

Defining the Tech Transfer Office of the Future - Chat
November 9, 2021 Webinar

Megan Aanstoos:	Great point Robin! "The patent office on campus" is an antiquated model.
Todd Sherer:	Reposting to all:
Todd Sherer:	Tech transfer as a profession moved beyond just transactional support more than a decade ago. Despite the expansion of our services, other programs & offices are opening all around us as our campus innovation ecosystems grow. Many of these other programs don't seem to have clear metrics to measure success like we do in the TT office. Do you agree and if so, should they have clearer metrics to assure adequate utilization of university resources?
Ian McClure:	Promote, promote, promote
Todd Sherer:	Remember the old message from our PR Firm? It is a bumper sticker world and we have an essay!
Doug Hockstad:	Love that Todd...I think I heard "...and we're War & Peace" :)
Todd Sherer:	Not moving away from, but in addition too.... I know that is what you meant, Ian.
Ian McClure:	Exactly, Todd.
Megan Aanstoos:	All of your offices are fairly large, what are some things that small offices (<3-4 FTEs) do to create more holistic, partnership forward ecosystems on their campuses?
Ian McClure:	Megan - one important approach is to build capacity through (a) partnerships, (b) grant mechanisms. If growing capacity is top of mind, there are ways to get there but requires sharing in effort, costs, and credit (requires trust). Also, lots of grant mechanisms to build through. We've received over \$15M in grants to grow our capacity, from NIH, NIGMS, EDA, and our state
Ian McClure:	(We only had 6 people 5 years ago)
Todd Sherer:	Interesting question @Megan Aanstoos. I came from small offices and felt like we did most of what larger offices do, granted with less infrastructure/structure. Some of the ones I know about today are just as in the center of the action as larger offices.
Ian McClure:	Agree todd. Relatively,, but I know some small offices that kick butt
Todd Sherer:	Sort of what I was thinking, Ian. That being that small offices may be more successful in leveraging their ecosystem than larger offices.
Megan Aanstoos:	@Todd and @Ian, is the suggestion then that small offices should be more focused on these "new" models of TT and less focused on "traditional" activities (patents, licensing to BigCo, etc)?
Robin Rasor:	I'd say no, my office isn't huge, less than 30 people. You have to do your main job very well before you can expand. Build up your good will first.
Robin Rasor:	Main job being service to faculty and getting deals done.
Ian McClure:	Robin is right on. Gotta get the nuts and bolts right first. Then use success to message to leadership to grow from (what we are talking about now)
Todd Sherer:	I think we have to double down on the fundamentals (e.g. patents & licensing). But, we must find ways to engage the larger ecosystem initiatives on our campuses.
Robin Rasor:	Another thing that works is as much as you can, getting involved and "helping" with other endeavors on campus. People gravitate to those that answer the phone and get things done.

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	You want to be known all across campus for anything related to innovation and entrepreneurship.
Todd Sherer:	I think the future will see some of the dust settling within our innovation ecosystems. It will be interesting to see who is left standing and how centralized vs decentralized we become!
Todd Sherer:	To Robin's point, our oversight of the "transactional work" should help assure we are left standing when the dust settles. But, we will need to assure a seat at many tables between now and then.
Ian McClure:	100% Robin. If faculty like to work with you, you wont have to wack so many moles because they'll come only to you
Todd Sherer:	I hope that we are not expected to pay for ourselves per se, but that the potential for alternative revenue is recognized and we are resourced accordingly. To Keith's point, if we do good work, the money should follow some day maybe way down the road...
Ian McClure:	And register for the AUTM Annual Meeting!
Ian McClure:	NOLA!
James Rives:	Thanks for the insights and advice!