



CONFERENCE

ESTABLISHING A CENTER FOR INNOVATION AND ENTREPRENEURSHIP

September 24 - 26, 2018

Lowell, MA



ai ACADEMIC
IMPRESSIONS



Learn to create a center for innovation that serves institutional and local economic goals.

OVERVIEW

Driven by the rapidly changing needs of employers, higher education is seeking to make its spaces more reflective of a work environment that places a premium on innovation and entrepreneurship. Campus innovation centers provide an impetus of forward-thinking learning environments with students in mind creating stronger opportunities for student-faculty interaction, enhancing the academic environment, and fostering success.

Learn how you can develop an innovation center on your campus that can serve as both an academic hub and gateway to the surrounding economic and entrepreneurial environment. Focusing on centers that facilitate multidisciplinary learning, foster industry partnerships, and drive entrepreneurship among students, we will focus on the key elements to establishing an innovation center on your campus:

- Establishing a vision for your center
- Scanning the market and identifying strategic partnerships
- Connecting students and faculty to the center's mission
- Understanding IP and tech transfer considerations
- Developing your center's leadership
- Funding and marketing your center

SITE VISIT: UNIVERSITY OF MASSACHUSETTS LOWELL INNOVATION HUB

The Innovation Hub (IHub) at 110 Canal Street, is one component in a four story innovation complex established in 2014 at the University of Massachusetts Lowell. Located in the former Lowell Manufacturing Company in the heart of Lowell's former textile corridor, the Innovation Hub provides co-working, office, conferencing, and prototype space to tech-based entrepreneurs. The IHub hosts student entrepreneurs, faculty startups, industry skunk works, and external startups from across the region. Our visit to Lowell will also include tours of:

- M2D2 - The University's medical device incubator with a shared wet lab
- Fabric Discovery Center - a recently opened advanced fabrics and textiles
- NNMI and NERVE Center - One of three NIST-certified robotics test centers in the country

[VISIT EVENT PAGE](#)

www.academicimpressions.com/center-for-innovation-entrepreneurship/



POST-CONFERENCE WORKSHOP: INTEGRATING INNOVATION AND ENTREPRENEURSHIP INTO YOUR ACADEMIC CURRICULUM

Centers for innovation can be an excellent source of learning and inspiration for students. During this workshop we will explore how you can integrate innovation and entrepreneurship into your curriculum. Included in this workshop is how your innovation center can play an important role in this process.

COME WITH YOUR TEAM AND SAVE!

You learn more 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 three or more colleagues you can save over 15% on registration.

LEARNING OUTCOME

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



AGENDA

DAY 1: CREATING A VISION AND STRATEGIC POSITIONING

12:30 - 1:00 p.m.

Registration

1:00 - 1:15 p.m.

Welcome and Introductions

1:15 - 2:00 p.m.

Defining the Three Types of Centers for Innovation

In this opening session, we will provide a high-level overview of innovation and entrepreneurship in higher education. We will then explore and analyze the three different types of innovation centers, and how different institutions are implementing them:

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

2:00 - 3:30 p.m.

Establishing a Vision for Your Center

The first, and perhaps most critical, step in creating a center for innovation on your campus is establishing a vision for it. During this session, we will explore why establishing your vision is important, provide examples of vision statements from other centers, and provide working time to develop your own vision. 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

3:30 - 3:45 p.m.

Break

3:45 - 5:00 p.m.

Scanning the Economic Market and Identifying Center Partnerships

A significant challenge facing any innovation center is identifying appropriate partners within your community and developing a mutual beneficial relationship. We will discuss key considerations to scanning the market and identifying partners, such as:

- 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 requirement

This session will also include working time with assistance from our experts, so you can begin working within your mission framework to strategize how you will identify and prioritize external partners.

5:00 - 6:00 p.m.

Networking Reception (included in registration fee)



AGENDA

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

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.

Incorporating Faculty in your Center Vision

Academic faculty are sincere contributors, if not centerpieces, of any successful center. We 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 a.m. - 12:00 p.m.

Understanding the Importance of IP and Tech Transfer

This final morning session is devoted to understanding the importance of IP and Tech Transfer as it relates to your center. We will primarily focus 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

12:00 - 1:30 p.m.

Lunch (included in registration fee)



AGENDA

DAY 2 (CONTINUED)

1:30 - 4:30 p.m.

Site Visit: The Innovation Hub (iHub) at the University of Massachusetts Lowell

The Innovation Hub at 110 Canal Street, is one component in a four story innovation complex established in 2014 at the University of Massachusetts Lowell. Located in the former Lowell Manufacturing Company in the heart of Lowell's former textile corridor, the Innovation Hub provides co-working, office, conferencing and prototype space to tech-based entrepreneurs. The IHub hosts student entrepreneurs, faculty startups, industry skunk works and external startups from across the region. Our visit to Lowell will also include tours of:

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4:30 - 5:30 p.m.

Panel Discussion

After touring the Innovation Hub and related facilities, you will have an opportunity to discuss the development and operations of these unique centers with stakeholders from each initiative.

DAY 3: LEADING AND MARKETING YOUR INNOVATION CENTER

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 - 11:30 a.m.

Keys to Marketing your Center

No center is complete without users. 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

This session will also include working time to provide you an opportunity to look at how your mission and market should drive the promotion of your innovation center. We will focus on:

- Positioning the mission of your center within a competitive local market
- Selling your center to your niche
- Developing an elevator pitch you can present at your own institution



AGENDA

DAY 3 (CONTINUED)

11:30 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)

1:00 - 4:00 p.m.

Post-Conference Workshop: Integrating Innovation and Entrepreneurship into Your Academic Curriculum

Centers for innovation can be an excellent source of learning and inspiration for students. During this workshop we will explore how you can integrate innovation and entrepreneurship into your curriculum. Included in this workshop is how your innovation center can play an important role in this process.



INSTRUCTORS

Jon Garon, Dean, Shepard Broad College of Law, Nova Southeastern University

Jon is a nationally recognized authority on technology law and intellectual property, particularly copyright law, entertainment and information privacy. Prior to joining Nova Southeastern University in 2014, Garon was the inaugural director of the Northern Kentucky University Salmon P. Chase College of Law, Law + Informatics Institute from 2011-2014, and has been in legal education since 1991. He is the author of four books and numerous book chapters and articles, including *Pop Culture Business Handbook for Cons and Festivals* (Manegiare Publications 2017); *The Independent Filmmaker's Law & Business Guide to Financing, Shooting, and Distributing Independent and Digital Films* (A Cappella Books, 2d Ed. 2009); *Own It - The Law & Business Guide to Launching a New Business Through Innovation, Exclusivity and Relevance* (Carolina Academic Press 2007); and *Entertainment Law & Practice* (2d Ed. 2014 Carolina Academic Press).

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 and, 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.

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 PhD 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.



INSTRUCTORS

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.

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

Stephen Whitehead just realized that 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 innovate 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."

Steven F. Tello, Vice Provost, Innovation and Workforce Development and Associate Professor, Manning School of Business, University of Massachusetts Lowell

As Vice Provost for Innovation and Workforce Development, Steven Tello oversees strategic leadership and implementation aimed at strengthening and growing our graduate programs, online and continuing education programs and international partnerships. He brings to the role a deep history of success as a faculty member, administrator and leader for UMass Lowell, most recently as senior associate vice chancellor for entrepreneurship and economic development. Steve continues oversight of key elements from his former role, including work on programs related to commercialization, entrepreneurship and economic development.

Steve has been instrumental in many of the university's successes of the past decade, including the rapid growth of the M2D2 and Innovation Hub business incubators, student DifferenceMaker program, River Hawk Venture Fund and Deshpande Symposium.

Tello began his career at the University in 1996, in the Division of Continuing Education, where he supported the design and development of the University's highly successful online education program. Tello is a tenured associate professor in the Manning School of Business, where he founded the university's undergraduate entrepreneurship program and the interdisciplinary MS in Innovation and Technological Entrepreneurship.

Tello received his Doctorate of Education in Leadership in Schooling from the Graduate School of Education at the University of Massachusetts Lowell in 2002. He received his M.B.A. from the Isenberg School of Management at the University Massachusetts Amherst and has a B.A. in sociology from the University of Lowell and an M. Ed. in management and administration from Cambridge College.



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 24 - 26, 2018 :: Lowell, MA

HOTEL:

UMass Lowell Inn & Conference Center
50 Warren Street
Lowell, MA 01852

Room Rate: \$129 + Applicable Tax

Room Block Dates: Nights of September 23, 24, and 25, 2018.

Rate Available Until: August 30, 2018.

Reserve Your Room: Please call 978.934.6920 and indicate that you are with the Academic Impressions group to receive the group rate.

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