

PROMOTION & TENURE TRENDS

CURRENT INITIATIVES TO TAKE COMMERCIALIZATION INTO ACCOUNT




AUTM 2020 Webinar / April 21, 2020



© Fuentek, UNCG, OSU 2020 all rights reserved

1

Panelists

MODERATOR	TECHNOLOGY TRANSFER OFFICE PERSPECTIVE	FACULTY PERSPECTIVE
 <p>Danielle McCulloch Vice President Fuentek, LLC</p>	 <p>Justin Streuli Director LaunchUNCG, NC Entrepreneurship Center, Greensboro I-Corps University of North Carolina at Greensboro</p>	 <p>Rich Carter Professor of Chemistry Faculty Lead for Innovation Excellence Oregon State University</p>

© Fuentek, UNCG, OSU 2020 all rights reserved

2

Guiding the Conversation

Including Innovation and Entrepreneurship (I&E) in Promotion and Tenure (P&T) Decisions

WHY MECHANICS IMPACT WHAT'S NEXT

© Fuentek, UNCG, OSU 2020 all rights reserved

3

3

Why Focus on Innovation and Entrepreneurship?

INFLUENCE BEHAVIOR AND CULTURE **ACKNOWLEDGE SOCIETAL IMPACT**

© Fuentek, UNCG, OSU 2020 all rights reserved

4

4

Benefits of Innovation and Entrepreneurship

- Increased opportunities for research funding (Icon: Erlenmeyer flask with dollar sign)
- Access to unrestricted funds for further institutional investment (Icon: Bank building with dollar sign)
- Sustaining high scholarship level (Icon: Graduation cap with dollar sign)
- Increased prestige (Icon: Crown)
- Public benefit (Icon: Four hands joined together)
- Economic development (Icon: Stacks of coins)
- Student success (Icon: Award ribbon)

© Fuentek, UNCG, OSU 2020 all rights reserved

Source: Sandberg PR, et al. Changing the academic culture: Valuing patents and commercialization toward tenure and career advancement. *Proceedings of the National Academy of Sciences of the United States of America*. 2014. <https://www.pnas.org/content/111/18/6542>

5

5

Incorporating Innovation into P&T

- POLICY** (Icon: Document with ribbon)
- COMMUNICATION** (Icon: Document with X and minus signs)
- IMPACT** (Icon: Lightbulb with dollar sign, Checklist, and Person with gear)

© Fuentek, UNCG, NCSU 2020 all rights reserved

6

6

Current State of Affairs: *A nationwide survey*

Clear interest in the problem

Policies are lacking

Areas of struggle:

- Ability to evaluate
- Differing perspectives among evaluators and faculty
- Training needed for evaluating innovation and entrepreneurship

70% want to work together to address the problem

© Fuentek, UNCG, OSU 2020 all rights reserved

7

7

Helping Faculty See the Value of I&E

Value to society

Opportunity to partner with outside experts

Job placement for student researchers

Access to additional funding mechanisms

Focus on impact

© Fuentek, UNCG, OSU 2020 all rights reserved

8

8

Reassuring Faculty

We are protecting your ability to publish results

Our role is to help you translate your research into societally-relevant solutions

You can engage at whatever level you want—from minor to significant

✓ You can also leverage faculty champions

© Fuentek, UNCG, OSU 2020 all rights reserved

9

9

Semantics Matter

Concepts that resonate

Societal relevance

Creating more opportunity for faculty success

Impact!

© Fuentek, UNCG, OSU 2020 all rights reserved

10

10

Reframe Entrepreneurial Phrases

Avoid this	Try this instead
Make a lot of money selling your inventions	Bring funding into the university/dept.
License to a big corporation	Build a partnership to improve impact
Job training for students	Experiential learning
Contracting with industry	Partner with industry to solve problems


© Fuentek, UNCG, OSU 2020 all rights reserved


11

11

Monitoring Culture Shift

BEHAVIOR


PERCEPTIONS & EXPECTATIONS


P&T SUCCESS


© Fuentek, UNCG, OSU 2020 all rights reserved

12

12

What's Next?

- How can universities partner to make a greater impact?
Innovation and Entrepreneurship Summit:
A Seismic Shift in P&T • <https://ptie.org>
- What factors are critical to successful implementation?
- Should your institution add innovation and entrepreneurship elements to P&T?

© Fuentek, UNCG, OSU 2020 all rights reserved

13

13

Promotion & Tenure Innovation & Entrepreneurship (PTIE) Coalition

- Broad, nationwide alliance of institutions
 - Commitment to approaching this topic together
 - No requirement to adopt recommendations
- National summit in Washington D.C., Sept. 16-18, 2020
 - Applications to open in spring 2020
- For more information:
 - ptie.info@oregonstate.edu
 - www.ptie.org

© Fuentek, UNCG, OSU 2020 all rights reserved

14

14

PROMOTION & TENURE TRENDS
CURRENT INITIATIVES TO TAKE
COMMERCIALIZATION INTO ACCOUNT

AUTM 2020 Webinar / April 21, 2020

 |  | 

© Fuentek, UNCG, OSU 2020 all rights reserved