on research and commercialization steps, including Tech Transfer



INSTRUCTORS

Allen Kunkel, Associate Vice President for Economic Development and Director of the Jordan Valley Innovation Center, Missouri State University

Allen is responsible for helping guide the 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.

Robert Manasier, Entrepreneur-in-Residence/New Venture Manager, Innovate 518

Robert Manasier is currently Entrepreneur-in-Residence/New Venture Manager for the NYS Capital Region Innovation HotSpot-Innovate518- where he funds and commercializes IP, technology and startups for the 8-county region that includes 14 affiliated campuses and incubators. He also serves as Entrepreneur-in-Residence for UAlbany Innovation Center and the Sage Colleges. He is a serial entrepreneur with experience in over 128 startups internationally as the CEO of In Focus Brands (a branded go-to-market acceleration firm). In addition to In Focus Brands, Robert currently serves as Managing Director of EDA Funding & Diamond Point Co-Development Fund; President of IFP Films and EDA Labs, Chief Strategy Officer for TheCrowdBuild.com; Board Member for Autonomy Distributors, Parkhurst Field Foundation, Saratoga Springs Sports Tourism Chair and Saratoga Springs Recreation Commission.

Dr. Marlo Rencher, Executive Director of the 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 coworking 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. Garret Westlake, Executive Director of the da Vinci Center, Virginia Commonwealth University

Dr. Garret Westlake is heading the transformation of VCU into one of the nation's leading universities for cross-disciplinary collaboration, innovation, and the inclusion of entrepreneurial thinking as a requisite skill for the innovation economy. As executive director, Dr. Westlake advances university-wide student innovation and entrepreneurship through curriculum as well as through curated experiential education opportunities.

As a technology entrepreneur, Dr. Westlake founded a social impact company that employed individuals with autism in STEM. Prior to joining VCU, Dr. Westlake served as the associate dean of student entrepreneurship for Arizona State University's #1 ranked Office of Entrepreneurship and Innovation. He has worked closely with Ashoka U, the Clinton Global Initiative University, and for the Network for Teaching Entrepreneurship. Students and startups he has mentored have been named to Forbes 30 Under 30 for Healthcare Innovation, awarded Rhodes Scholarships, named Resolution Project Fellows, and have been accepted to SXSW and Y Combinator.



INSTRUCTORS

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

Stephen Whitehead just realized life is a game of hide-and-seek and he's been hiding too long. It isn't that he doesn't like playing games but his hiding doesn't allow people to recognize his accomplishments. While Associate Provost at California University of Pennsylvania, he led the development of the University's strategic plan, "Charting our Path Forward", the development of a center for innovation, and the improvement of STEM educational spaces on campus. He is trained in Human Centered Design thinking by Luma Institute, and often uses these techniques to innovative in higher education. He regularly presents on the importance of Science, Technology, Engineering, Arts and Math (STEAM), Centers for Innovation, Fab Labs, innovation in K-12, and workforce development in Western Pennsylvania. Steve's most recent educational accomplishment is surviving Seth Godin's altMBA (cohort 7). He now feels like "he is standing in an auditorium where the lights just came on."



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

February 7 - 9, 2018 :: Atlanta, GA

HOTEL:

Hyatt Regency Atlanta
265 Peachtree St NE
Atlanta, GA 30303

Room Rate: \$190 + Applicable Tax

Room Block Dates: The nights of February 6, 7, and 8, 2018.

Rate Available Until: Tuesday, January 16, 2018.

Reserve Your Room: Call 404-577-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

Please book early - rooms are limited and subject to availability.



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 Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, 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
\$1,795	\$1,495	\$395

EARLY BIRD PRICING

Postmarked on or before January 19, 2018. For registrations postmarked after January 19, 2018, 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

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