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(05-11-16)
*Does not include Quick Action Teams
AUTM Working Groups
(05-11-16)
*Does not include Quick Action Teams
AUTM Charters May 2016

Executive Committee
EXECUTIVE COMMITTEE CHARTER

Committee/Task Force Name: Executive Committee

Last Updated: 1/14/16

Mission/Charge: The Executive Committee is a Bylaw-designated Committee. According to the Bylaws: "The President may convene a meeting of the Executive Committee when in his or her judgment an urgent and serious circumstance requires a timely decision and/or action on behalf of the Board of Directors and in the interest of the Association. In such circumstances, the Executive Committee may make decisions and take actions on behalf of the Board of Directors."

Specific Deliverable(s): The deliverables for this Executive Committee will include the following: (1) approving the annual Management Agreement; (2) taking a formal position on issues and/or proposed legislation in accordance with the Expedited Process for Considering Issues and Taking Action described in AUTM’s Criteria for Taking a Formal Position on Issues and/or Proposed Legislation; and (3) providing the Board reports on any actions taken.

Relevance to Strategic Plan Goals: The Executive Committee supports all Strategic Plan Goals through sound governance of the Association.

Tactics: As the role of this Committee is strategic, and not tactical, there are no specific tactics employed by the Executive Committee.

Leadership:

Committee/Task Force Chair: Fred Reinhart, AUTM President (until February 15, 2016)
Dave Winwood, AUTM President (as of February 15, 2016)

Vice Chair (if applicable): None

Subcommittees under this Committee/Task Force (if any): None

Members: Fred Reinhart – AUTM President (until February 15, 2016)
University of Massachusetts at Amherst
fred@research.umass.edu

Jane Muir – Immediate Past President (until February 15, 2016)
University of Florida
jmuir@ufl.edu
Executive Committee Charter as of January 14, 2016

David Winwood – President-elect (until February 15, 2016)  
Pennington Biomedical Research Center  
David.Winwood@pbrc.edu

John Perchorowicz - Treasurer  
Triage Masters LLC  
john@triagemasters.com

Mary Albertson – Incoming President-elect (as of February 15, 2016)  
Stanford University  
mary.albertson@stanford.edu

Other members of the Board of Directors can be appointed to this Executive Committee by the AUTM President.

Other Committees/TFs with which this group interacts: Varied

**Number of Members:** Current number is 4; could have up to the current number of Board Members.

**Term:** The President, President-Elect, Immediate Past President, and Treasurer serve until their Board position ends. Additional Board Members appointed to the Executive Committee by the AUTM President will have a term no longer than the term of the president who appointed them.

**Member Skills:** Executive Committee Members must be current AUTM Board Members.

**Type of Meetings:** Estimated 5-10 teleconferences throughout the year as appropriate.

**Committee/Task Force Expectations:** Executive Committee Members are expected to be available generally within 24 hours by email/phone on any pressing issue.

**New Member Recruitment:** Members are not recruited for this Executive Committee. Instead the Executive Committee is composed of the current President, President-Elect, Immediate Past President, and Treasurer as those positions are filled.

**Budget:** None

**Timeline:** As needed

**Lead Staff Liaison:** Stephen J. Susalka, Ph.D.  
Executive Director  
ssusalka@autm.net

**eGroup:** Executive Committee
CABINET CHARTER

Committee/Task Force Name: The Cabinet

Last Updated: 11/6/15

Mission/Charge: With the transition from Board Members with operational duties (i.e. a VP for Meeting Development) to a purely strategic Board, these Cabinet Members will be responsible for leading and managing all operational activities in accordance with the Strategic Plan. Specifically, each Cabinet Member is responsible for:

- managing all aspects of their respective Portfolio;
- reviewing the annual budget beginning in 2016;
- providing periodic operational updates to the Board; and
- communicating new Board-developed strategies to the Portfolios.

Specific Deliverable(s): The Cabinet is expected to:

- present to the Board on its Portfolio activities on February 14, 2016;
- review the 2017 annual budget in June-August 2016; and
- provide a semi-annual Portfolio update to the Board in August 2016;

Relevance to Strategic Plan Goals: The Cabinet supports all the Goals of the Strategic Plan but supports them through the various Committees, Task Forces, and Quick Action Teams in each of the Cabinet Member’s Portfolios.

Tactics:

- Cabinet members will have a monthly call with the committee and task force chairs under their operational area.
- Cabinet members will communicate with committee chairs and reinforce the Strategic Plan and messages from the Board.
- Cabinet member will report to the Board Members at the annual meeting and periodically.

Leadership:

Cabinet Chair: Stephen Susalka, AUTM

Vice Chair (if applicable): N/A

Subcommittees under this Committee/Task Force (if any): None

Members:
- Yatin Karpe (Professional Development Portfolio)
- Chase Kasper (Membership Portfolio)
- Graham Morton (Financial Management Portfolio)
- Ragan Robertson (Metrics & Surveys Portfolio)
- Laura Savatski (Communications and Marketing Portfolio)
- Gayatri Varma (Meeting Development Portfolio)
- Mike Waring (Advocacy Portfolio)
- [TBD] (International Strategy Portfolio Cabinet Member)
Cabinet Charter as of 11/2015

[TBD] (ex officio Leadership Development Committee Member)

Other Committees/TFs with which this group interacts:
All Committees, Task Forces and Quick Action Teams

Number of Members:
10 Members
- AUTM's Executive Director
- One Member from each of the 8 Portfolios
- One ex officio Member from the Leadership Development Committee

Term:
Normally, the term for each Cabinet Member begins at the AUTM Annual Meeting, however for this first year the Cabinet Member term begins in September.
The length of each Cabinet Member's term will be dependent on their position:
- Executive Director will remain on the Cabinet indefinitely
- The Portfolio Members will remain on the Committee so long as they continue to serve as Chair of their respective Portfolio Committee
- The Leadership Development member will be assigned annually by the Leadership Development Committee

The Cabinet is expected to have at least two new Cabinet Members annually proposed by the respective Portfolio. Except for the Executive Director, each Cabinet Member has a maximum three consecutive year limit on the Cabinet.

Member Skills:
Cabinet Members are expected to be established AUTM volunteers who have become leaders in their respective Portfolios. Operational excellence and commitment to AUTM are required.

Type of Meetings:
Monthly teleconferences with the Cabinet
Monthly teleconferences with respective Portfolios
In person presentation at the Board Meeting at each AUTM Annual Meeting
In-person Cabinet Meeting at each AUTM Annual Meeting
Two day in-person Cabinet retreat (Chicago) in July 2016

Committee/Task Force Expectations:
Cabinet Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- provide periodic written Portfolio updates to the Board;
- communicate any new Board-developed strategies to their respective Committees, Task Forces, and Quick Action Teams;
- help with the establishment of appropriate standard operating procedures for the Cabinet and their respective Committees, Task Forces and Quick Action Teams; and
- devote ~4-6 hours per month on the Cabinet's activities (not including in-person activities).
New Member Recruitment: New Cabinet Members will begin to be identified by their respective Portfolios in June. New Cabinet Members will start their term at the AUTM Annual Meeting, although it is suggested for new Cabinet Members “shadow” their predecessor for a few months before the Transition.

Budget: The final Cabinet budget is attached as Appendix A

Timeline: Proposed timeline is attached as Appendix B

Lead Staff Liaison: Stephen Susalka (Executive Director) (ssusalka@autm.net)

Other Staff Members: Sheila Lee (Administrative Director) (slee@autm.net)

eGroup: Cabinet
### Appendix A

**Budget**

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Committee</th>
<th>Rev/Exp</th>
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<td>Revenue</td>
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<td>Cabinet Total Revenue</td>
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<td>In Person Cabinet Meeting</td>
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<td>Contingency expenses</td>
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<td>Printing and postage</td>
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<td>Cabinet Total Expense</td>
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<tr>
<td>Cabinet Net Loss</td>
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<td></td>
<td>(26,000)</td>
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</tbody>
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### Appendix B

**Timeline**

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
</table>
| September 2015 | Cabinet Member Orientation Webinar  
• Overview of Charter and responsibilities |
| October 2015   | Cabinet Member Orientation Webinar (con't)  
• Review Charters and Tactics/Metrics  
Cabinet Members begin monthly conference calls with Portfolio |
| November 2015  | Cabinet Member Conference Call  
• Review SOPs  
Continue monthly Portfolio conference calls |
| December 2015  | Cabinet Member Conference Call  
• Review any new SOPs  
Continue monthly Portfolio conference calls |
| January 2016   | Cabinet Member Conference Call  
• Develop presentations for next month's Board Meeting  
Continue monthly Portfolio conference calls |
| February 2016  | Cabinet Presentation at Feb. 14th Board Meeting  
[New Cabinet Members would normally begin now]  
In-person Cabinet Meeting  
In-person Portfolio meeting at the Annual Meeting |
| March 2016     | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| April 2016     | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| May 2016       | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| June 2016      | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| July 2016      | In-person Cabinet Meeting (Chicago) |
| August 2016    | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| September 2016 | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| October 2016   | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| November 2016  | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| December 2016  | Cabinet Member Conference Call  
Continue monthly Portfolio conference calls |
| January 2017   | Cabinet Member Conference Call  
• Recap of past year  
Continue monthly Portfolio conference calls  
Exit Interview of retiring Cabinet Members |
| February 2017  | Cabinet Presentation at Board Meeting Annual Meeting  
New Cabinet Members would begin now, although Board presentation delivered by outgoing Cabinet Member  
In-person Cabinet Meeting  
In-person Portfolio meeting at the Annual Meeting |
Leadership Development Committee
LEADERSHIP DEVELOPMENT COMMITTEE CHARTER

Committee/Task Force Name: Leadership Development Committee

Last Updated: 5/09/2016

Mission/Charge:
The Committee is authorized by the AUTM Bylaws and will perform the duties previously undertaken by the Nominations Committee that ultimately results in submission of a slate of qualified, willing candidates to serve on the AUTM Board. The Committee will also respond to AUTM Board requests to consider and make recommendations concerning issues related to Association leadership. In addition, the committee will review the activities referenced below that are performed by other association Leadership Development Committees to determine the appropriateness of these activities for the AUTM Leadership Development Committee. Upon completion of this review, the Committee will make a recommendation to the board for broadening the Leadership Development Committee’s scope of work to ensure the organization has a steady stream of qualified board candidates and that the board is operating at an optimal level.

Specific Deliverables:
1. LEADERSHIP DEVELOPMENT
   a. Clarify and carry out responsibilities that derive from Section 5.6.2 of the AUTM Bylaws that relate to the annual AUTM election process.
   b. Consider and make recommendation to the AUTM Board whether there should be an AUTM Board Chair instead of an AUTM President and recommendations on how such officers should be elected- pros and cons? Related question: Should AUTM require any candidate running for President-elect (or Chair) to have had previous AUTM Board service- pros and cons. If Board decides that such prior service is not necessary, what other specific requirements does the LDC recommend? Follow on/related task but lower priority: In the event AUTM decides to have a Board Chair instead of a President and some responsibilities are shifted to the Executive Director, what staffing changes should be considered?
   c. Consider and make recommendation to the AUTM Board whether the AUTM President should be selected via a competitive open election similar to the manner in which the Treasurer and at-large Board members are selected- pros and cons.
   d. Consider and make recommendation to the AUTM board whether AUTM should allow or facilitate additional means of campaigning for board elections- pros and cons.
   e. Consider and make recommendation to the AUTM Board whether AUTM Board members should serve a three year term versus current two years- pros and cons.
Leadership Development Charter as of 05/2016

Board of Directors

f. Lead development of an AUTM Leadership Academy.

2. BOARD QUALIFICATIONS
   a. Re-examine and recommend guidelines for Board qualifications.

3. EMERITUS APPLICATIONS
   a. Consider and make recommendation to the AUTM Board concerning criteria for Emeritus Membership status.

4. BOARD SELF-ASSESSMENT
   a. Coordinate and manage an AUTM board self-assessment.

5. BOARD ORIENTATION

Relevance to Strategic Plan

Goals: This Committee indirectly supports all Strategic Goals by providing qualified leadership
See Deliverables above

Tactics: N/A

Leadership Committee/Task Force Chair: Fred Reinhart/University of Massachusetts Amherst
(AUTM’s Immediate Past President)

Vice Chair (if applicable):
Sponsorship Lead:
Marketing Lead:
Other Lead Position:

Members:
Mary Albertson, Stanford Univ., CA
Mark Crowell, King Abdullah University, Saudi Arabia
Kevin Dietz, Baker Donelson, LA
Joy Goswami, Univ. of DE
R. Page Heller, Hopes Creek Consulting, TX
Holly Meadows, UAB Research Foundation, AL
Sunita Rajdev, Univ. of CA, SF
Marie-Christine (Kiki) Reames, Children’s Healthcare of Atlanta, GA
Todd T. Sherer, Emory Univ., GA
Paul Van Dun, KU Leuven Research Development, Belgium

Discuss adding members to replace anyone leaving or who cannot commit and to diversify Committee by bringing in people from other regions of the U.S., other countries and people newer to the technology transfer profession.
Leadership Development Charter as of 05/2016

Board of Directors

Subcommittees under this Committee (if any): n/a

Other Committees/TFs with which this group interacts: n/a

Number of Members: Comprised of no more than 12 members.

Terms: Committee members will have a three year term, then rotate off the committee.

Member Skills: All members will be required to have a solid understanding of the AUTM mission, vision and goals. Members may have representation from the following categories of AUTM membership:

- Previous experience on AUTM Board (3-4)
- Seasoned individual with management & hiring/supervisory experience (3-4)
- New members to AUTM and 2-4 years in the profession (2)
- At least one non-North American member (1)
- At least one Canadian (1)
- Non-Academic Tech Transfer professional (1-2)
- Economic Development/Research (1)

Type of Meetings: Monthly conference calls; in-person meetings at AUTM Annual Meeting or as scheduled during the year.

Committee/TF Expectations: Committee Members are expected to:

- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Committee;
- and devote 2-3 hours per month on this Committee’s activities

New Member Recruitment: To replace members leaving or unable to commit; to diversify the Committee by bringing in people from other regions of the U.S., other countries and newer to the technology transfer profession

Any additional Committee/TF specific items: n/a

Budget:
- Revenue Range = $0
- Expense Range = $300 - $15,000
- Net Profit/Loss ($15,000) attached as Appendix A

Timeline: See Appendix B

Lead Staff Liaison: Sheila Lee, slee@autm.net
Other Staff Members:  Steve Susalka, ssusalka@autm.net

eGroup:  Leadership Development Committee
## Appendix A

### Final Budget

<table>
<thead>
<tr>
<th>Nominating</th>
<th>Conference Calls</th>
<th>$300</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Initiatives</strong>&lt;br&gt;In-person meeting to discuss larger, more involved issues such as CEO/President role and potential bylaw changes.</td>
<td>Estimates&lt;br&gt;Airfare = $7,400&lt;br&gt;Hotel = $2,700&lt;br&gt;AV = $1,000&lt;br&gt;Food &amp; Bev = $1,700&lt;br&gt;Ground Transportation = $1,000&lt;br&gt;Miscellaneous = $1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td></td>
<td>$15,300</td>
</tr>
</tbody>
</table>
## Appendix B

### Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity (ies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>Revised LDC Charter; draft priority list of tasks</td>
</tr>
</tbody>
</table>
| Apr   | April – Finalize Committee Members  
|       | April – Schedule initial Committee call |
| May   | Week of May 9th - Committee Call  
|       | May 19th-20th – Board Meeting (Chair presents issues as needed)  
|       | Week of May 23rd - Committee Call |
| Jun   | Week of June 6th - Committee Call  
|       | June 22nd – Board Update Videoconference (as needed) (Chair presents issues as needed)  
|       | Possible in-person meeting in June  
|       | Week of June 20th - Committee Call (hold on schedules if needed) |
| Jul   | Identify candidates for Board positions  
|       | Possible in-person meeting in June  
|       | Week of July 11th - Committee Call (tentative0  
|       | Week of July 25th - Committee Call (hold on schedules if needed)  
|       | June 22nd – Board Update Videoconference (as needed) (Chair presents issues as needed) |
| Aug   | Actively recruit qualified candidates  
|       | August 8th – Committee Call  
|       | August 15th – Election rules announced to Membership |
| Sep   | September 15th – Deadline for receipt of candidate materials  
|       | Week of September 19th – Interviews of President (and Treasurer?) candidates  
|       | September 21st - 22nd - Board Meeting (Chair presents issues as needed)  
|       | September 26th – Board meets to discuss slate  
|       | September 30th – Slate of nominated candidates presented to AUTM membership. Petition process opens. |
| Oct   | Committee call TBD  
|       | October 31st – Deadline for receipt of petitions |
| Nov   | Committee call TBD  
|       | November 7th – Electronic voting opens |
| Dec   | Committee call TBD  
|       | December 8th – Elections voting closes at 5pm (CT)  
|       | December 15th – Announce 2017 Board Members |
| Jan   | Election Debrief Call TBD |
| Feb   | Identify new Committee Members with incoming Chair  
|       | February 10th – Deadline for presenting Bylaw changes to Membership  
|       | Committee call TBD |
| March | Face to face Committee Meeting at Annual Meeting |
PUBLIC POLICY ADVISORY COMMITTEE CHARTER

Committee/Task Force Name: Public Policy Advisory Committee

Last Updated: 11/11/2015

Mission/Charge: This committee is responsible for seeking input from tech transfer professionals to help shape and guide AUTM’s views on issues of public concern. Its goal is to tap into expertise from those with some policy background to assist in advising the association on issues such as patent legislation.

Specific Deliverable(s): The three approaches to support this charge are (1) Meet with other higher education associations to discuss public policy issues affecting technology transfer and providing monthly reports to the Board; (2) Inform Membership of public policy issues affecting technology transfer at least quarterly; and (3) Organize and hold a “Legislative Fly-in” day to meet with congressional offices regarding technology transfer.

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

Goal 3: Partnerships
- Strategy 3B: Increase partnerships with diverse organizations that are synergistic to AUTM’s mission

Goal 4: Favorable Environment
- Strategy 4A: Ensure integrity of the Bayh-Dole Act and other enabling legislation and the robustness of patent systems worldwide
- Strategy 4B: Increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public
- Strategy 4C: Provide timely and relevant advocacy information to all stakeholders
- Strategy 4D: Facilitate engagement in policy development and expand collaborations worldwide

Tactics:

Tactic 1: Meet regularly with other higher education associations (AAU, APLU, COGR, etc.) to advance good public policy affecting the tech transfer process and provide monthly reports to the Board.

Metric: Number of public policy reports to Board
- Goal (Green): Monthly reports provided to Board;
- Average (Yellow): At least quarterly reports provided to Board; and
- Low (Red): Reports provided to Board less than quarterly.

Goal 3: Partnerships
- Strategy 3B: Increase partnerships with diverse organizations that are synergistic to AUTM’s mission

Goal 4: Favorable Environment
- Strategy 4C: Provide timely and relevant advocacy information to all stakeholders
• Strategy 4D: Facilitate engagement in policy development and expand collaborations worldwide

**Tactic 2: Develop comprehensive advocacy plan and related materials**
Green: Advocacy Plan and Materials developed by March 1, 2016
Yellow: Advocacy Plan and Materials developed by June 1, 2016
Red: Advocacy Plan and Materials not developed

• Strategy 4A: Ensure integrity of the Bayh-Dole Act and other enabling legislation and the robustness of patent systems worldwide
• Strategy 4B: Increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public
• Strategy 4D: Facilitate engagement in policy development and expand collaborations worldwide

**Tactic 3: Inform Membership quarterly (at least) of pending legislation affecting technology transfer and any advocacy efforts.**
Metric: Advocacy/Legislative reports provided to Membership
Goal (Green): At least quarterly reports provided to Membership;
Average (Yellow): Three reports provided to Membership annually; and
Low (Red): Less than three reports provided to Membership annually

Goal 4: Favorable Environment
• Strategy 4C: Provide timely and relevant advocacy information to all stakeholders

**Leadership:**
Committee/Task Force Chair: Mike Waring, University of Michigan

Vice Chair (if applicable): None currently – but may decide to create one

Subcommittees under this Committee/Task Force (if any): None at this time, although the committee might consider creating some if needed on an ad hoc basis

**Members:**
Joseph Allen
Brion Berman
Mark Crowell
Anna DeTiege
Michael Dilling
Katherine Durkin
Robert Hardy
Elizabeth Hart-Wells
Melissa Hunter-Ensor
Lissa Koop
Valerie McDevitt
Public Policy Advisory Committee Charter as of 11/11/2015

Advocacy & Alliances Portfolio

Jane Muir
Jennifer Murphy
Peter Pellerito
John Perchorowicz
Lori Pressman
Fred Reinhart
Paul Smith
Jon Soderstrom
Janna Tom
William Vaughan
David Winwood
Bin Yan
Dale Zetocha
Roy Zwahlen

Other Committees/TFs with which this group interacts:
- Public Policy Legal Team Task Force
- Strategic Communications Committee

Number of Members: Up to 30 members may participate at any one time

Term:
Members may serve three-year terms, with the opportunity to be renewed. Non-AUTM members from sister organizations (COGR, BIO, e.g.) will serve so long as they remain their association’s key liaison to the committee. These non-AUTM members are ex officio members of the Public Policy Advisory Committee.

Member Skills:
Members shall have some experience with public policy and/or tech transfer and have demonstrated an interest and activities within the public policy realm. Members shall be willing to make regular monthly conference calls, meetings at the annual AUTM meeting, and fulfill other duties as directed by the chairman.

Type of Meetings:
- Monthly conference calls
- Breakfast meeting at the annual AUTM meeting

Committee/Task Force Expectations:
Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- be willing to take on assignments as given by the chair or the committee as a whole.
New Member Recruitment: The Chairman shall look for particular people who might be a good fit for the committee, as well as accept recommendations from committee members or AUTM staff or board members about people who would be appropriate to serve on the committee.

Budget: Attached as Appendix A (Legislative fly-in* costs currently covered under “Board” budget.)

Timeline: Attached as Appendix B

Lead Staff Liaison: AUTM Executive Director, who will also serve as an *ex officio* member of the committee

Other Staff Members: Communications Director

eGroup: PPAC
## Appendix A

### Budget

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Committee</th>
<th>Rev/Exp</th>
<th>Unit Cost</th>
<th>Units</th>
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## Timeline

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<th>Date</th>
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<tr>
<td>February</td>
<td>Annual Meeting Face to Face Meeting</td>
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<td></td>
<td>- New PPAC Members begin</td>
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<td></td>
<td>- Overview of responsibilities</td>
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<td>Provide monthly report to Board</td>
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<td>March</td>
<td>Conference Call</td>
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<td></td>
<td>Release first Advocacy Update to Members</td>
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<td>Provide monthly report to Board including comprehensive advocacy plan</td>
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<td>and related materials (Tactic 2)</td>
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<td>April</td>
<td>Conference Call</td>
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<td>Provide monthly report to Board</td>
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<td>Conference Call</td>
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</table>
Advocacy & Alliances: US Chamber Committee
US CHAMBER OF COMMERCE COMMITTEE CHARTER

Committee/Task Force Name: US Chamber of Commerce Committee

Last Updated: 05/04/2016

Mission/Charge: This committee is responsible for identifying areas of synergy between the two organizations and implementing strategies that could be executed collaboratively for mutual benefit.

Specific Deliverables: Key deliverables include:
- Expand awareness and understanding among chamber members about technology commercialization and how it can benefit them.
- Create closer ties at the local level between chamber companies and universities and research institutions that have technologies that can help them expand their product line, reduce manufacturing costs or provide a competitive advantage.
- Generate greater awareness of the role intellectual property plays in the creation and success of technology-based companies.

Relevance to Strategic Plan

Goals:

Strategic Plan Goals and Strategies supported:

**Goal 2:** Acknowledged Value of Academic Technology Transfer: Stakeholders will support the advancement of Academic Technology Transfer because they understand it and its value to society

**Goal 3:** Partnerships: AUTM will develop and foster productive relationships and work collaboratively with diverse partners to increase AUTM’s impact

**Goal 4:** Favorable Environment: AUTM will proactively support initiatives that contribute to a favorable environment for technology transfer globally

Tactics:

**Tactic 1:** Create one-pagers for each organization that communicates the value proposition to the other.

**Metric:** Publish AUTM and US Chamber value propositions

Goal: 2 value propositions
Dashboard: red: not yet started; yellow: drafted; green: both propositions published

AUTM Strategy Supported: 2B Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer.

**Tactic 2:** Gather and share case studies and successful practices of local Chambers of Commerce partnering with Technology
Transfer Offices on topics such as providing value to the local tech sector, encouraging mentoring and fostering engagement with other community organizations.

**Metric**: published case studies
Goal: at least 3 case studies
Dashboard: red: zero case studies; yellow: 1 – 2; green: 3 or more

**AUTM Strategy Supported**: 3B Increase partnerships with diverse organizations that are synergistic to AUTM’s mission.

**Tactic 3**: Increase awareness of the value of technology transfer through collaborative programs and events, including hosting a Technology Awareness Week.

**Metric**: number of collaborative events
Goal: 3 collaborative events
Dashboard: red: zero events; yellow: 1 to 2; green: 3 or more

**AUTM Strategy Supported**: 4D Facilitate engagement in policy development and expand collaborations worldwide.

**Leadership Committee/Task Force Chair**: Kevin Boggs, RTI International

**Vice Chair (if applicable)**:

**Sponsorship Lead**: 

**Marketing Lead**: 

**Other Lead Position**: 

**Members**: Vincie Albritton, MBA, Clemson University
Forough Ghahramani, University of Pennsylvania
Sharon Krueger, University of Virginia
Jane Muir, RTTP, University of Florida
Jared Parks, U.S. Chamber of Commerce

**Subcommittees under this Committee (if any)**: Public Policy Advisory Committee
Better World Project Committee

**Other Committees/TFs with which this group interacts**: Names of other Committees

**Number of Members**: 6 current members; 20 maximum members

**Terms**: Committee members will have a three-year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Leadership position (as defined below) following their third year.
Leadership: Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: At least two years of experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Monthly teleconferences and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings; and
- devote 2-3 hours per month on assigned committee tasks.

New Member Recruitment: 3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items: List as needed.

Budget: $ zero revenue
$ 200 expenses*
($ 200) net loss

*Expenses include cost of monthly conference calls.

Timeline: See Appendix A for draft timeline.

Lead Staff Liaison: Steve Susalka, ssusalka@autm.net

Other Staff Members: Paul Stark, pstark@autm.net

eGroup: AUTM US Chamber Committee
Draft Timeline

2015
JUN — AUTM US Chamber Quick Action Team (QAT) created
SEP — QAT’s recommendations approved by AUTM Board

2016
JAN — QAT transitioned to an AUTM committee
MAR — Committee moved from AUTM Marketing & Communications Portfolio to newly renamed Advocacy & Alliances Portfolio
APR — Finalize new committee charter
APR — WIPO Match program announcement (Washington DC and San Jose CA)
MAY — AUTM President approves new committee charter
MAY / JUN — Publish each organization’s value proposition
JUN — USPTO Patents for Humanity awards ceremony (Washington DC)
JUN — Publish and promote case study #1 of local chamber and TTO collaboration success
JUL — Update committee charter and budget
SEP — Publish and promote case study #2 of local chamber and TTO collaboration success
OCT — US Chamber of Commerce: IP Champions (Washington DC)
DEC — Publish and promote case study #3 of local chamber and TTO collaboration success
DEC / JAN — US Chamber of Commerce: IP Summit (Washington DC)

2017
MAR 2017 – AUTM 2017 Annual Meeting (Hollywood FL)
PUBLIC POLICY LEGAL TASK FORCE CHARTER

Committee/Task Force Name: Public Policy Legal Task Force

Last Updated: 12/11/2015

Mission/Charge: This Task Force is responsible for reviewing, monitoring, reporting, etc., cases and court decisions of interest to AUTM members, including outside requests for amicus support by AUTM in pending cases, as well as recommendations for legislative action with respect to court decisions.

Specific Deliverables: The deliverables for this Task Force will include the following:

1. looking for and reviewing pending cases and court decisions of interest to AUTM members;
2. preparing reports, comments, and summaries of such pending cases and court decisions for review by AUTM Members and the AUTM Board;
3. considering amicus requests for pending cases which AUTM might be willing to support;
4. preparing and making recommendations to the AUTM Board in support of amicus briefs in pending cases which may affect the interests of AUTM members; and
5. preparing and making recommendations to the Advocacy Portfolio with respect to court decisions which may require legislative action.

Relevance to Strategic Plan

Goals:

Tactics:

Tactic 1: Developing process and criteria for evaluating requests for amicus support

Metric: Develop complete process and SOPs for evaluating amicus briefs
Goal (Green): Process/SOPs developed by end of the Q1/2016
Average (Yellow): Process/SOPs developed by end of the Q2/2016
Low (Red): Process/SOPs developed by end of Q3/2016
Strategy supported: 4D

Tactic 2: Identify, review, and summarize pending cases and court decisions of interest to AUTM members

Metric: Number of pending cases and court decisions summarized for AUTM Membership
Goal (Green): 1 or more pending case/court decision summarized for AUTM Membership quarterly
Average (Yellow): Two pending cases/court decisions summarized for AUTM Membership annually
Low (Red): Less than two pending cases/court decisions summarized for AUTM Membership annually
Strategy supported: 4C & 4D

Tactic 3: Review and make recommendations on amicus support in pending cases of interest to the AUTM Membership
Metric: Number of amicus requests reviewed and recommendations made
Goal (Green): 3 or more amicus requests reviewed and recommendations made to Board
Average (Yellow): 2 amicus requests reviewed and recommendations made to Board
Low (Red): 1 or less amicus requests reviewed and recommendations made to Board
Strategy supported: 4C & 4D

Tactic 4: Identify and make recommendations to the Board for new legislation or changes to existing legislation in view of and in response to court decisions
Metric: Number of legislative recommendations made to the Board annually
Goal (Green): Two or more legislative recommendations made to the Board annually
Average (Yellow): One legislative recommendations made to the Board annually
Low (Red): No legislative recommendations made to the Board annually
Strategy supported: 4A & 4D

Leadership
Committee/Task Force Chair: Eric W. Guttag, Eric W. Guttag IP Law Office
Vice Chair (if applicable):
Sponsorship Lead:
Marketing Lead:
Other Lead Position:
Members:
Brion Berman - Committee Member
University of Central Florida
brion.berman@ucf.edu

Lanier Gibson – Committee Member
Smith, Gambrell and Russell LLP
glanier@sgrlaw.com
Lissa Koop - Committee Member
Perkins Cole LLP
LKoop@perkinscoie.com

Lori Pressman - Committee Member
lori@loripressman.com

Martin Simpson - Committee Member
University of California System
marty.simpson@ucop.edu

Michael Waring - Committee Member
University of Michigan
mwaring@umich.edu

David Winwood - Committee Member
Pennington Biomedical Research Center
david.winwood@pbrc.edu

Roy Zwahlen - Committee Member
Biotechnology Industry Organization (BIO)
zzo@bio.org

Subcommittees under this Committee (if any): n/a

Other Committees/TFs with which this group interacts:
Public Policy Advisory Committee
International Advocacy Committee

Number of Members: Current number is 9, could have upwards of 12

Terms: Task Force members will have 3 year term, which may be renewed at member’s option for at least one additional 3 year term. Task Force Chair will have one 3 year term, and will mentor/groom replacement from amongst other Task Force members.

Member Skills: Task Force members should have at least 5 years experiences as tech transfer professionals if not attorneys. Task Force members who are attorneys should have at least of 2 years of legal practice experience.

Type of Meetings: Bimonthly (once every two months) standing teleconferences and potentially face-to-face meetings at AUTM Annual Meetings. Additional meetings as necessary for new patent law developments.

Committee/TF Expectations: Task Force Members are expected to:
• participate in each of the bimonthly conference calls;
• provide relevant input on pending cases and/or court decisions, which may include providing reports, summaries, etc. of pending cases and/or court decisions for review by AUTM member;
• devote a minimum of 2-3 hours per month on Task Force activities

New Member Recruitment: Recruit 1-3 new members annually in early December to begin their term at the Annual Meeting in February/March

Any additional Committee/TF specific items:

Budget: Attached as Appendix A
Revenue Range: $0.00
Expense Range: $200 to $300
Net Profit/Loss: -$200 to -$300

Timeline: Attached as Appendix B

Lead Staff Liaison: Stephen J. Susalka, Ph.D.
Executive Director
ssusalka@autm.net

Other Staff Members:

eGroup: Public Policy Legal Task Force
## Appendix A

### Budget

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Committee</th>
<th>Rev/Exp</th>
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### Appendix B
Timeline

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<th>DATE</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>February</td>
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<td></td>
<td>• New Public Policy Legal Task Force members begin</td>
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<td></td>
<td>• Overview of Responsibilities</td>
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<tr>
<td></td>
<td>• Develop thorough amicus brief evaluation process</td>
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<td></td>
<td>• Review pending cases and court decisions of interest to AUTM</td>
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<td>• Identify and make recommendations for new legislation if changes to</td>
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AUDIT COMMITTEE CHARTER

Committee/Task Force Name: Audit Committee

Last Updated: 02/3/2016

Mission/Charge: This committee is responsible for overseeing the planning and implementation of internal and external audits of financial information of AUTM. The committee has a duty to report all findings to the Board of Directors.

Specific Deliverable(s):

1. This committee is directly responsible for the appointment, compensation, retention and oversight of the work of the independent auditor for the purpose of preparing or issuing an audit report or performing other audit, review, or other services for AUTM. The independent auditor must report directly to this committee.

2. This committee shall discuss with the independent auditor the overall scope and plans for their respective audits, including the adequacy of staffing and budget.

3. This committee shall review, at least annually, with the independent auditor any audit problems or difficulties encountered during the course of the audit work, including review of any management or internal control letters issued by the independent auditor.

4. This committee shall discuss with management and the independent auditor the adequacy and effectiveness of internal controls over financial reporting, including any significant deficiencies or material weaknesses.

5. This committee shall discuss AUTM's policies with respect to risk assessment and risk management, including the risk of fraud. This committee shall discuss AUTM's major financial risk exposures and the steps management has taken to monitor and control such exposures.

It is not the duty of this committee to plan or conduct audits or to determine that AUTM's financial statements are complete and accurate and are prepared in accordance with generally accepted accounting principles – this is the responsibility of the management and the independent auditor. It is not the duty of this committee to conduct investigations, resolve disagreements, if any, between management and the independent auditor or to assure compliance with laws and regulations and AUTM's business conduct guidelines.

Relevance to Strategic Plan Goals: This committee is required by AUTM's by-laws and supports all of its Goals and Strategies by ensuring the underlying fiscal integrity of AUTM. Such financial integrity is ensured by having the Audit Committee:

1. Review the engagement of the independent auditor on an annual basis. Committee should be aware of and discuss all work to be conducted by the independent auditor and related compensation.
2. Prior to the commencement of the annual audit, the committee will discuss with the independent auditor the scope and plan for the annual audit.

3. On an annual basis, the committee will review the draft financial statements and any management or internal control letters and discuss these with the independent auditor and management. On the basis of this review and discussions, the committee will vote whether or not to approve the audited financial statements. The outcome of such vote will be communicated to the Board of Directors.

4. Review and discuss with management and the independent auditor, as necessary, the internal controls over AUTM’s financial reporting process.

5. Review and discuss with management, as necessary, AUTM’s policies with respect to risk assessment and fraud.

Tactics: The Audit Committee indirectly supports various Tactics by ensuring the underlying financial integrity of AUTM.

Leadership:
Committee/Task Force Chair: Pauline Booth, Duff & Phelps, LLC

Subcommittees under this Committee/Task Force (if any):
New - Internal Controls and Financial Reporting Policy Task Force

Members:
- Susan Riley Keyes
- Graham Morton
- John T Perchorowicz
- Kyle Salazar
- Antonis Tsakotellis

Other Committees/TFs with which this group interacts:
Finance Committee

Number of Members: 3-5

Term: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee.

Member Skills: Experience in some aspect of the financial management and reporting and/or internal control process.
Type of Meetings: Conference calls on an as needed basis.

Committee/Task Force Expectations: Committee Members are expected to:
- attend and participate in each of the conference calls;
- thoroughly review and participate in discussions with independent auditor regarding the annual audit and other related issues.

New Member Recruitment: Commencing in 2017, recruit one new committee member per year.

Budget: Detailed in Appendix A

Timeline: Detailed in Appendix B

Lead Staff Liaison: Steve Susalka, Executive Director

Other Staff Members: Sheila Lee
Genevieve Sapp
Steve Susalka

eGroup: Audit Committee
## Appendix A

### Budget

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<thead>
<tr>
<th>Account Name</th>
<th>Revenue/Expense</th>
<th>Unit Cost</th>
<th>Unit Count</th>
<th>% Budgeted or Allocated</th>
<th>Units Budgeted</th>
<th>2016 Budget</th>
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<td></td>
<td></td>
<td><strong>($17,000)</strong></td>
</tr>
</tbody>
</table>
## Appendix B

### Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>New Audit Committee Members begin&lt;br&gt;Audit Committee Orientation&lt;br&gt;Review current Financial Policies</td>
</tr>
<tr>
<td>March</td>
<td>Initial Conference Call&lt;br&gt;Discuss scope and plan of annual audit with independent auditor&lt;br&gt;Continue reviewing Financial Policies</td>
</tr>
<tr>
<td>April</td>
<td>Conference Call&lt;br&gt;Review the internal controls over AUTM’s financial reporting&lt;br&gt;Make recommendations to AUTM Board for improved Financial Policies as needed</td>
</tr>
<tr>
<td>May</td>
<td>Conference Call&lt;br&gt;Review draft audit with auditor&lt;br&gt;Vote on approval of audit&lt;br&gt;Make recommendation for Board to approve audit, as appropriate</td>
</tr>
<tr>
<td>June</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Conference Call&lt;br&gt;Review draft audit with auditor&lt;br&gt;Vote on approval of audit&lt;br&gt;Make recommendation for Board to approve audit, as appropriate</td>
</tr>
<tr>
<td>August</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Conference Call&lt;br&gt;Board to review and approve draft audit provided by Audit Committee&lt;br&gt;Make recommendations to AUTM Board for improved Financial Policies as needed</td>
</tr>
<tr>
<td>October</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Update Audit Committee Member Recruitment summary to distribute to Volunteerism Committee</td>
</tr>
<tr>
<td>December</td>
<td>Identify new Audit Committee Members&lt;br&gt;Wrap up Conference Call&lt;br&gt;Recap of past year&lt;br&gt;Review engagement of external auditor for 2017</td>
</tr>
<tr>
<td>January 2017</td>
<td>Exit Interview of retiring Audit Committee Members</td>
</tr>
</tbody>
</table>
AUTM Charters May 2016

Financial Management: Finance Committee
FINANCE COMMITTEE CHARTER

Committee/Task Force Name: Finance Committee

Last Updated: 25 September 2015

Mission/Charge: This committee is responsible for establishing the parameters to set the annual budgets, overseeing the development of the budget, adoption of which will be a function of the Board. It is mandated to monitor the financial performance of each portfolio and to review and advise on each proposed budget line for each portfolio. The committee will report to the Cabinet whenever a significant variance is identified and to recommend changes to the financial plan as appropriate. This committee also works closely in the Financial Management portfolio with the other key Committees responsible for managing the investments and audit.

Specific Deliverable(s): Approving the annual budget to present to the Board; Monitoring adherence to the agreed financial plan; Review and approve audit

Relevance to Strategic Plan Goals: The committee is required by the By-laws of AUTM and supports all of its goals and strategies by ensuring financial security

Tactics: This Committee indirectly support the various Tactics through financial controls and oversight

Leadership:

Committee/Task Force Chair: AUTM Treasurer as specified in the bylaws, currently John Perchorowicz, overseen by the Vice Chair, who will also occupy a cabinet seat

Vice Chair (if applicable): Graham Morton

Subcommittees under this Committee/Task Force:

There are NO subcommittees, but both the Investment Committee and Audit Committee combine with this Finance Committee to make up the Financial Management portfolio

Members:


Other Committees/TFs with which this group interacts:

7 volunteer members currently with a maximum of ten members

Term: Committee members will have a four-year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Lead position (as defined above) following their third year. Leadership: The Chair is the Treasurer and Vice Chair will serve two-year term. During the second year of service the Vice Chair will mentor their replacement.
Member Skills: Members require an understanding of finance and ability to read balance sheet and income projections and disbursements. Familiarity with the overall goals of AUTM through at least two years of membership of AUTM. Ability to work within deadlines and coordinate activities with other groups is critical due to the close liaison this committee has with all other parts of AUTM.

Type of Meetings: Monthly teleconferences and at least one in-person meeting at the Annual Meeting

Committee/Task Force Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- act as a liaison with other designated cabinet members; requiring attendance at their respective meetings, and work proactively to aid in annual budget development.
- devote 3 to 5 hours per month on this Committee’s activities
- review and comprehend each months financial statements so as to be able to critically comment on the report at each meeting

New Member Recruitment: 2 and up to 3 new members recruited annually in early December to begin their term at the Annual Meeting in February/March

Any other Committee/TF-specific items: This committee will not contribute revenue.
The expense are limited to communication costs such as travel, phone and the like as set out in the attached

Budget: Provided as Appendix A

Timeline: Provided as Appendix B

Lead Staff Liaison: Steve Susalka (Executive Director)

Other Staff Members:

eGroup: Finance Committee
## Appendix A

### Budget

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Committee</th>
<th>Rev/Exp</th>
<th>Unit Cost</th>
<th>Units</th>
<th>2016 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treasurer Travel</td>
<td>Finance</td>
<td>Expense</td>
<td>$1,500.00</td>
<td>1</td>
<td>1,500</td>
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<tr>
<td>Markey Consulting Budget</td>
<td>Finance</td>
<td>Expense</td>
<td>$12,000.00</td>
<td>1</td>
<td>12,000</td>
</tr>
<tr>
<td>Conference Call</td>
<td>Finance</td>
<td>Expense</td>
<td>$ 500.00</td>
<td>1</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14,000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(14,000)</td>
</tr>
</tbody>
</table>
### Appendix B

#### Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
</tr>
</thead>
</table>
| February| Annual Meeting Face to Face Meeting  
|         | - New Finance Committee Members begin  
|         | - Overview of responsibilities  |
| March   | Conference Call  
|         | Liaise with other Portfolios  |
| April   | Conference Call  
|         | Liaise with other Portfolios  |
| May     | Conference Call  
|         | Liaise with other Portfolios  
|         | Provide assistance with liaising Portfolios budget  |
| June    | Conference Call  
|         | Liaise with other Portfolios  |
| July    | Conference Call  
|         | Liaise with other Portfolios  
|         | Review budget provided by Cabinet  |
| August  | Conference Call  
|         | Liaise with other Portfolios  |
| September| Conference Call  
|         | Liaise with other Portfolios  
|         | Review and approve draft Audit provided by Audit Committee  |
| October | Conference Call  |
| November| Conference Call  
|         | Update Finance Committee Member Recruitment summary  
|         | to distribute to Volunteerism Committee  |
| December| Conference Call  
|         | Identify new Finance Committee Members  |
| January | Wrap up Conference Call  
|         | Recap of past year  
|         | Exit Interview of retiring Finance Committee Members  |
INVESTMENT COMMITTEE CHARTER

Committee/Task Force Name: Investment Committee

Last Updated: 12/2015

Mission/Charge: This committee is responsible for monitoring and managing the investment risk and to optimize investment returns within acceptable parameters for AUTM’s operating, short and long term funds. In addition this Committee will review the Investment Policy Statement annually and make recommendations for any revisions or modifications that will be brought by the Treasurer to the Board of Directors for approval.


Relevance to Strategic Plan Goals: Strategic Plan Goals and Strategies supported:
All strategic goals by managing and providing resource availability for funding and investing in programs.

Tactics: Tactic: Maintain and periodically evaluate AUTM’s relationship with its financial advisor.
Metric: Quarterly calls with the advisor and proactive rebalancing of the portfolio including shifting funds among portfolios to maintain growth within the Investment Policy parameters. Goal (Green): Average annualized return above 6% for the past 24 months, Average (Yellow): Average annualized return above 4% for the past 24 months, Low (Red): Average annualized return below 4% for the past 24 months.

Strategies Supported (All by assuring availability of adequate funds for investing in new initiatives potentially, but specifically):
3C Expand funding and collaboration opportunities to diversify AUTM’s sources of revenue.

Leadership
Committee/Task Force Chair: AUTM Treasurer per AUTM Bylaws currently John Perchorowicz, Triage Masters LLC
Vice Chair (if applicable): Graham Morton, UNSW Innovations, Tasked with running the Committee and Financial Management Cabinet member

Sponsorship Lead:
Marketing Lead:
Other Lead Position:

Members: Nikki Borman
Graham Morton
Bill Rosenberg
John Perchorowicz
Dave Winwood
Subcommittees under this Committee (if any): n/a

Other Committees/TFs with which this group interacts: Finance Committee

Number of Members: Currently 4 members, maximum 6

Terms: Committee members will have a three-year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Lead position (as defined above) following their third year. Leadership: Vice Chair will serve a three-year term. During the third year of service the Vice Chair will mentor their replacement.

Member Skills: At least five years of experience in technology transfer. Must have a demonstrated background in finance, budget management and investments with room for one member who does not meet all of these criteria. Must have served on AUTM’s Finance committee. Must be able to devote approximately two hours per month to committee activities. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments and be a team player.

Type of Meetings: Monthly teleconferences and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- actively participate in the annual review of AUTM’s Investment Policy
- and devote 2-3 hours per month on this Committee’s activities

New Member Recruitment: 1-2 new members recruited annually from the Finance Committee in early December to begin their term at the Annual Meeting in February/March

Any additional Committee/TF specific items:

Budget: Net revenue: $19,570 – see Appendix A

Timeline: See Appendix B

Lead Staff Liaison: Stephen Susalka, Executive Director
Other Staff Members: Sheila Lee, Administrative Director

eGroup: Investment Committee
Appendix A

Budget

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Committee</th>
<th>Rev/Exp</th>
<th>Unit Cost</th>
<th>Units</th>
<th>2016 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Income</td>
<td>Investments</td>
<td>Revenue</td>
<td>$35,000.00</td>
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<td>$35,000.00</td>
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<tr>
<td>Unrealized Gain (Loss) on Investments</td>
<td>Investments</td>
<td>Revenue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Realized Gain/Loss</td>
<td>Investments</td>
<td>Revenue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gain (Loss) on Currency Conversion</td>
<td>Investments</td>
<td>Revenue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TOTAL REVENUE</td>
</tr>
<tr>
<td>Contributions to AUTM Foundation from Investment Account</td>
<td>Investments</td>
<td>Expense</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment Account Maintenance Fees</td>
<td>Investments</td>
<td>Expense</td>
<td>$15,000.00</td>
<td>1</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Conference Calls</td>
<td>Investments</td>
<td>Expense</td>
<td>$150.00</td>
<td>1</td>
<td>$150.00</td>
</tr>
<tr>
<td>Breakfast/Lunch at the Annual Meeting</td>
<td>Investments</td>
<td>Expense</td>
<td>$35.00</td>
<td>8</td>
<td>$280.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TOTAL EXPENSES</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NET INCOME (LOSS)</td>
</tr>
</tbody>
</table>
## Appendix B

### Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Annual Meeting Face to Face Meeting</td>
</tr>
<tr>
<td></td>
<td>- New Investment Committee Members begin</td>
</tr>
<tr>
<td></td>
<td>- Overview of responsibilities</td>
</tr>
<tr>
<td>March</td>
<td>Conference Call</td>
</tr>
<tr>
<td>April</td>
<td>Conference Call</td>
</tr>
<tr>
<td></td>
<td>- Begin review and amendment of Investment Policy</td>
</tr>
<tr>
<td>May</td>
<td>Conference Call</td>
</tr>
<tr>
<td>June</td>
<td>Conference Call</td>
</tr>
<tr>
<td>July</td>
<td>Conference Call</td>
</tr>
<tr>
<td>August</td>
<td>Conference Call</td>
</tr>
<tr>
<td>September</td>
<td>Conference Call</td>
</tr>
<tr>
<td>October</td>
<td>Conference Call</td>
</tr>
<tr>
<td></td>
<td>- Provide Amended Investment Policy to Board for approval</td>
</tr>
<tr>
<td>November</td>
<td>Conference Call</td>
</tr>
<tr>
<td></td>
<td>- Update Investment Committee Member Recruitment summary to distribute</td>
</tr>
<tr>
<td></td>
<td>to Volunteerism Committee</td>
</tr>
<tr>
<td>December</td>
<td>Conference Call</td>
</tr>
<tr>
<td></td>
<td>- Identify new Investment Committee Members</td>
</tr>
<tr>
<td>January</td>
<td>Wrap up Conference Call</td>
</tr>
<tr>
<td></td>
<td>- Recap of past year</td>
</tr>
<tr>
<td></td>
<td>- Exit Interview of retiring Investment Committee Members</td>
</tr>
</tbody>
</table>
AUTM Charters May 2016

Financial Management: Foundation Task Force
FOUNDATION TASK FORCE CHARTER

Committee/Task Force Name: Foundation Task Force

Last Updated: 10/2015

Mission/Charge: The Task Force plays a vital role in achieving the vision of AUTM. Members should be committed to increasing AUTM’s visibility and serving as advocates for the AUTM Foundation. Participation is the key to AUTM’s success in advancing its mission and goals.

Specific Deliverable(s): Task Force members will assist in developing the initial Foundation staffing needs, recommendation of a fundraising database and tracking system, budget, a job description for the Executive Director and a proposal for hiring the Executive Director for consideration by the AUTM Board. In addition the members will assist in creating case statements for various market segments.

Task Force members provide an invaluable service identifying non AUTM Foundation Board members, outlining staffing needs, establishing an initial draft budget for consideration by the AUTM Board, and by identifying individuals, corporate and foundation leaders who could help further AUTM’s by opening doors to these important people. By giving time and/or financially and inviting others to do the same, the members advance AUTM’s mission and goals.

Relevance to Strategic Plan: Strategic Plan Goals and Strategies supported:

Goals: All strategic goals by managing and providing resource availability for funding, supporting, and investing in programs.

Tactics: Tactic: Work with the AUTM Board and potential funders to identify areas of mutual interest to be supported.

Metric: Affirm and create consensus on top initiatives (see appendix). Create strategies for each initiative.

Strategies Supported: 3C Expand funding and collaboration opportunities to diversify AUTM’s sources of revenue.

Tactic: Identify two current AUTM Board members to serve on the Foundation Board and nominate other non-AUTM members for consideration.

Metric: See that the AUTM Board members are appointed before the end of 2015

Strategies Supported: 3C Expand funding and collaboration opportunities to diversify AUTM’s sources of revenue.

Leadership:
Committee/Task Force Chair: AUTM Treasurer, currently John Perchowicz, Triage Masters LLC
Vice Chair (if applicable): TBD
Members: Kelly Markey, consultant, recruit Nicolle Honoree, James Zanewicz, Nikki Borman, Chris Yochim

Other Committees/TFs with which this group interacts: AUTM Board

Number of Members: 5-7

Term: Task Force will have up to an eighteen-month term. Members may assume leadership/board positions in the Foundation.

Member Skills: At least five years of experience in technology transfer. Must have a demonstrated background in finance, budget management and experience or a strong interest in fundraising and foundation management. Must be able to devote approximately four hours per month to committee activities. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments and be a team player.

Type of Meetings: Bi-monthly teleconferences and at least one in-person meeting at the Annual Meeting.

Committee/Task Force Expectations: Task Force Members are expected to:
- attend and participate in each of the bi-monthly conference calls;
- attend and participate in any in-person meetings;
- and devote 4-6 hours per month on this Task Force’s activities

New Member Recruitment: See “Members” section above

Budget: $250 limited to phone calls
$2,000 Training Webinar
Draft budget attached as Appendix A

Timeline: See AUTM Foundation Task and Timeline appendix

Lead Staff Liaison: Steve Susalka

eGroup: AUTM Foundation Task Force
Appendix A

Final Budget

Budget

$250 limited to phone calls

$2,000 Training Webinar
## Appendix B

### Final Timeline

### AUTM FOUNDATION, Inc.

**Implementation & Execution Timeline 2015-2016**

### I. GOAL: Reactivate foundation to act as fundraising arm of AUTM Association to support its mission and growth and create a culture of fundraising throughout the association in conjunction with an AUTM fundraising QAT.

#### A. Objective: Develop fundraising infrastructure with appropriate systems, policies, and procedures to support AUTM foundation activities.

<table>
<thead>
<tr>
<th>TASK</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish the Foundation Task Force</td>
<td>October 2015</td>
</tr>
<tr>
<td>Outline staffing needs</td>
<td>November 2015</td>
</tr>
<tr>
<td>Establish a fundraising budget reflective of moves management</td>
<td>November 2015</td>
</tr>
<tr>
<td>Implement fundraising database and tracking system</td>
<td>February 2016</td>
</tr>
<tr>
<td>Establish fundraising policies and procedures</td>
<td>March 2016</td>
</tr>
<tr>
<td>Establish system for acceptance of all gifts with appropriate acknowledgment and stewardship</td>
<td>December 2015</td>
</tr>
<tr>
<td>Develop specific training dates and content to onboard AUTM leadership and volunteers. (January Board Meeting, February Annual Meeting). Webinar before Feb Meeting.</td>
<td>November 2015</td>
</tr>
</tbody>
</table>

#### B. Objective: Identify current AUTM programs and scholarships for priority attention, assess messaging and create case statement messages for the various market segments.

<table>
<thead>
<tr>
<th>TASK</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review AUTM’s programs and create consensus on top initiatives (See Appendix for list).</td>
<td>October 2015</td>
</tr>
<tr>
<td>Create strategies for each chosen initiative resulting in a 3-5 page Case Statement.</td>
<td>November 2015</td>
</tr>
<tr>
<td>Gather criteria and structure for each scholarship and create SOP/timeline as needed</td>
<td>January 2016</td>
</tr>
</tbody>
</table>
II. GOAL: Execute foundation activities to attain commitments and raise awareness of AUTM.

A. Objective: Set up foundation operational structure for longevity and integration with AUTM association.

<table>
<thead>
<tr>
<th>TASK</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify and confirm resources to support first 2 years of operations</td>
<td>January 2016</td>
</tr>
<tr>
<td>• Define Kellen Group partnership</td>
<td>January 2016</td>
</tr>
<tr>
<td>• Create website, domain, logo, email, etc.</td>
<td>January 2016</td>
</tr>
<tr>
<td>• Decide what office set up will look like year 1 and year 2</td>
<td>February 2016</td>
</tr>
<tr>
<td>• Submit Proposal to Hire Executive Director</td>
<td>February 2016</td>
</tr>
</tbody>
</table>

B. Objective: Identify, submit and manage grants, create targeted cultivation plans to further engage sponsors as donors and begin developing lines of revenue within AUTM’s wheelhouse.

<table>
<thead>
<tr>
<th>TASK</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Chose engaged sponsors and identify AUTM relationship lead and survey as needed</td>
<td>November 2015</td>
</tr>
<tr>
<td>• Set up strategic session/plan for each prospect</td>
<td>January 2015</td>
</tr>
<tr>
<td>• Outline grant opportunities, alignment, submission timelines and begin submission. (Goal of 5 submissions)</td>
<td>November 2015</td>
</tr>
<tr>
<td>• Strategy session to formulate AUTM products (training, content, speakers bureau, etc.) that can be marketed and packaged for revenue generation</td>
<td>March 2016</td>
</tr>
</tbody>
</table>

Appendix C

Current Programs & Initiatives (as identified by SWOT quick action task force)

Summary
As AUTM executes its strategic plan and reactivates its foundation, programs and initiatives should reflect the plan’s goals with priority given to those most relevant to AUTM’s mission and to the needs of the profession. The “Unique Value Proposition,” is a useful method to measure the importance of current programs and initiatives. The UVP is a message or set of messages that
encapsulates the competitive distinction of a program in the market. Using a fundraising SWOT, mission and vision statements, and prioritized initiatives, you have a powerful set of guidelines that simplify the messages for fundraising. A sample VPS for AUTM is below.

“AUTM is the foremost leader throughout the world in supporting and advancing the fruits of academic research and their transfer for societal benefit. They ensure the promotion and advancement of the field by providing innovative training and timely services that empower members to advocate for the wellbeing of the profession. Through targeted communication with all stakeholders, AUTM acts as the catalyst for bringing research and discoveries to the market and into our lives.”

Following are the top programs and initiatives currently supporting AUTM’s mission.

1. **GLOBAL TECHNOLOGY PORTAL** – “AUTM connects ideas, technologies, entrepreneurs and businesses to enhance quality of life and the global knowledge economy.” While the GTP was noted as an opportunity it was also identified in the strategic planning session as an item to stop or enhance. An audit of the usage and enhancements is needed to make an informed decision. (Concerns: A lot of dilution and ancillary info, Technology is not prominent, Break IP into subject area and get sponsors, Only 25% of university members are participating)

2. **BETTER WORLD PROJECT** - The “Put A Face On” video project aims to make a real-world connection between our members’ work and its ability to transform people’s lives. By showcasing people who have benefited from university-initiated innovations, we enhance awareness of the benefits of technology transfer.

3. **BRIEFING REPORT** - “Key Issues in the Technology Transfer Business.” A concrete advocacy program aimed at education, promotion, endorsement, advancement and protection of the technology transfer profession globally. AUTM tackles university R&D commercialization issues, as well as proposed policy solutions, to accelerate the path of research into the marketplace and the lives of citizens worldwide.

4. **BRIDGES MAGAZINE** is a collection of articles and reports that explains the societal benefits, investment opportunities and economic impact of the tech transfer business. It highlights the humanistic outcomes of tech transfer and helps to inspire others to take a more active role in advancing the profession’s discoveries. AUTM wants to ensure that business executives, government officials and public policy experts recognize that moving new technologies into the modern-day marketplace is an important and significant driver of the global knowledge economy.

5. **METRICS** - AUTM has been the leader in collecting and disseminating academic tech transfer data as a valued resource for our members and colleagues around the world. By examining current practices we are able to assess programing needs, identify future trends and provide framework for strategic growth. The cornerstone of our metrics and data functions is AUTM’s **Licensing Activity Survey** and the semi-annual **Highlights Report** (key findings). AUTM’s ability to capture and assemble data from among 300 universities and other research institutions delivers convincing evidence of the economic and societal benefits of tech transfer. The **Material Transfer Agreement (MTA) Survey** is the first survey that specifically examines material transfer agreements, which are used to exchange research materials between other academic research institutions, and how institutions manage them. This survey examines the following criteria; what institutional
resources are used in execution, when these agreements are used, the terms found in them, and potential problems and stumbling blocks during negotiations.

In order to further support members and colleagues, AUTM created two databases to provide a comprehensive source for industry trends and best practice. The **STATT 3.51 Database**, can be used to sort through a variety of data on licensing activity and income, startups, funding, staff size, legal fees, patent applications filed, royalties earned, and more. The Transactional Academic Comparable Tracking (*TransACT*) Database is a powerful new comprehensive database of transactional terms and conditions providing specific, information on transactional structures, terms, scope and other relevant details.

6. **PROFESSIONAL DEVELOPMENT AND MENTORSHIP** – Through a wide range of events including a robust annual meeting, regional meetings and industry specific partnering forums, AUTM provides ample opportunity for education, training and mentoring. Current professional support includes the following scholarships and awards:

- Howard Bremer Scholarship
- Bayh-Dole Fellowship
- Developing Economies Scholarship
International Strategy:
International Professional Development Committee
INTERNATIONAL PUBLIC POLICY COMMITTEE CHARTER

Committee/Task Force Name: International Public Policy Committee
Last Updated: 10/22/2015

Mission/Charge: This committee is responsible for developing an understanding of the key advocacy challenges facing the TT profession in different countries and seeking ways to share experience within the Committee; with AUTM leadership and; with the wider AUTM membership. The committee in its first year will recommend the best way to achieve these goals. Committee works in cooperation with the AUTM International Committee and will liaise with ATTP (which brings together leading national associations to credential TT and of which AUTM is a founder) as appropriate.

Specific Deliverables: Mapping and updating current global advocacy challenges. Understanding the ways in which the TT profession has structured itself to respond in country. Recommending how AUTM can respond and support. Implementing and monitoring response, as appropriate. Building committee to ensure it is appropriately representative. Year 1: developing a route map to achieve these goals.

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

Goal 1: Favorable Environment: AUTM will proactively support initiatives that contribute to a favorable environment for technology transfer globally.

Tactics: Recommend and implement the most effective way to manage international advocacy – year 1

Metric: discuss international advocacy challenges, create routemap, preliminary report agreed within committee by 8 months, paper with recommendations to Board at 11 months, implement.

Strategy Supported: 4C & 4D
Strategy 4C: Provide timely and relevant advocacy information to all stakeholders
Strategy 4D: Facilitate engagement in policy development and expand collaborations worldwide

Leadership
Committee/Task Force Chair: Alison Campbell, Knowledge Transfer Ireland
Vice Chair (if applicable): n/a
Sponsorship Lead:
Marketing Lead:
Other Lead Position:
Members: David Winwood (USA)  
Phil Clare (tbc) (UK)  
Steve Tan (tbc) (NL)  
Takafumi Yamamoto (tbc) (JAP)  
Rob Chalmers or alt (tbd) (AUS)

Subcommittees under this Committee (if any): n/a

Other Committees/TFs with which this group interacts: International Committee

Number of Members: 6. Max 10

Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions may serve in a Lead position (as defined above) following their second year. As this is a new committee, to avoid all members leaving at the same time during the first 3 years of operation; up to 4 members may be extended for a further year to ensure continuity.

Leadership: Chair will serve a two-year term. During the second year of service the Chair will mentor their replacement.

Member Skills: At least three years of experience in technology transfer with active engagement in advocacy at a national level. Involvement at committee level within a national TT association. Experience in drafting position papers and statements. A keen interest in promoting the TT profession. Proven ability to work within groups. Ability to meet deadlines/commitments.

Type of Meetings: Establishment phase – year 1: up to 3 in-person to establish group, trust, and to set direction supplemented with bi-monthly teleconferences. It might be that Chair meetings with subsets of the Committee in person on side of other global meetings. It’s important to have face to face when dealing with different nationalities (particularly with non-native English speakers for whom teleconferences can be more challenging) and a new agenda. However how these are delivered, in budget, will be part of the early Committee discussions. Year 2 and onwards: Bi-monthly teleconferences and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
- attend and participate in each of the bi-monthly conference calls;
- attend and participate in any in-person meetings;
- share experiences and practical information;
- identify and provide material for international advocacy resource;
• draft material for international advocacy resource;
• and devote 2-3 hours per month on this Committee’s activities

New Member Recruitment: Year 1: new members recruited ad hoc as they are identified by Committee
Thereafter: new members recruited to replace those due to rotate off. Phasing targeted to be annually in early December to begin their term at the Annual Meeting in February/March

Any additional Committee/TF specific items:

Budget: Revenue Range: 0
Expense Range: $1,000 - $10,500
Net Profit/Loss: - $10,500 max
[Budget attached as Appendix A]

Timeline: Appendix B

Lead Staff Liaison: Steve Susalka (ssusalka@autm.net)

Other Staff Members: Sheila Lee (slee@autm.net)

eGroup: International Advocacy
## Appendix A

### Budget

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Committee</th>
<th>Rev/Exp</th>
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<th>Units</th>
<th>2016 Budget</th>
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<td><strong>TOTAL REVENUE</strong></td>
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## Appendix B

### Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Annual Meeting Face to Face Meeting</td>
</tr>
<tr>
<td></td>
<td>- New International Committee Members begin</td>
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<tr>
<td></td>
<td>- Overview of responsibilities</td>
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<tr>
<td>March</td>
<td>Conference Call</td>
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<tr>
<td>April</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Conference Call</td>
</tr>
<tr>
<td>June</td>
<td>[In person meeting?]</td>
</tr>
<tr>
<td>July</td>
<td>Conference Call</td>
</tr>
<tr>
<td></td>
<td>- Identify 2017 budget line items</td>
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<tr>
<td>August</td>
<td>Provide Draft of Routemap to Committee</td>
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<tr>
<td>September</td>
<td>Conference Call</td>
</tr>
<tr>
<td>October</td>
<td>[In-person meeting?]</td>
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<tr>
<td></td>
<td>- Finalize Routemap and Provide Recommendation to Board in advance of</td>
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<td></td>
<td>November Board Meeting</td>
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<tr>
<td>November</td>
<td>Conference Call</td>
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<tr>
<td>December</td>
<td>- Identify new additional International Advocacy Committee Members</td>
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<td>January</td>
<td>Wrap up Conference Call</td>
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<tr>
<td></td>
<td>- Recap of past year</td>
</tr>
<tr>
<td></td>
<td>- Revise Charter</td>
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</table>
INTERNATIONAL STRATEGY COMMITTEE CHARTER

Committee/Task Force Name: International Strategy Committee

Last Updated: 08/17/2015

Mission/Charge: This committee is responsible for developing and delivering AUTM’s International Strategy. In particular, to promote information and knowledge exchange between partner associations to maximize benefits to AUTM Members around the world. Also, to identify and develop international opportunities for AUTM and to coordinate AUTM’s international participation in Professional Development, Advocacy.

Specific Deliverable(s):
- Oversee delivery of AUTM Asia
- Create International Engagement program
- Create International Professional Development strategy
- Create International Advocacy strategy

Relevance to Strategic Plan

Goal 1: Empowered Membership: The International strategy is specifically designed to increase global knowledge, experience and capacity for the profession worldwide and better empower membership through international collaboration and partnerships.

Goal 2: Acknowledged Value of Academic Technology Transfer: The Advocacy subcommittee has the remit of using international networks and expertise to better explain the benefits that flow from Technology Transfer to influencers around the world.

Goal 3: Partnerships: The International strategy is based upon the fostering of existing partnerships, developing new partnerships and, where necessary, helping with the establishment of new partner association.

Goal 4: Favorable Environment: The Committee will help to increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public around the world.

Tactics:

Tactic 1: Build committee to ensure it is appropriately representative, drawing in representatives from countries that are already ATTP partners, who have associations that could become ATTP partners and countries that aspire to creating a Tech Transfer Association.

Metric: increase committee to up to 20 members.

Tactic 2: Identify global opportunities and challenges and prioritize these in terms of AUTM participation/engagement using the agreed Engagement Criteria.

Metric: Prioritized opportunity list.

Tactic 3: Oversee delivery of AUTM Asia and explore whether similar approaches could be developed for other regions in partnership with local associations.
Metric: AUTM Asia attendees; number of applicants for AUTM Asia going forward.

Leadership:
Committee/Task Force Chair: Kevin Cullen, UNSW Australia
Kirsten Leute, Stanford

Subcommittees under this Committee/Task Force:
International Membership Development: Kirsten Leute, Stanford
International Advocacy: Alison Campbell, Knowledge Exchange Ireland
International Professional Development: Chris Noble, MIT

Members:
- Kevin Cullen  Australia
- Kirsten Leute  US
- Alison Campbell  Ireland
- Ken Porter  Canada
- Jaci Barnett  South Africa
- Kosuke Kato  Japan
- Mariatini Othman  Malaysia
- Dr. Akhtarawit Kanjana-Opas  Thailand
- David Gulley  US/Puerto Rico
- Kim U. Yong  Korea
- Mikyeong Lee  South Korea
- Sean Flanigan  Singapore
- Christian Stein  Germany
- Jesper Vassell  Sweden
- Fazilet Vardar Sukan  Turkey
- Elizabeth Ritter/ Shirley Coutinho  Brazil

Other Committees/TFs with which this group interacts: Membership Development, Professional Development, Advocacy

Number of Members: Currently 16, Maximum 20

Term: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Lead position (as defined above) following their third year.

Leadership: Chair and Vice Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: At least five years of experience in technology transfer with experience of working internationally. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player.

Type of Meetings: Monthly teleconferences and in-person meeting at the Annual Meeting and/or AUTM Asia
Committee/Task Force Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Subcommittee;
and devote 2-3 hours per month on this committee's business

New Member Recruitment: 1-2 new members recruited annually in early December to begin their term at the Annual Meeting in February/March

Budget: Revenue Range
Expense Range
Net Profit/Loss

Timeline:

Lead Staff Liaison: Steve Susalka

Other Staff Members:
eGroup:
International Strategy: Canadian Subcommittee
CANADIAN SUBCOMMITTEE CHARTER

Committee/Task Force Name: Canadian Subcommittee

Last Updated: 11/27/2015

Mission/Charge: This committee is responsible for providing Canadian technology management professionals opportunities for networking, training, and advocacy. The committee will focus on Canadian-specific issues, and plan meetings and educational events independently, and in conjunction with AUTM events. The aim of the Canadian committee is to advance technology transfer, knowledge mobilization, and industry relations for Canadian academic and nonprofit research institutions.

- Create opportunities for Canadian networking;
- Develop and deliver programs for Canadian-focused training and professional development;
- Share resources among offices;
- Promote the outcomes and impact of Canadian technology transfer and industry engagement;
- Create and execute a national strategy to support technology transfer and knowledge mobilization through public policy;
- Create opportunities for partnerships and sponsorships;
- Enhance Canadian participation in AUTM.

Specific Deliverable(s):

Relevance to Strategic Plan: Goal 1: Empowered Membership: Through networking and training opportunities and events, the Canadian strategy will increase knowledge, share experience among Canadian communities, and disseminate our lessons learned throughout the AUTM community.

Goal 2: Acknowledged Value of Academic Technology Transfer: The Canadian Committee will engage inventors, institutions, industry, government and the public to clearly articulate our support for responsible commercialization of university, college, polytechnic, and non-profit research institution innovations through transparency, stewardship, and balanced interests among all stakeholders.

Goal 3: Partnerships: The Canadian Committee will build partnerships and enhanced engagement with industry, national and provincial government agencies, and service providers. The Committee will foster relationships into sponsorships in order to build wider partner networks, strengthen connections, and diversify AUTM revenue sources.

Goal 4: Favorable Environment: The Canadian Committee will generate awareness of technology commercialization within Canada, promote the outcomes and impact of technology transfer, identify areas of policy that need to be addressed, and stress to national and provincial decision makers the importance of aligning Canadian policy and practice with the desired outcomes of knowledge dissemination, academic-industry partnerships, and economic impact and diversity.
**Tactics:**

**Tactic 1:** Plan the Canadian Luncheon, with additional education-oriented content.
**Metric:** Invite one Canadian government or industry representative to deliver a Keynote Address.

**Tactic 2:** Plan a half-day Canadian Educational and Networking Event at the AUTM Annual Meeting.
**Metric:** Deliver the event and realize attendance of at least 50% of registered Canadian attendees.

**Tactic 3:** Support a Canadian summer educational/ networking event, such as a Partnering Forum, Startup Course, or Business Development Course.
**Metric:** Deliver the event and realize 50 attendees.

**Tactic 4:** Host general teleconferences among all Canadian Technology Management Professionals to discuss topical issues.
**Metric:** Host 5 teleconferences per year.

**Task 5:** Host a monthly Members conference call.
**Metric:** Host 9 calls per year.

**Tactic 6:** Increase awareness of the importance of AUTM to Canadians.
**Metric:** Increase Canadian AUTM membership by 15% per year for 5 years.

**Tactic 7:** Enlist sponsors for AUTM Canadian Committee events.
**Metric:** Enlist 8 sponsors to generate $25k in funds to support events.

**Leadership:**

**Committee/Task Force Chair:**
- Ken Porter, Innovate Calgary
- Mike Szarka, University of Waterloo
- Darren Fast, University of Manitoba
- Janet Scholtz, Xomix, Janet Scholz & Assoc.

**Members:**
- Sarah Conrod, Cape Breton University
- Kevin Buchan, Saint Mary's University
- Chris Mathis, Springboard Atlantic
- Thomas Martinuzzi, Univalor
- Gisele Roberts, Laurentian University
- Joe Irvine, University of Ottawa
- Jennifer Fraser, University of Toronto
- John Reid, University Health Network
- Arlene Yee, The Hospital for Sick Children
- Micheline Gravelle, Bereskin Parr
- Jennifer MacInnis, Ryerson University
- Steve De Brabandere, University of Guelph
- Anouk Fortin, Ottawa Hospital Research Institution
- Nadine Weedmark, University of Western Ontario
- Adi Treasurywala, Arrowcan Partners
- Ray Hoemsen, Red River College
- Lisa Spinks, Alberta Innovates Energy and Environmental Solutions
- Gina Funicelli, Lethbridge College
Matthew Letts, University of Lethbridge
Jay Kumar, Tec Edmonton
Dan Polonenko, Gowlings
JP Heale, University of British Columbia
Mark Barnes, University of Northern British Columbia
Derek Gratz, University of British Columbia Okanagan
Aislinn Sirk, University of Victoria

Other Committees/TFs with which this group interacts:
- Canadian Licensing Survey
- Membership Development
- Professional Development
- Advocacy
- Annual Meeting
- Region Meetings
- Better World Project
- Leadership Forum
- On-Line Professional Development
- TTPM
- Women Inventors

Number of Members:
Currently 29, Maximum 36

Term:
Committee members will have a three-year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Lead position following their third year.

Member Skills:
At least five years of experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player.

Type of Meetings:
Monthly teleconferences and in-person meeting at the Annual Meeting, Regional Meetings, or other Canadian events as may be organized.

Committee Expectations:
Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Committee;
- and devote 2-3 hours per month on this committee’s business.

New Member Recruitment:
3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Budget:
Revenue Range: $40-50,000 to be collected in registration fees and sponsorships.
Expense Range: $40-50,000
Net Profit/Loss: $0-5,000/ $0

Timeline:
Appendix B
Lead Staff Liaison: Steve Susalka

eGroup: Canadian Subcommittee
AUTM Charters May 2016

Marketing & Communications: Better World Project Committee
BETTER WORLD PROJECT COMMITTEE CHARTER

Committee/Task Force Name: Better World Project Committee

Last Updated: 11/05/2015

Mission/Charge: This committee is responsible for the development of Better World stories and videos. The committee is involved in story selection, publication of the report and setting the strategic direction for the report as an online publication.

Specific Deliverable(s): Key deliverables include published featured stories, posted videos and a database providing access to more than 500 Better World stories.

Relevance to Strategic Plan

Goals:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Goal 2: Acknowledged Value of Academic Technology Transfer: Stakeholders will support the advancement of Academic Technology Transfer because they understand it and its value to society

Goal 4: Favorable Environment: AUTM will proactively support initiatives that contribute to a favorable environment for technology transfer globally

Tactics:

Tactic 1: Develop value proposition for Better World Project that is informed by research with target audiences and helps the Project better engage audiences

Metric 1: Conduct 18 customer interviews using iCorps template
[goal: 18 interviews; red: 7 or less; yellow: 8 to 19; green: 20 or more]

Metric 2: Based on customer interviews, publish value proposition for customers of Better World Project
[goal: publish value proposition; red: not started; yellow: drafted for review; green: published]

Strategy Supported: 1C Ensure membership awareness and access to AUTM products, tools and services

Tactic 2: Develop collaborative initiatives with strategic partnerships to expand the reach of Better World stories/videos and spotlight the institutions participating in the program

Metric: number of sustainable initiatives with strategic partners (e.g. USPTO Patents for Humanity and U.S. Chamber of Commerce’s IP Champions) in place by end of calendar year
[goal: 2 partner initiatives; red: zero; yellow: 1; green: 2]

Strategy Supported: 2B Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer.

Tactic 3: Complement other AUTM programs by providing Better World stories that illustrate the societal impact of academic technology transfer
**Better World Project Committee Charter as of 11/2015**

**Marketing & Communications Portfolio**

**Metric:** Publish Better World stories through 3 other AUTM Programs (e.g. AUTM Licensing Activity Survey, Bridges e-Magazine, and AUTM Recognition Week)
[goal: 3 AUTM programs; red: zero; yellow: 1 to 2; green: 3 or more]

**Strategy Supported:** 2B Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer.

**Tactic 4:** Increased views of Better World stories and videos by implementing a communication calendar to promote BWP throughout the year to external audiences

**Metric:** increase views of Better World videos and stories by 15% over prior year
[goal: 15% increase; red: 7% or less; yellow: 8% to 14%; green: 15% or more]

**Strategy Supported:** 4B: Increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public

**Tactic 5:** Develop and implement campaign that increases submissions of stories and videos from a broader audience

**Metric 1:** increase submissions by 15% over the prior year
[goal: 15% increase; red: 7% or less; yellow: 8% to 14%; green: 15% or more]

**Metric 2:** increase number of states submitting stories to BWP database from the current 32 states that can be searched in database to 40
[goal: 40; red: 35 or less; yellow: 36 to 39; green: 40 or more]

**Strategy Supported:** 1B: Create, grow and cultivate AUTM’s Body of Knowledge

---

**Leadership:**

**Committee/Task Force Chair:** Laura Savatski, BloodCenter of Wisconsin, Blood Research Institute

**Members:**

Neil Bajpayee, University of California, Los Angeles (UCLA)
Margy Elliott, Columbia Technology Ventures
Leonardo Herrera, Baylor Research Institute
Yatin Karpe, Lehigh University
Holly Meadows, UAB Research Foundation
Meghan Meyer, University of Florida
Narasimha Nagaiah, University of Central Florida
Rachna Ram, University of California, Berkeley (UC Berkeley)
Patrick Reynolds, Univ of Tennessee Research Foundation
Shikha Sharma, University of California, San Francisco (UCSF)
Leslie Smith, Pennington Biomedical Research Center
Kalpa Vithalani, Medical College of Wisconsin, Inc

**Other Committees/TFs with which this group interacts:**

Canadian Licensing Survey Committee
Global Technology Portal (GTP) Committee
Licensing Activity Survey Committee
Sponsorship Committee
Strategic Communications Committee
Website Committee

**Number of Members:** 15 current members; 20 maximum members
Term: Committee members will have a three-year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Leadership position (as defined below) following their third year.

Leadership: Chair and Vice Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: At least two years of experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Monthly teleconferences and at least one in-person meeting at the Annual Meeting.

Committee/Task Force Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- solicit stories directly from colleagues;
- review story submissions to determine if appropriate for featured story;
- review video submissions to determine if meet criteria;
- solicit sponsors for ongoing support; and
- devote 2-3 hours per month on committee tasks.

New Member Recruitment: 3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Budget: $ 8,500 revenue
$ 23,375 expenses
($ 14,875) net loss

See Appendix A for budget.

Timeline: Attached as Appendix B

Lead Staff Liaison: Paul Stark, pstark@autm.net
Communications Director

Other Staff Members: Donald Rolfe, drolfe@autm.net

eGroup: Better World Project Committee
## Appendix A

### Budget

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<table>
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<td>Better World Video Grants</td>
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<td>Travel to Support BWP Events</td>
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<td>Better World Marketing &amp; Project Support</td>
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<td>Total Expenses:</td>
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| NET LOSS                                      | ($14,875)|
Appendix B

Timeline

**JUL** – Create / update committee charter
**MONTHLY** – Participate in monthly committee calls to review submissions
**AUG** – Create social media calendar to promote BWP to external stakeholders
**AUG / SEP** – Partner with Licensing Survey Committee to provide Better World vignettes for Highlights / full survey
**SEP / OCT** – Share content with Blue Waters Group to publish Better World stories in Bridges eMagazine
**DEC** – Collaborate with Recognition Week QAT to raise awareness of contributions of technology transfer professionals
**DEC** – Recruit new committee members
**FEB** – Attend in-person committee meeting at Annual Meeting
**APR** – Partner with U.S. Chamber on IP Champions
**APR** – Partner with USPTO on Patents for Humanity
AUTM Charters May 2016

Marketing & Communications: GTP Committee
GLOBAL TECHNOLOGY PORTAL COMMITTEE CHARTER

Committee/Task Force Name: Global Technology Portal (GTP) Committee

Last Updated: November 5, 2015

Mission/Charge: The Global Technology Portal (GTP) Committee reviews, tests and convenes, as necessary, to develop new features and capabilities for AUTM's Global Technology Portal.

Specific Deliverable(s): Key deliverables include website to actively facilitate networking, partnership and licensing deals among corporations and universities; a one-stop shop for corporations to easily find the latest university technologies available for licensing worldwide; and a recommendation to AUTM Board regarding strategic next steps for portal.

Relevance to Strategic Plan
Goals:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Goal 3: Partnerships: AUTM will develop and foster productive relationships and work collaboratively with diverse partners to increase AUTM's impact

Tactics:

Tactic 1: Improve membership access to online tools and resources by enhancing the portal platform

Metric: Launch of new portal platform

[goal: launch of new platform; red: vendor recommended; yellow: vendor contract signed; green: platform launched]

Strategy Supported: 1C Ensure membership awareness and access to AUTM products, tools and services

Tactic 2: Ensure the portal is providing the knowledge and tools needed by the AUTM community by surveying current and prospective users

Metric: Conduct an annual user survey that benchmarks and tracks perceptions regarding the value of this tool

[goal: conduct survey; red: not started; yellow: survey drafted for review; green: survey distributed and results published]

Strategy Supported: 1C Ensure membership awareness and access to AUTM products, tools and services

Tactic 3: Develop and implement a marketing plan to increase awareness and participating in the new portal platform

Metric 1: Increase participation in portal from the current 185 organizations posting technologies to 215 organizations

[goal: 215 organizations; red: 195 or less; yellow: 196 to 214; green: 215 or more]

Strategy Supported: 3A: Enhance engagement with industry
Leadership:
Committee Chair: Lisa Matagrano, Emory University

Members:
Varadarajan Krishna, Investment Innovation & Research Alliance
Sajeel Malani, University of California
Suguna Rachakonda, Kent State University
Laura Schoppe, Fuentek LLC
Sharon Semones, Eli Lilly & Co
Martin Son, Tufts University
Ashley Stevens, Boston University
Jeffrey Tiong, PatSnap Pte Ltd

Other Committees with which this group interacts:
Better World Project Committee
Website Committee

Number of Members: 9 current members; 15 maximum members

Term: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Leadership position (as defined below) following their third year.

Leadership: Chair and Vice Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: At least two years of experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player.

Type of Meetings: Monthly teleconferences and at least one in-person meeting at the Annual Meeting

Committee/Task Force Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- complete assigned GTP RFP tasks;
- contribute insights on improving access and participation in portal; and
- devote 2-3 hours per month on committee tasks.
New Member Recruitment: 2-4 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Budget: zero revenue
$16,150 expenses
($16,150) net loss

See Appendix A for budget.

Timeline: See Appendix B for timeline.

Lead Staff Liaison: Paul Stark, pstark@autm.net

Other Staff Members: Donald Rolfe, drolfe@autm.net

eGroup: Global Technology Portal Committee
**Appendix A**

**Budget**

<table>
<thead>
<tr>
<th><strong>REVENUES</strong></th>
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<tbody>
<tr>
<td>Subscription Fee Revenues</td>
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<tr>
<td>Sponsorship Revenues</td>
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<table>
<thead>
<tr>
<th><strong>EXPENSES</strong></th>
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<tbody>
<tr>
<td>PatSnap Maintenance Fee</td>
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<td>Technology Access Fee</td>
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<td>Monthly Committee Conference Calls</td>
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<td><strong>Total Expenses:</strong></td>
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</table>

| **NET LOSS**                     | ($16,150) |
Appendix B

Timeline

**JUL** — Distribute GTP user survey
**JUL** — Draft and approve committee charter
**JUL** — Distribute RFP to vendors
**AUG** — Review GTP user survey
**AUG** — Receive RFP responses from vendors
**SEP** — Committee completes review of proposals
**SEP** — AUTM IT staff completes review of vendors and proposals
**OCT** — AUTM leadership is provided demonstration of finalists
**NOV** — AUTM selects vendor and completes contracts
**DEC** — Recruit new committee members
**JAN** — Vendor completes implementation
**JAN** — AUTM and vendor complete assurance testing
**FEB** — Launch new GTP platform at AUTM 2016 Annual Meeting
**FEB** — Attend in-person committee meeting at Annual Meeting
**JUN** — Distribute annual GTP user survey
AUTM Charters May 2016

Marketing & Communications: Strategic Communications Committee
STRATEGIC COMMUNICATIONS COMMITTEE CHARTER

Committee/Task Force Name: Strategic Communications Committee

Last Updated: May 3, 2016

Mission/Charge: The Strategic Communications Committee provides input about AUTM strategic communications and assists in implementing strategic communications plan. The Committee develops expertise and ideas to assist the various portfolios in marketing their products and services, and collaborates with the portfolios to determine appropriate and relevant messages and materials.

Specific Deliverables: Key deliverables include AUTM communications plan, communications tools and resources for AUTM portfolios to achieve their objectives, and regular reports on AUTM’s effectiveness in communicating the association’s message and increasing awareness of brand and programs.

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

**Goal 1: Empowered Membership:** AUTM membership will have the knowledge, tools and training they need to be successful

**Goal 2: Acknowledged Value of Academic Technology Transfer:** Stakeholders will support the advancement of Academic Technology Transfer because they understand it and its value to society

**Goal 3: Partnerships:** AUTM will develop and foster productive relationships and work collaboratively with diverse partners to increase AUTM’s impact

**Goal 4: Favorable Environment:** AUTM will proactively support initiatives that contribute to a favorable environment for technology transfer globally

Tactics:

**Tactic 1:** Provide guidelines, templates and tools to ensure AUTM’s portfolios are equipped with the communication tools needed to raise awareness and provide access to products and services

**Metric:** Publish template/process to request communication support

**Goal:** publish template/process; **red:** not started; **yellow:** template/process drafted for review; **green:** template/process published

**Strategy 1C:** Ensure membership awareness and access to AUTM products, tools and services
Tactic 2: Improve engagement with industry by developing a digital brochure targeting industry audiences that can be tailored to AUTM event or program
**Metric:** Publish industry brochure
**Goal:** publish brochure; **red:** not started; **yellow:** brochure drafted for review; **green:** brochure published

Strategy 3A: Enhance engagement with industry

Tactic 3: Implement digital media plan to deliver positive messages and factual information about the societal benefits and economic impact of academic technology transfer
**Metric 1:** Provide quarterly reports on media activity
**Goal:** publish quarterly report; **red:** no reports published **yellow:** at least one report published **green:** quarterly report published

**Metric 2:** Increase AUTM media stories by 15% over prior year
**Goal:** 15% increase in media stories; **red:** no increase in media stories; **yellow:** media stories increased over prior year; **green:** media stories increased by 15% or more over prior year

Strategy 4B: Increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public

Tactic 4: Provide timely educational resources and background information that enable AUTM members and leadership to cogently respond to technology transfer issues by publishing advocacy materials on website and social media
**Metric:** Publish 52 advocacy stories online (i.e. one per week)
**Goal:** publish one advocacy story per week; **red:** no stories published; **yellow:** publish at least one story per month **green:** publish at least one story per week

Strategy 4C: Provide timely and relevant advocacy information to all stakeholders

Leadership Committee/Task Force Chair: Margy Elliott, Columbia Technology Ventures
Vice Chair (if applicable): Laura Cima Salter, Cornell University
Sponsorship Lead:
Marketing Lead:
Other Lead Position:
Members:
  Sherry Hoskinson, University of Arizona
  Kristine Johnson, MacMillan Sobanski & Todd, LLC
  Marc Malandro, University of Pittsburgh
  Clifford Michaels, Emory University
  Luna Mukherjee, Aster Biotechnology
  Suguna Rachakonda, Kent State University
  Julia Roberts, University of Central Florida
Subcommittees under this Committee (if any):

Better World Project

Other Committees/TFs with which this group interacts:
Advocacy and Public Policy Committee
Website Committee
Any committee requiring communication guidance and resources

Number of Members: 9 current members; 20 maximum members

Terms: Committee members will have a three-year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Leadership position (as defined below) following their third year.

Leadership: Chair and Co-Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: At least two years of experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Monthly teleconferences and at least one in-person meeting at the Annual Meeting

Committee/TF Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- devote 2-3 hours per month on committee tasks.

New Member Recruitment: 3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items:

Budget: zero revenue
$ 55,675 expenses
($ 55,675) net loss

Timeline: See Appendix B for draft timeline.

Lead Staff Liaison: Paul Stark, pstark@autm.net
Other Staff Members: Donald Rolfe, drolfe@autm.net

eGroup: Strategic Communications Committee
# Appendix A

## Budget

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<th>REVENUES</th>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Details</th>
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<td>5-3751-SB  Strategic Communications - Logo Design/Development</td>
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**NET LOSS** | **($55,675)** |
Appendix B

Timeline

**2015**
- **AUG** – Create / update committee charter
- **MONTHLY** – Participate in monthly committee calls
- **SEP** – Complete communication plan
- **SEP** – Launch redeveloped [www.autm.net](http://www.autm.net)
- **SEP** – Launch Advocacy Resources as part of redeveloped [www.autm.net](http://www.autm.net) website
- **DEC** – Recruit new committee members

**2016**
- **FEB** – Attend in-person committee meeting at AUTM 2016 Annual Meeting
- **MAY** – Update industry brochure
- **MAY / JUN** – Develop processes and tools for portfolios to request communication support
- **JUN** – Exhibit at BIO 2016 International Convention in San Francisco
- **JUL** – Update committee charter and budget
- **Q3** – Develop media plan
WEBSITE COMMITTEE CHARTER

Committee/Task Force Name: Website Committee

Last Updated: May 3, 2016

Mission/Charge: The Website Committee is responsible for ensuring AUTM's website is providing the functionality needed to accomplish the association's goals. This includes day-to-day collection of feedback, planning, design and implementation of new content, features and systems to keep the site current and relevant.

Specific Deliverables: Key deliverables include redeveloped AUTM website www.autm.net for internal audiences and www.autmvisitors.net site to serve AUTM's external audiences; regular reports/analytics on website activity; timely, relevant online content published on regular basis

Relevance to Strategic Plan Goals: Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Goal 2: Acknowledged Value of Academic Technology Transfer: Stakeholders will support the advancement of Academic Technology Transfer because they understand it and its value to society

Goal 4: Favorable Environment: AUTM will proactively support initiatives that contribute to a favorable environment for technology transfer globally

Tactics: Tactic 1: Improve membership access to online tools and resources by monitoring and evaluating awareness and access to programs
Metric: Publish monthly analytics reports on website traffic
Goal: publish one report per month; red: no reports published; yellow: publish quarterly reports; green: publish monthly reports
Strategy Supported: 1C Ensure membership awareness and access to AUTM products, tools and services

Tactic 2: Gather and publish website content that improves awareness and understanding of the value and impact of technology transfer
Metric: Publish 12 stories on AUTM digital communication vehicles such as the member site, visitors site and BRIDGES
Goal: publish one story per month; red: no stories published; yellow: publish one story per quarter; green: publish at least one story per month
Strategy Supported: 2B Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer.

Leadership Committee/Task Force Chair: Pete Gonczlik, University at Albany, SUNY

Vice Chair (if applicable):

Sponsorship Lead:

Marketing Lead:

Other Lead Position:

Members:
Robert (Bob) Garces, Van Andel Institute
Lisa Matragrano, Emory University
Meghan Meyer, University of Florida
Clifford Michaels, Emory University
Luna Mukherjee, Aster Biotechnology
Radhakrishnan Narayanan, University of Illinois, Urbana-Champaign
Shyamala Rajagopalan, Texas A&M University System
Patrick Reed, LSU Health Sciences Center New Orleans

Subcommittees under this Committee (if any):

Other Committees/TFs with which this group interacts:
Better World Project Committee
Global Technology Portal (GTP) Committee
All committees requiring online presence or digital marketing support.

Number of Members: 9 current members; 20 maximum members

Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Leadership position (as defined below) following their third year.

Leadership: Chair and Vice Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: At least two years of experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player.

Type of Meetings: Monthly teleconferences and at least one in-person meeting at the Annual Meeting
**Committee/TF Expectations:** Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- complete assigned website redevelopment tasks;
- contribute insights on improving site usability, design and content; and
- devote 2-3 hours per month on committee tasks.

**New Member Recruitment:** 3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

**Any additional Committee/TF specific items:**

- **Budget:** $35,000 revenue
  $84,000 expenses
  ($49,000) net loss

- **Timeline:** Appendix B

- **Lead Staff Liaison:** Paul Stark, pstark@autm.net

- **Other Staff Members:** Donald Rolfe, drolfe@autm.net

- **eGroup:** Web Site Committee
## Appendix A

### Budget

#### REVENUES

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<th>Code</th>
<th>Description</th>
<th>Amount</th>
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<td>4-2103-53</td>
<td>Web Site - Job Postings</td>
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**Total Revenues:** $20,000

#### EXPENSES

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<th>Code</th>
<th>Description</th>
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<td>Web Site - Depreciation Expense</td>
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**Total Expenses:** $64,000

#### NET LOSS

($44,000)
Appendix B

Timeline

2015
JUL — Create / update committee charter
MONTHLY — Monthly committee calls to review website redevelopment, content and analytics
SEP / OCT — Test and launch redeveloped www.autm.net website
DEC — Recruit new committee members

2016
FEB — Publish 2nd edition of BRIDGES eMagazine
FEB — Attend in-person committee meeting at AUTM 2016 Annual Meeting
APR / MAY — Migrate www.autmvisitors.net from Blue Waters Group to Kellen
MAY / JUN — Migrate eGroup communities to new Kentico social media environment
JUL — Update committee charter and budget
Meeting Development: Annual Meeting Planning Committee
ANNUAL MEETING PLANNING COMMITTEE CHARTER

Committee/Task Force Name: Annual Meeting Planning Committee

Last Updated: 12/21/2015

Mission/Charge: This committee is responsible for planning the annual meeting. Responsibilities include site selection, site visit, program development, sponsorship, etc. Program development is the most time intensive activity as choosing the agenda, securing moderators and speakers and helping to develop the content of the session are all involved for members of this committee.

Specific Deliverable(s): Programming Content for Annual meeting including Plenaries, Sessions, Special Interest Groups as well as Networking events

Relevance to Strategic Plan

Goals:

Goal 1: Empowered Membership (Strategies 1A & 1B)

Goal 2: Acknowledged Value of Academic Technology Transfer (Strategy 2B)

Goal 3: Partnerships (Strategy 3A)

Tactics:

Tactic 1: Develop and implement Director's Level Facilitated Discussions at the 2016 Annual Meeting.

This Tactic is designed to provide Director-level content and engagement at the Annual Meeting.

Strategy 1A: Develop a structured professional development plan to ensure high-quality education for life-long learning

Metric: Post-meeting Feedback of Director's Level Facilitated Discussions

Goal (Green): >80% Met or Exceeded Expectations of Sessions

Average (Yellow): 60-80% Met or Exceeded Expectations of Sessions

Low (Red): <60% Met or Exceeded Expectations of Sessions

Strategy Supported: 1A & 1B

Tactic 2: Convert Partnering Forum company attendees to first time Annual Meeting attendees.

This tactic is designed to engage with and grow the number of non-academic partners attending the Annual Meeting. We will do this by recruiting new company entities to attend the Annual Meeting. Specifically, we will focus on attracting past Partnering Forum company attendees (who have not attended the AUTM Annual Meeting in the past) to the Annual Meeting

Metric: Number of past Partnering Forum companies attending the Annual Meeting for the first time:

Goal (Green): 5 or more Partnering Forum companies attending the Annual Meeting for the first time.

Average (Yellow): 2-5 Partnering Forum companies attending the Annual Meeting for the first time.

Low (Red): 1 or less Partnering Forum companies attending the Annual Meeting for the first time.

Strategy Supported: 2B

Tactic 3: Promote and expand the use of AUTM Connect.
This Tactic is designed to increase partnering opportunities for academic members to interact and partner with industry representatives.

**Metric:** Change in number of meetings confirmed through AUTMConnect:

- **Goal (Green):** 3% or more increase in meetings confirmed using AUTM Connect.
- **Average (Yellow):** 0-3% increase in meetings confirmed using AUTM Connect.
- **Low (Red):** Decrease in meetings confirmed using AUTM Connect

**Strategy Supported:** 3A

**Tactic 4:** Provide high quality educational and networking sessions at the Annual Meeting.

This Tactic was developed to continue to provide our Members with excellent content at our flagship event.

**Metric:** Post-meeting Feedback of overall Annual Meeting

- **Goal (Green):** >80% Met or Exceeded Expectations of overall Annual Meeting
- **Average (Yellow):** 60-80% Met or Exceeded Expectations of overall Annual Meeting
- **Low (Red):** <60% Met or Exceeded Expectations of overall Annual Meeting

**Strategy Supported:** 1A & 1B

**Leadership:**

- Gayatri Varma -- Chair
- Stephen Snider -- Program Chair
- Hassan Naqvi -- Incoming Program Chair
- Jim O’Connell – Site Chair
- Abhishek Sangal – Sponsorship

**Subcommittees under this Committee/Task Force (if any):**

- Gayatri Varma and Stephen Snider – Plenary/Fireside Chat
- Hassan Naqvi – Roundtable
- Lina Axanova – International Activities
- Mike Villalobos – Industry-Academic Forum
- Hassan Naqvi – Business Plan Competition/Venture Forum
- Jim O’Connell – Site Chair
- Sue Patow – Freshman Orientation
- Patrick Reed – Texas Hold ’Em/Casino Night
- Gayatri Varma – Trivia Contest
- Charles Vorndran – Career Development Forum
- AUTM Staff – Wine/Beer/Bourbon Tasting

**Members:**

- Cory G Acuff, University of Georgia
- Jordana Armstrong, Innovate Calgary
- Lina Axanova, University of Pennsylvania
- Drew Bennett, University of Michigan
- Jarrod Borkat, MedImmune
- Joonhyung Cho, University of North Carolina
- David Englert, University of Rochester
- Tommy Martindale, San Diego State University
- Alla McCoy, University of Maryland
- Alan Naidoff, Innovation Adventure, LLC
- Sue Patow, Virginia Commonwealth University
- Peter Pellerito, BIO
- Suguna Rachakonda, Cleveland Clinic Innovations
Patrick Reed, LSU
Leslie M. Smith, Pennington Biomedical ResearchCtr
Anna Soloweij, National Human Genome Research Institute (NHGRI), NIH
Mike Villalobos, Vanderbilt

Other Committees/TFs with which this group interacts:
- Finance Committee
- Membership Portfolio
- Professional Development Portfolio

Number of Members: Currently 22 members. Typically between 20-22 members.

Term: Committee members will have a two year term, then either rotate off the committee or become a subcommittee chair or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Lead position (as defined above) following their third year.

Leadership: Chair and Vice Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: At least two years of experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Monthly teleconferences and two in-person meetings. One at the Annual Meeting and the second in Chicago in April/May. We also have one 3 hour pre-meeting to the Chicago meeting by WebEx.

Committee Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Committee;
and devote 2-3 hours per month on this Committee’s activities

New Member Recruitment: 5-7 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Budget: Can be found in 2016 AUTM Budget – too detailed to list here.

Timeline:
Annual Meeting Planning Committee Charter as of 12/2015

Meeting Development Portfolio

Lead Staff Liaison: Sheila Lee slee@autm.net

Other Staff Members:
- Melinda Briggs mbriggs@autm.net
- Karen Budnik kbudnik@autm.net
- Madh Carson mcarson@autm.net
- Barbara Gunderson bgunderson@autm.net
- Joanne Kubinski jkubinski@autm.net
- Lauren Rich lrich@autm.net
- Jacqui Schweinzger jschweinzger@autm.net
- Paul Stark pstark@autm.net
- Steve Susalka ssusalka@autm.net

eGroup: Annual Meeting Program Planning Committee
Appendix A

Budget

Can be found in 2016 AUTM Budget – too detailed to list here.
AUTM Charters May 2016

Meeting Development: Central Region Meeting Committee
Central Region Planning Committee Charter as of 05/2016

Central Region Planning Committee

Mission/Charge:
This committee is responsible for developing and substantially executing the regional meeting program. Program development includes choosing the agenda, securing moderators and speakers and helping to develop the content of the session. The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the regional meetings.

Specific Deliverables:
- Committee members participate in a conference call monthly.
- Select meeting location from submitted proposals Program development and full content
- Secure program moderators and speakers
- Recruit sponsorship
- Working alongside AUTM staff, execute the Central Region Program

Relevance to Strategic Plan Goals/Tactics:
Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Strategy 1B: Create, grow and cultivate AUTM’s Body of Knowledge

Tactic: Deliver innovative programming with a minimum of 20% of sessions having new content.

Metric: % of sessions with new content
- 20% or more: green
- 10% - 20%: yellow
- 5% or less: red

Goal 3: Partnerships: AUTM will develop and foster productive relationships and work collaboratively with diverse partners to increase AUTM’s impact

Strategy 3A: Enhance engagement with industry

Tactic: Use innovative mechanisms to engage more with industry and increase industry attendance by at least 3%

Metric: % of increased industry attendance
- 3% or more: green
- 2% or more: yellow
- Less than 2%: red
Leadership
Committee/Task Force Chair: Tamara Wilgers, University of Missouri - St Louis

Program Co-Chairs
2016 CRM:
Chase Kasper, University of Southern Mississippi
Sean Solberg, Davis Brown Law Firm

Site Chair:
2016 CRM:
Jean C. Baker, Ph.D., Quarles & Brady LLP

Members:
John Christie, Tulane University
Joseph O. Hill, Ph.D., Medical College of Wisconsin
Christine McCoy, Elanco Animal Health
Michael F. Moore, University of North Dakota
Jeffrey Myers, Michigan State University
Hassan R. Naqvi, PhD, Vanderbilt University
M. Angela Parsons, Ph.D., Fish & Richardson PC
Jeffrey D. Peterson, MichaelBest
Eagle Robinson, J.D., Norton Rose Fulbright
Kerri Smith, Rice University
Mark W. Staudt, Ph.D., Wisconsin Alumni Research Foundation

Subcommittees under this Committee (if any):
Executive Group; Sponsorship Task Force; Site/Liaison Committee; Marketing Committee; Program Committee

Other Committees/TFs with which this group interacts:
Other region meeting committees, Membership Committee, Mentorship Committee

Number of Members:
Varies, but approximately 15-20 (60% tto, 40% industry and service providers)

Terms:
Committee Member: 3 years. Depending on the current makeup of the committee and the interest of the committee member, the CRM Chair may extend the term of service.

Committee Leadership Track: 4+ years. Members who are going to assume leadership positions serve at least 1 year as a member, 1 year as a member with leadership mentoring, 1 year as Program Chair/Co-Chair, and 1+ years as Chair. Leadership terms should not exceed 6 years.

Executive Group: A small group of 5-7 members (including the current Chair, program Chairs, and a sponsor representative) with leadership experience or more than 3 years service on the committee will serve to maintain continuity of quality and advise the Chair on overarching committee matters.

Member Skills:
Reasonable experience in technology transfer from either a University or non-profit perspective and/or industry and service providers. Ability to work within deadlines and as a group. Active participation in committee functions (some regions require one face-to-face meeting each year), ability to meet
Type of Meetings: Conference calls and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:

- attend and participate in monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Subcommittee;
- and devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment: New members recruited annually to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items: List as needed

Budget: Revenue Target: $191,200
Expenses Estimate: $126,385
Net Profit/Loss Target: $64,815

See attached as Appendix A

Timeline: See Appendix B

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Central Region Meeting Committee
## Appendix A

### Budget

<table>
<thead>
<tr>
<th>Account</th>
<th>Revenue/Expense</th>
<th>Unit Cost</th>
<th>Unit Count</th>
<th>Units Budgeted</th>
<th>2016 Budget</th>
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</thead>
<tbody>
<tr>
<td>Registrations</td>
<td>Revenue</td>
<td>$475.00</td>
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<td>192</td>
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<td>Revenue</td>
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<td><strong>TOTAL REVENUE</strong></td>
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<tr>
<td>Bank Fees</td>
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<td>Promotion/Marketing/Web</td>
<td>Expense</td>
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<td>Contingency: unexpected expenses</td>
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<td>Trivia Trophies</td>
<td>Expense</td>
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<td>Shipping – Trivia Trophies</td>
<td>Expense</td>
<td>$500.00</td>
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<td>Layout/Printing/Copies, Mtg ID</td>
<td>Expense</td>
<td>$100.00</td>
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<td>Speaker Fees/Expenses</td>
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<td>Staff Travel</td>
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<td>Supplies (badges, etc.)</td>
<td>Expense</td>
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<td>Planning Committee Mtg/Dinner</td>
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<td>$13,000.00</td>
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<td>CRMC Expenses, Site Visit</td>
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<td>$1,000.00</td>
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<td>CRMC Expenses, Conf Calls</td>
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<td>$100.00</td>
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<td>Officer Travel (AUTM President)</td>
<td>Expense</td>
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<td>A/V Rental</td>
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<td>Breakfasts (3)</td>
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<td>Lunches (2)</td>
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<td>CRMC De-briefing Lunch</td>
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<td>Breaks (5)</td>
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<td>Opening Reception</td>
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<td>Early-Bird Reception</td>
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<td>Off-Site Reception</td>
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<td>Central Add-On – Annual Mtg CRM Breakfast</td>
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<td>AUTM Connect</td>
<td>Expense</td>
<td>$2,000.00</td>
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<td><strong>TOTAL EXPENSE</strong></td>
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<tr>
<td><strong>NET INCOME (LOSS)</strong></td>
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<td></td>
<td></td>
<td>64,815</td>
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## Appendix B

### Timeline

<table>
<thead>
<tr>
<th>Responsible</th>
<th>ITEM</th>
<th>Begin Date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee</td>
<td>Committee Provides HQ with Title and Description of Meeting</td>
<td>8-9 months out</td>
<td>Complete</td>
</tr>
<tr>
<td>HQ - Barb</td>
<td>HQ Creates Meeting ID</td>
<td>8-9 months out</td>
<td>Working</td>
</tr>
<tr>
<td>HQ - Lauren</td>
<td>Travel Info posted online</td>
<td>Dec. 1</td>
<td>Dec. 5</td>
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<tr>
<td>HQ - Barb</td>
<td>Committee provides time slot for AUTM President to speak (10-15mins)</td>
<td>Jan. 16</td>
<td>Jan. 16</td>
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<tr>
<td>HQ - Barb</td>
<td>Schedule at a Glance Posted Online</td>
<td>Jan. 19</td>
<td>Jan. 19</td>
</tr>
<tr>
<td>Committee</td>
<td>Committee Provides Speakers and Session Descriptions to HQ</td>
<td>Jan. 26</td>
<td>March 13</td>
</tr>
<tr>
<td>HQ - Narcisa</td>
<td>Moderator Release Forms and Speaker Information Sent</td>
<td>March 6</td>
<td>Ongoing</td>
</tr>
<tr>
<td>HQ - Barb</td>
<td>HQ Formats First Draft of Preliminary Program</td>
<td>March 16</td>
<td>Mar. 31</td>
</tr>
<tr>
<td>VP/Chair</td>
<td>VP/Chairs Review First Draft of Program</td>
<td>April 1</td>
<td>April 3</td>
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<tr>
<td>HQ - Madh</td>
<td>Sponsor Deadline for Preliminary Program</td>
<td>March 30</td>
<td>March 30</td>
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<tr>
<td>HQ - Barb</td>
<td>HQ Creates Final Draft of Preliminary Program</td>
<td>April 6</td>
<td>April 14</td>
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<tr>
<td>VP/Chair</td>
<td>VP/Chair Approve Final Draft of Preliminary Program</td>
<td>April 15</td>
<td>April 17</td>
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<tr>
<td>HQ - Barb</td>
<td>Preliminary Program Posted Online</td>
<td>April 20</td>
<td>April 20</td>
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<tr>
<td>HQ - Lauren</td>
<td>Registration setup and testing</td>
<td>April 23</td>
<td>April 23</td>
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<tr>
<td>HQ - Lauren</td>
<td><strong>Registration opens</strong></td>
<td>April 23</td>
<td>April 23</td>
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<tr>
<td>HQ - Narcisa</td>
<td>Speaker Release Forms Due to HQ</td>
<td>May 2</td>
<td>ongoing</td>
</tr>
<tr>
<td>HQ - Barb</td>
<td>Announce Scholarship Opportunity (if available)</td>
<td>May 1</td>
<td>May 25</td>
</tr>
<tr>
<td>HQ - Barb</td>
<td>HQ Formats First Draft of Final Program</td>
<td>May 4</td>
<td>May 18</td>
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<tr>
<td>VP/Chair</td>
<td>VP/Chair Reviews First Draft of Final Program</td>
<td>May 19</td>
<td>May 22</td>
</tr>
<tr>
<td>HQ - Madh</td>
<td>Sponsor Deadline for Final Program and Signs</td>
<td>May 21</td>
<td>May 21</td>
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<tr>
<td>HQ - Barb</td>
<td>HQ Formats Final Draft of Final Program</td>
<td>May 25</td>
<td>June 2</td>
</tr>
<tr>
<td>HQ - Lauren</td>
<td>Early Bird Discount Ends</td>
<td>June 10</td>
<td>June 10</td>
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<tr>
<td>VP/Chair</td>
<td>VP/Chair Approve Final Draft of Final Program</td>
<td>June 3</td>
<td>June 5</td>
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<tr>
<td>HQ - Barb</td>
<td>HQ Finalizes the Final Program</td>
<td>June 8</td>
<td>June 19</td>
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<tr>
<td>HQ - Narcisa</td>
<td>Speaker/Moderator Bios and PowerPoints due to HQ</td>
<td>ongoing</td>
<td>June 29</td>
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<tr>
<td>HQ - Lauren</td>
<td>Advance Registration Discount Ends</td>
<td>July 7</td>
<td>July 7</td>
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<tr>
<td>HQ - Barb</td>
<td>HQ Formats Speaker Bios and Converts PowerPoints</td>
<td>July 6</td>
<td>Ongoing</td>
</tr>
<tr>
<td>HQ - Barb</td>
<td>HQ Posts PowerPoints, Roster and Bios Online (Announce to attendees)</td>
<td>1-2 weeks out</td>
<td>July 10</td>
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<tr>
<td>HQ - Barb</td>
<td>Final Program Goes to Printer</td>
<td>June 22</td>
<td>July 6</td>
</tr>
<tr>
<td>HQ - Lauren</td>
<td>Ship Date</td>
<td>July 13</td>
<td>July 13</td>
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<tr>
<td>HQ</td>
<td>Shipment Arrives at Hotel</td>
<td>July 17</td>
<td>July 17</td>
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<tr>
<td>HQ</td>
<td>CRM Evaluations</td>
<td>Daily</td>
<td>July 20-22</td>
</tr>
</tbody>
</table>
Meeting Development: Eastern Region Meeting Committee
EASTERN REGION MEETING COMMITTEE CHARTER

Committee/Task Force Name: Eastern Region Meeting Committee

Last Updated: 10/20/2015

Mission/Charge: This committee is responsible for developing the regional meeting program. Program development includes choosing the agenda, securing moderators and speakers and helping to develop the content of the session (descriptions and learning objectives). The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the regional meetings.

Specific Deliverable(s):
- Hold monthly conference call
- Select meeting location from submitted proposals
- Develop program and full content
- Secure program moderators and speakers
- Recruit sponsors in cooperation with the AUTM Sponsorship Manager

Relevance to Strategic Plan:
Goals: Strategic Plan Goals and Strategies supported:
- Goal 1: Empowered Membership
  Strategy 1B: Create, grow and cultivate AUTM’s Body of Knowledge

Tactics: Tactic: Deliver innovative programming by ensuring that a minimum of 20% of sessions have new content

Metric: % of sessions with new content
- >20% sessions with new content – Green
- >10% sessions with new content – yellow
- < 5% sessions with new content - red

Leadership:
Committee/Task Force Chair: Richard Swatloski, Ph.D., CLP, University of Alabama

Vice Chair (if applicable):
Sponsorship Lead:
Marketing Lead:
Other Lead positions:

Subcommittees under this Committee (if any):
- Sponsorship Task Force
- Site/Liaison Committee
- Marketing Committee
- Program Committee

Members:
- Robert Benson, Ph.D., South Shaker Associates
- Wesley Blakeslee, Blakeslee LLC. Consulting and Legal
- Tamara Connelly, Merck Sharp & Dohme Corp
Claire Driscoll, National Institutes of Health (NIH)
Emma, Fernandez, University of Puerto Rico
Frances Galvin
Jaideep (Joy) Goswami, University of Delaware
Lee Heiman, Intellectual Property Consulting
Catherine Innes, North Carolina State University
Burnley Jaklevic, University of Massachusetts Amherst
Louis Judge, North Carolina A&T State University
Yatin Karpe, Lehigh University
Rob Lindberg, North Carolina Biotechnology Center
Joseph Murphy, Caesar Rivise Bernstein Cohen & Pokotilow Ltd
Domingos Silva, Saul Ewing LLP
Janet Smart, Proteostasis Therapeutics, Inc
Christopher Yochim, Easy Rider Stable Relationships

Other Committees/TFs with which this group interacts:
Other region meeting committees

Number of Members:
Varies, but approximately 15 - 20

Term:
Committee members will have a three year term. Members desiring a leadership position will be mentored during the third year on the committee, and will assume a leadership position in their fourth year.

Member Skills:
At least one year of experience in technology transfer. Active participation in committee functions (some regions require one face-to-face meeting each year), ability to meet deadlines/commitments, comfort with working remotely with a team, willingness to solicit sponsors.

Type of Meetings:
Conference calls and at least one in-person AUTM meeting, preferably the Annual Meeting.

Committee Expectations:
Committee Members are expected to:
- participate in monthly conference calls;
- participate in any in-person meetings;
- provide written suggestions for improvement of the Subcommittee; and
- devote 2-3 hours on average per month on this Subcommittee’s activities

New Member Recruitment:
3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Budget:
Assumptions: # attendees, meal costs, etc.
Revenue Range $75,000
Expense Range $58,000
Net Profit/Loss $19,500 – 20K
Timeline:

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Eastern Region Meeting Committee
Meeting Development: Industry Partnering Forum Committee
Committee/Task Force Name: Industry Partnering Forum Committee

Last Updated: 08/01/2015

Mission/Charge: This committee is responsible for planning the industry partnering forum events. The committee chooses organizations to host three events per year chosen from responses to an RFP. The committee also provided assistance to the host organizations of each partnering forum event in contacting potential attendees, setting the agenda and other logistics for the meetings.

Specific Deliverable(s): List of three locations for an industry partnering forum meeting each year

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:
Goal 3- Partnerships
Strategy 3A – Enhance engagement with industry
Strategy 3C – Expand funding and financial collaboration opportunities to diversify AUTM’s sources of revenue

Tactics: Tactic: Hold 2-3 partnering forums on targeted technologies.
1. Positive revenue generation (3C)
   Green = Meeting Budget
   Yellow = Not meeting budget but making net revenue
   Red = Net loss
2. Increase Company attendance (3A)
   Green = >40% Company attendance
   Yellow = 25%-40% Company attendance
   Red = <25% Company attendance

Leadership:
Committee/Task Force Chair: Lauren MacLanahan, Georgia Tech Research Corporation

Subcommittees under this Committee/Task Force (if any):
Subcommittees will be formed for each industry partnering forum meeting as appropriate

Members:
Number of Members: 10

Term: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. At 3-5 members should be rotated off each year. The subcommittees will be specific for the individual meetings and serve only until the meeting occurs.
Leadership: Chair will serve three-year term. During the third year of service the Chair will mentor their replacement.

Member Skills: Experience in technology transfer with preferably some experience interacting with industry through contract, networking events, and/or marketing. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorship and attendees to the individual meetings.

Type of Meetings: Weekly teleconferences

Committee Expectations: Committee Members are expected to:
- participate regularly in the weekly teleconferences;
- provide assistance in reaching out to companies and/or universities that are active in the technology space of the Industry Partnering Forum events occurring during their term on the committee;
and devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment: 3-5 new members recruited annually

Budget:

Timeline: See appendix

Lead Staff Liaison: Barbara Gunderson, Professional Development Manager

Other Staff Members: TBD

eGroup: Partnering Forum
Appendix

Timeline

Timeline for Meeting Development:
To have a successful meeting, preparation well in advance of the meeting date is important. The following is a recommended timeline for completion of various tasks in setting up an Industry Partnering Forum event:

**Twelve to eight months out:** Submit your proposal to AUTM a minimum of 8 months prior to your desired meeting date.

**Six months out:** Select hotel and meeting site; finalize committee members; send save-the-date announcements

**Five months out:** Marketing flyers prepared and initial list of technologies compiled; initial invites sent to potential attendees; potential sponsors identified; begin planning program content and agenda

**Five – three months out:** Sponsors committed; reminders regarding the event sent periodically to potentially attendees; committee members registered for the meeting; initial list of technologies posted on the event website; identify welcome/keynote speaker if part of agenda; finalize program agenda

**Two months out:** At least 25 attendees committed; finalize commitments for panel members

**One month out:** Schedule ready for printer; finalize content for panel sessions
Meeting Development: Western Region Meeting Committee
WESTERN REGION MEETING COMMITTEE CHARTER

Committee/Task Force Name: Western Region Planning Committee

Last Updated: 10/20/2015

Mission/Charge: This committee is responsible for developing the regional meeting program.

Specific Deliverable(s):
- Hold monthly conference call
- Select meeting location from submitted proposals
- Develop program and full content
- Secure program moderators and speakers
- Recruit sponsors in cooperation with the AUTM Sponsorship Manager

Relevance to Strategic Plan Goals:

Goal 1: Empowered Membership
Strategy 1B: Create, grow and cultivate AUTM’s Body of Knowledge

Tactic: Deliver innovative programming by ensuring that a minimum of 20% of sessions have new content

Metric: % of sessions with new content
- >20% sessions with new content – green
- >10% sessions with new content – yellow
- < 5% sessions with new content – red

Goal 1: Empowered Membership
Strategy 1B: Create, grow and cultivate AUTM’s Body of Knowledge

Tactic: Increase attendance by 10%

Metric: Increase attendance
- >10% increase in registration – green
- >5% increase in registration – yellow
- < 0% increase in registration – red

Goal 2: Acknowledged Value of Academic Technology Transfer
Strategy 2A: Broaden the definition of success in technology transfer

Tactic: Include a session on tech transfer successes at the WRM

Metric: whether or not the session takes place
- we added a session on successes – green
- we did not add a session on successes – red

Leadership:
Committee/Task Force Chair: Beth Etscheid, Ph.D., Washington Research Foundation
Kenneth Porter, Ph.D., Innovate Calgary

Subcommittees under this Committee (if any):
Sponsorship Task Force
Site/Liaison Committee
Marketing Committee
Members:
Ximena Ares, Ph.D., Stanford University
Stephen Barone, Ph.D., J.D., Lathrop & Gage
Jason Ding, CA, TEC Health Accelerator
Jennifer Dyer, CLP, USC Stevens Center for Innovation
Darren Fast, Ph.D., University of Manitoba
Gina Funicelli, MBA, Lethbridge College
Sally Gray, M.A., University of Regina
Allegra Helfenstein, J.D., M.B.A, Thermo Fisher Scientific
Doug Hockstad, University of Arizona
Jennifer Hodas, Ph.D., Pacific Northwest National Lab
Jayant Kumar, MSc, MBATEC Edmonton
Eric Lund, Ph.D., M.B.A., Battelle/Pacific Northwest National Laboratory
Andre Maas, JD, MS, Louisiana State University & A&M College
Preeti Malik-Kale, Ph.D., Washington State University
Dan Polonenko, Ph.D., Gowling Lafleur Henderson LLP
Rebecca Mahurin, Ph.D., Montana State University
Yakov Sidorin, Ph.D., J.D., Quarles & Brady LLP
Adi Treasurywala, Ph.D., ArrowCan Partners Inc
William Vaughan, Ph.D., Colorado School of Mines

Other Committees/TFs with which this group interacts:
Other region meeting committees

Number of Members:
Varies, but approximately 15 - 20

Term:
Committee members will have a three year term. Members desiring a leadership position will be mentored during the third year on the committee, and will assume a leadership position in their fourth year.

Member Skills:
At least one year of experience in technology transfer. Active participation in committee functions (some regions require one face-to-face meeting each year), ability to meet deadlines/commitments, comfort with working remotely with a team, willingness to solicit sponsors.

Type of Meetings:
Conference calls and at least one in-person AUTM meeting, preferably the Annual Meeting.

Committee Expectations:
Committee Members are expected to:
- participate in monthly conference calls;
- participate in any in-person meetings;
- provide written suggestions for improvement of the Subcommittee; and
- devote 2-3 hours on average per month on this Subcommittee’s activities

New Member Recruitment:
3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Budget:
Assumptions: # attendees, meal costs, etc.
Revenue Range $75,000
Expense Range $58,000
Net Profit/Loss $19,500 – 20K

Timeline:

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members:
Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Western Region Meeting Committee
Membership: Membership Development Committee
MEMBERSHIP DEVELOPMENT COMMITTEE CHARTER

Committee/Task Force Name: Membership Development Committee

Last Updated: 10/27/2015

Mission/Charge: The mission of the AUTM Membership Committee is to create awareness of AUTM among the Technology Transfer profession and work with other AUTM committees to enhance the value of AUTM for its members.

Specific Deliverable(s): Objectives of the AUTM Membership Committee are: 1) Advocate for membership interests 2) Recruit and retain AUTM members 3) Honor members who have offered exemplary service

Relevance to Strategic Plan

Goals: Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

1C Ensure membership awareness and access to AUTM products, tools and services

Goal 2: Acknowledged Value of Academic Technology Transfer:

Stakeholders will support the advancement of Academic Technology Transfer because they understand it and its value to society

2B Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer

Goal 3: Partnerships:

AUTM will develop and foster productive relationships and work collaboratively with diverse partners to increase AUTM's impact

3A Enhance engagement with industry

3C Expand funding and financial collaboration opportunities to diversify AUTM's source of revenue

Tactics:

Tactic 1: Increase AUTM membership from academics, industry and other groups; and increase revenue by $134,850 from membership dues. The increase of members are anticipated from the following:

a) Academic TTO colleagues in US
b) Academic TTO colleagues in Canada (International members)
c) Industry colleagues from US and Canada
d) Members of other professional groups that support Technology Transfer

Metric:

Green: 10% increase in membership over previous year/month
Yellow: 3-10% increase in membership over previous year/month
Red: Less than 3% increase in membership over previous year/month
**Strategy Supported: 1C** Ensure membership awareness and access to AUTM products, tools and services

**3A** Enhance engagement with industry

**3C** Expand funding and financial collaboration opportunities to diversify AUTM’s source of revenue

**Tactic 2:** Develop recruitment programs that will promote the value of technology transfer and AUTM; engage with academics, industry and professional groups

a) Make a list of academic TTOs or colleagues in US and Canada
b) Make a list of industry TTOs or colleagues in US and Canada
c) Make a list of professional groups that may be interested in AUTM
d) Develop strategies for outreach
d) Outreach to academic and industry TTO colleagues, and other professional groups
e) Develop student membership definition and outreach

**Metrics:**
Green: Outreach to different groups
Yellow: Developing strategy for outreach
Red: Generating the lists of the TTOs or colleagues to contact

**Strategy Supported: 1C** Ensure membership awareness and access to AUTM products, tools and services

**2B** Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer

**3A** Enhance engagement with industry

**3B** Increase partnerships with diverse organizations that are synergistic to AUTM’s mission

**Tactic 3:** Develop a New Membership Survey with Actionable Results

a. Develop a new Membership survey utilizing Kellen company’s resources for generating survey
b. Administer and analyze survey results for membership feedback and actionable results

**Metric for 3a:**
Green: Development of professional survey
Yellow: Utilizing Kellen Company’s resources for developing the new survey
Red: Forming a survey sub-committee;

**Metric for 3b:**
Green: Identifying and summarizing actionable results
Yellow: Reviewing of survey results & evaluation
Red: Administering the survey

**Strategy Supported: 1C** Ensure membership awareness and access to AUTM products, tools and services
Tactic 4: Promote value of membership by generating a comprehensive Member Benefit Document with Links

Metric:
Green: 70-100% complete
Yellow: 30-69% complete
Red: 1-29% complete

Strategy Supported: 1C Ensure membership awareness and access to AUTM products, tools and services

Leadership:
Committee Chair: Luna Mukherjee, PhD, MBA, Aster Biotechnology

Vice Chair (if applicable): TBD

Subcommittees under this Committee/Task Force (if any):
Membership Survey Subcommittee

Members:
Doug Aguilera, dougaquilera@mac.com
Kevin Dietz, kdietz@lsuhsc.edu
Wenyue Du, wdu8603@gmail.com
Chase Kasper, chase.kasper@usm.edu
Kevin Kercher, kkercher@thompsoncoburn.com
Kirsten Leute, kleute@osagepartners.com
Masood Machingal, Masood.machingal@vanderbilt.edu
John Micah, jaamicah@yahoo.com
Norman Kuok Teong Ong, norman.ong@wsu.edu
Kristin Ruka, kruka@wisys.org
Janet Shepler, janet.l.shepler@dartmouth.edu
Danette Spruston, sprustond@janelia.hhmi.org
Tony Wigglesworth, twigglesworth@innovatecalgary.com

Other Committees/TFs with which this group interacts:
Annual Meeting Committee, Central Region Meeting Committee, Eastern Region Meeting Committee, Western Region Meeting Committee, Strategic Communication Committee, Professional Development Committee, Distance Education Committee, AUTM Website Redevelopment Committee, Public Policy Committee, TTPM Committee

Number of Members: 10 current members that either attend conference calls and/or are involved with a task for the committee, 30 maximum members.

Term: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will serve in a Lead position (as defined above) following their two year of service on the committee.

Leadership: Chair and Vice Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.
**Member Skills:** At least 2 years of experience in Technology Transfer; Active participation in committee functions; Ability to meet commitments; Be a team player, Lead tasks, Apply interpersonal skills.

**Type of Meetings:** Monthly conference calls, in-person meeting at Annual Meeting or other meetings.

**Committee Expectations:** Committee Members are expected to:
- Attend and participate in monthly conference calls;
- Attend and participate in any in-person meetings;
- Provide new ideas and suggestions;
- Be actively involved with at least one task;
and devote 2-3 hours per month on this committee’s activities

**New Member Recruitment:** 3-5 new members recruited annually to begin their term at the Annual Meeting in February/March

**Budget:**
- Revenue Range = $1,012,400
- Expense Range = $11,575
- Net Profit/Loss = $1,000,826

**Timeline:**

**Lead Staff Liaison:** Sheila Lee (slee@autm.net)

**Other Staff Members:** Paul Stark (pstk@autm.net)

**eGroup:** Membership Development Committee
New item: Expense for drafting of an AUTM Membership survey by an external survey generating service provider

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<td><strong>Total Net Income (Loss)</strong></td>
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AUTM Charters May 2016

Membership: Mentorship Committee
MENTORSHIP COMMITTEE CHARTER

Committee/Task Force Name: Mentorship Committee

Last Updated: 05/2016

Mission/Charge: The objective is to provide one-on-one mentoring for AUTM Member qualified mentees with AUTM member mentors with significant experience in the technology management industry.

Specific Deliverables: In addition to a one-on-one element, the program will also provide for an online component wherein those early in their career can access mid-level members willing to respond to inquiries and engage in conversations about issues relevant to mentees.

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful.

- Develop and grow program for mid-career professionals to connect with senior-level Mentors and students/entry-level to connect with others in the profession.

Tactic 1: Continuously scout for potential participants. Divide into senior, mid- and entry-level of experience.

Metric: 10 people selected; five each mentor/mentee confirmed by September, 2016.

Strategies Supported: 1D Develop formalized mentorship opportunities.

Tactic 2: Establish guidelines for participation in the program. Regular check-ins with both groups (mentor/mentee) to evaluate success and improve communication/knowledge.

Metric: Useful tools will be develop to help establishing goals and provide encouragement.

Strategies Supported: 1D Develop formalized mentorship opportunities.

Tactic 3: Create an online portal for expansion of program to larger AUTM membership audience.

Metric: Completed match-ups for every mentee seeking a mentor. Growth of program over time.

Leadership:

Committee/Task Force Chair: Chase Kasper, University of Southern Mississippi

Vice Chair (if applicable):

Sponsorship Lead:
Mentorship Committee Charter as of 05/2016

Marketing Lead:

Other Lead Position:

Members: Stewart Davis, ATCC
Kevin Dietz, LSU
Mike Dilling, Baylor College of Medicine
David Gulley, Puerto Rico Science Trust
Kristin McCandless, Mississippi State University
Norman Ong, Washington State University
Robin Rasor, University of Michigan

Subcommittees under this Committee (if any):
Potential sub-committee created to manage online portal structure.

Other Committees/TFs with which this group interacts:
Volunteer Committee
Membership Committee
Meetings

Number of Members: 8

Terms: Committee members will have a 2 - 3 year term, then either rotate off the committee or be in the process of being groomed for a leadership position.

Leadership: Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.

Member Skills: Extensive experience with all facets of the Technology Transfer Office.

Type of Meetings: Monthly teleconferences of committee, monthly liaison with Membership Committee; monthly check-in with assigned mentor/mentee pilot studies and one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
• attend and participate in each of the monthly conference calls;
• attend and participate in any in-person meetings;
• provide ongoing ideas for potential participants in program

New Member Recruitment: 5-10 new members recruited annually in early December to begin their term at the Annual Meeting in February/March

Any additional Committee/TF specific items: Identified Mentors to Date:
Jim Baker, MTU
John Christie, Tulane
Stewart Davis, ATCC
David Gulley, Puerto Rico Science Trust
Robin Rasor, University of Michigan

**Identified Mentees to Date:**
- Alana Fernandez, JD, LSU
- Greg Stein, JD, Tulane
- Michael Dixon, UNeMed
- Kristin McCandless, Mississippi State University
- Kevin Dietz, LSU

**Budget:**
- Revenue = $0
- Expense = $4,600
- Net Profit/Loss = ($4,600)

**Timeline:**
- Promotion of program at Central Region Meeting in July, 2016.

**Lead Staff Liaison:** Sheila Lee/slee@autm.net

**Other Staff Members:**
- Steve Susalka/ssusalka@autm.net

**eGroup:** Mentorship Committee
### Appendix A

Final Budget

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<th>Website Maintenance</th>
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<td>Website Maintenance</td>
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<td>Conference Calls</td>
<td>Mentorship Expense</td>
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Membership: Volunteerism Committee
Committee/Task Force Name: Volunteerism Committee

Last Updated: 11/10/15

Mission/Charge: This committee is responsible for improving the volunteer experience for new and exiting volunteers by improving information gathering and communication. We will better meet the needs of committees by soliciting and maintaining committee volunteer needs. We will increase volunteer satisfaction by understanding their skills and matching them with appropriate committees.

Specific Deliverable(s): Improved communication with committees and volunteers. Better coordination and matching between volunteers and committees. Increase in number of members, including new members, that sign up to be volunteers.

Relevance to Strategic Plan Goals: Strategic Plan Goals and Strategies supported:

Empowered Membership

Tactics: Tactic: Identify potential volunteers and match their skills with appropriate committee. This will require gathering the appropriate information from both the volunteer applicant and the committees. Will require checking in on the committee needs on an ongoing basis. Also communicate with the volunteers and committees sometime after volunteers have been placed to better understand how the expectations of the volunteers and committees have been met. Have a web site application and volunteerism database created.

Metric: Matching 95% of volunteers to committees. Meeting 95% of committee needs at any one time. Checking in with both volunteers and committees 6 months after the volunteer has been placed.

Strategies Supported: 1C Ensure membership awareness and access to AUTM products, tools and services.

Leadership:

Committee/Task Force Chair: Saunders Ching, University of California (UCSF)

Members: Marisa Naughton
Angelo Nwigwe
Brianna Wartman
Tony Wigglesworth

Other Committees/TFs with which this group interacts: All committees with volunteer needs.

Term: 2 years

Number of Members: 3-4
Member Skills: Good network a plus. Excellent communication and organization skills necessary. Ability to brainstorm about ways to improve the system.

Type of Meetings: Monthly conference calls and in-person meetings at Annual Meeting.

Committee Expectations: Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the task force;
- in a timely manner, contact both volunteer applicants and committee chairs to match both their needs;

and devote 1 hour per month on this Subcommittee’s activities

New Member Recruitment: Perhaps volunteerism contact information can be part of the information sent to new members.

Budget: Website
$200, conference calls
$200, t-shirts at Annual Meeting
$1000, travel to Eastern Region if a local person cannot do it

Timeline:

Lead Staff Liaison: Sheila Lee

Other Staff Members: Steve Susalka, as needed

eGroup: Membership
## Appendix A

### Budget

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Membership: Women Inventors Committee
Women Inventors Committee Charter as of 05/2016

WOMEN INVENTORS COMMITTEE CHARTER

Committee/Task Force Name: Women Inventors Committee

Last Updated: 05/2016

Mission/Charge: The AUTM Women Inventors Committee seeks to be a catalyst for positive change in increasing the participation of women in innovation. Universities have for years recognized women's relative underrepresentation in certain academic fields and worked to remedy this. Students are now generally balanced by gender, and faculty positions are getting closer. A few technology transfer offices have analyzed their disclosure, patenting, and entrepreneurship data by gender and found that women are relatively underrepresented in these activities. AUTM can play a unique and vital role in addressing this discrepancy.

Our committee is a group of volunteers passionate about generating ideas and implementing changes to increase the participation of women in innovation. We are forming alliances with other advocacy organizations, such as Fast Forward/Quantum Leaps (national NGO promoting women's business formation), that will help showcase the positive work AUTM is pursuing in this arena. Because of AUTM's worldwide recognition, we have the potential to implement changes that will empower more women to participate and take leadership roles in all stages of transferring new discoveries to the market. While this has the potential to encompass a very broad spectrum of activities, we focus on those activities wherein because of AUTM member's core knowledge and strengths, we are uniquely suited to affect change.

Specific Deliverables: Besides those relating to our tactics and goals, we'll hold a SIG at the Annual Meeting that is open to all attendees.

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported: All of them.

Tactics:

Tactic: Identify and disseminate information about unconscious biases and other barriers to women participating in innovation

Metric: Toolbox of information, resources, and tools shared with membership through website and potentially other ways (webinar, for example). (owned by Barriers subcommittee)

Strategy Supported: 1A, 1B, and 2C

Tactic: Identify and analyze synergistic organizations working on the same goal

Metric: Information available to members on our website and through others' websites about potential partners with their complementary resources (owned by Synergistic Organizations subcommittee)
Strategy Supported: 2A, 3B, and 4B

Tactic: Encourage and support tracking of TT data by gender among members’ TTOs
Metric: Baseline survey of which offices are currently tracking data by gender (owned by Metrics subcommittee)

Strategy Supported: 1B and 2C

Tactic: Form closer partnerships with select synergistic organizations
Metric: Formal relationship between AUTM and Future Forward (owned by chair)

Strategy Supported: 3B and 4B

Tactic: Identify and use gendered innovation data from other sources, such as federal agencies
Metric: Meta analysis and outreach to federal agencies to survey their current practices (owned by Future Forward)

Strategy Supported: 1B and 3B

Tactic: Allow AUTM to be a leader in this effort through early and active engagement. We are uniquely positioned in our representation of university TTOs.
Metric: Other organizations reach out to AUTM and our partners as experts in women in innovation (owned by all)

Strategy Supported: 2A and 4D

Leadership
Committee/Task Force Chair: Kathleen Sohar. University of Florida

Vice Chair (if applicable):

Sponsorship Lead:

Marketing Lead:

Other Lead Position:

Members:
- Alisa Band, alias.band@icl-group.com
- Jennifer Finefield, fjinefie@iu.edu
- Forough Ghahramani, forough@gse.upenn.edu
- Lisa Goble, lagoble@uncg.edu
- Jennifer Gottwald, jennifer@warf.org
- Linda Kawano, l.kawano@att.net
- Kirsten Leute, kleute@osagepartners.com
- Ainslie Little, alittle@torys.com
- Karen Maples, kmaples@myutiq.com
- Nichole Mercier, nmercier@wustl.edu
- Jane Muir, jmuir@ufl.edu
- Jennifer Shockro, jshockro@caltech.edu
NOTE: This committee has special permission to include members who are not AUTM members. These committee members must be in positions where they normally would not have a benefit from joining AUTM and offer connections to organizations that are beneficial to the committee.

Subcommittees under this Committee (if any):
Barriers Subcommittee: Jennifer Shockro, CalTech
Synergistic Organizations Subcommittee: Jennifer Gottwald, WARF
Metrics Subcommittee: Forough Ghahramni,
Univ. of Pennsylvania

Other Committees/TFs with which this group interacts:
Website Committee

Number of Members: Currently 13, Maximum 20

Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Subcommittee leads will serve two-year terms.

Leadership: Chair will serve a two-year term. During the second year of service the Chair will mentor their replacement, which will be one of the subcommittee leads.

Member Skills: Members should be active in technology transfer, able to commit generally to teleconferences and reviewing notes and action items, and working independently as part of a subcommittee.

Type of Meetings: Monthly teleconferences with whole committee and regular teleconferences of subcommittees. If members attend the Annual Meeting, they should participate in the SIG.

Committee/TF Expectations: Members should be passionate about increasing the participation of women in the innovation ecosystem, able to participate in teleconference meetings and follow up action items, take on responsibilities as part of a subcommittee, and be open and creative with ideas on how we tackle our task.

New Member Recruitment: Each year after the Annual Meeting, members will reassess their commitment and time constraints and either recommit to their second or third year or leave the committee. New members will be recruited at that point based on vacancies.

Any additional Committee/TF specific items:

Budget: Revenue Range = $0
Expense Range = $550
Net Profit/Loss = ($550)
Timeline:

**Lead Staff Liaison:** Sheila Lee, slee@autm.net

**Other Staff Members:** As needed

**eGroup:** Women Inventors Committee
## Appendix A

**Budget**

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AUTM Charters May 2016

Membership: Developing Economies Scholarship Task Force
NEW TECHNOLOGY TRANSFER PROFESSIONALS FROM DEVELOPING ECONOMIES
TASK FORCE CHARTER

Committee/Task Force Name: New Technology Transfer Professionals from Developing Economies Task Force

Last Updated: 03/17/2016

Mission/Charge: The New Technology Transfer Professionals from Developing Economies Scholarship (Developing Economies Scholarship) is an annual scholarship program supporting educational opportunities for early career technology transfer professionals from countries building tech transfer infrastructures. The scholarship’s goal is to foster educational opportunities for individuals who might not otherwise be able attend AUTM sponsored or co-sponsored meetings or professional development courses.

Specific Deliverables: The Developing Economies Scholarship Task Force is responsible for selecting up to five applicants who best meet the established criteria. The Task Force will work with staff to promote the scholarship, vet the applicants, select the final awardees and notify all applicants of the final decision.

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Goal 2: Acknowledged value of Academic Technology Transfer: Stakeholders will support the advancement of Academic Technology Transfer because they understand it and its value to society

Goal 3: Partnerships: AUTM will develop and foster productive relationships and work collaboratively with diverse partners to increase AUTM’s impact

Goal 4: Favorable Environment: AUTM will proactively support initiatives that contribute to a favorable environment for technology transfer globally

Tactics: Tactic 1: Promote participation in the Developing Economies scholarship

Metric: Develop a campaign to create awareness and encourage submissions to gain a 10% increase in submissions over the previous year

Goal: advertise program and increase submissions; red: no advertising and/or submissions lower than the previous year; yellow: minimal advertising and/or submissions within a 9%
margin (in either direction) of the previous year; green: continuous advertising and/or submissions 10% higher (or above) than the previous year

**Strategy Supported: 1C** Ensure membership awareness and access to AUTM products, tools and services

**Tactic 2:** Identify up to five candidates which best meet the established criteria

**Metric:** Award top candidates with scholarship and encourage top candidates to be involved in the organization

**Goal:** Candidate Involvement; red: No followup after award of scholarship; yellow: invite all awardees to attend the First Time for First Timers event at the annual meeting; green: have someone personally meet with candidates at the annual meeting to discuss future involvement with AUTM

**Strategy Supported: 1D** Develop formalized mentorship opportunities

**Tactic 1:** Utilize scholarship distribution as a means of communicating about tech transfer to media outlets

**Metric:** Submit press releases regarding the scholarship and its awardees

**Goal:** Promote awareness; red: no press releases sent within 8 weeks of annual meeting; yellow: press releases only sent to awardee schools or AUTM outlets (website, newsletters, etc.) within 8 weeks of annual meeting; green: press releases sent to awardee schools, AUTM outlets (website, newsletters, etc.) and at least three other media outlets within 8 weeks of annual meeting

**Strategy Supported: 2B** Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer

**Tactic 1:** Utilize scholarship distribution as a means of communicating about tech transfer to senior university administrators and the general public

**Metric:** Submit press releases regarding the scholarship and its awardees

**Goal:** Promote awareness; red: no press releases sent within 8 weeks of annual meeting; yellow: press releases sent to senior university administrators at awardee schools within 8 weeks of annual meeting; green: press releases sent to senior university administrators at awardee schools and at least two other non-academic media outlets within 8 weeks of annual meeting

**Strategy Supported: 4B** Increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public

**Leadership**

**Committee/Task Force Chair:** Kevin Croft, Croft IP Pty Ltd.

**Vice Chair (if applicable):**
Technology Transfer Professionals from Developing Economics Task Force Charter as of 03/2016

Membership Portfolio

Sponsorship Lead:
Marketing Lead:
Other Lead Position:

Members: Sharan Kaur, Children's Hospital of Philadelphia  
Jason Nickla, University of Nebraska Medical Center  
Orakanoke Phanraksa, National Science and Technology Developing Agency  
Rachna Ram, PhD, University of California, Berkeley  
Rosemary Wolson, CSIR

Subcommittees under this Committee (if any): none

Other Committees/TFs with which this group interacts: none

Number of Members: 6 current members; 7 maximum members

Terms: Task Force members will have 3 year term, which may be renewed at member’s option for at least one additional 3 year term. Task Force Chair will have one 3 year term, and will mentor/groom replacement from amongst other Task Force members.

Member Skills: A minimum 3 years of experience in technology transfer. Ability to meet deadlines/commitments and to work as a team player, as decisions are made by the group. Ability to make sound judgements and follow direction.

Type of Meetings: This group meets as necessary during the scholarship timeframe. Once or twice between April – August. Regularly between August – November.

Committee/TF Expectations: Task Force Members are expected to:
- attend and participate in each of the conference calls;
- provide new ideas and suggestions;
- contribute insights on applicants
- vote on qualified candidates based on the criteria set forth
- devote 4-5 hours per month during peak times; Task Force remains dormant for most of the year.

New Member Recruitment: 1-2 new members recruited annually in early Spring to begin their term in April/May when the initial application is vetted.

Any additional Committee/TF specific items: n/a

Budget: zero revenue
$20,600.00 expenses
($20,600.00) net loss
Technology Transfer Professionals from Developing Economics Task Force Charter as of 03/2016

Membership Portfolio

Draft budget attached as Appendix A

Timeline: See Appendix B for timeline

Lead Staff Liaison: Sheila Lee, slee@autm.net

Other Staff Members: Joanne Kubinski, jkubinski@autm.net

eGroup: Developing Country Scholarships

**Appendix A**

Final Budget

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>reimbursement up to $4000 x five recipients</td>
</tr>
<tr>
<td></td>
<td>engraved plaques x five recipients</td>
</tr>
<tr>
<td></td>
<td>committee calls</td>
</tr>
</tbody>
</table>

Net Loss: -$20,600.00
## Final Timeline

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
</tr>
</thead>
<tbody>
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<td>Collect documentation from awardees</td>
<td>Early Nov.</td>
</tr>
<tr>
<td>Award Plaques ordered</td>
<td>December</td>
</tr>
<tr>
<td>Invite awardees to first timer event at annual meeting</td>
<td>January</td>
</tr>
<tr>
<td>Send Rehearsal Instructions via email</td>
<td>January</td>
</tr>
<tr>
<td>Walk through the award ceremony with awardees</td>
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<td>Remind awardees to email Expense Reimbursement Form and Receipts. Due within 30 days from date of travel</td>
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</tr>
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<td>March/April</td>
</tr>
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</table>
AUTM Charters May 2016

Membership: Howard Bremer Scholarship Task Force
HOWARD BREMER SCHOLARSHIP TASK FORCE CHARTER

Committee/Task Force Name: Howard Bremer Scholarship Task Force

Last Updated: 03/07/2016

Mission/Charge: Launched in 2002, the Howard Bremer scholarship is an annual scholarship program supporting students pursuing a career in technology transfer or professionals new to the field. The scholarship’s goal is to foster educational opportunities for individuals who are committed to the vision of technology transfer and are novices in the field. The Task Force handles the logistics of this program.

Specific Deliverables: The Howard Bremer Scholarship Task Force is responsible for selecting up to five applicants who best meet the established criteria. The Task Force will work with staff to promote the scholarship, vet the applicants, select the final awardees and notify all applicants of the final decision.

Relevance to Strategic Plan Goals:

- **Goal 1**: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful
- **Goal 2**: Acknowledged value of Academic Technology Transfer: Stakeholders will support the advancement of Academic Technology Transfer because they understand it and its value to society
- **Goal 4**: Favorable Environment: AUTM will proactively support initiatives that contribute to a favorable environment for technology transfer globally

Tactics:

- **Tactic 1**: Promote participation in the Howard Bremer scholarship
  - **Metric**: Develop a campaign to create awareness and encourage submissions to gain a 10% increase in submissions over the previous year
  - **Goal**: advertise program and increase submissions; **red**: no advertising and/or submissions lower than the previous year; **yellow**: minimal advertising and/or submissions within a 9% margin (in either direction) of the previous year; **green**: continuous advertising and/or submissions 10% higher (or above) than the previous year
  - **Strategy Supported**: 1C Ensure membership awareness and access to AUTM products, tools and services

- **Tactic 2**: Identify top five candidates which best meet the established criteria
  - **Metric**: Award top candidates with scholarship and work with mentorship and volunteer committees to get top candidates involved in the organization
Goal: Candidate Involvement; red: No followup after award of scholarship; yellow: invite all awardees to attend the First Time for First Timers event at the annual meeting; green: have someone personally meet with candidates at the annual meeting to discuss future involvement with AUTM

Strategy Supported: 1D Develop formalized mentorship opportunities

Tactic 3: Utilize scholarship distribution as a means of communicating about tech transfer to media outlets

Metric: Submit press releases regarding the scholarship and its awardees

Goal: Promote awareness; red: no press releases sent within 8 weeks of annual meeting; yellow: press releases only sent to awardee schools or AUTM outlets (website, newsletters, etc.) within 8 weeks of annual meeting; green: press releases sent to awardee schools, AUTM outlets (website, newsletters, etc.) and at least three other media outlets within 8 weeks of annual meeting

Strategy Supported: 2B Leverage relationships with supportive stakeholder groups to improve the understanding of the societal benefit and economic impact of academic technology transfer

Tactic 4: Utilize scholarship distribution as a means of communicating about tech transfer to senior university administrators and the general public

Metric: Submit press releases regarding the scholarship and its awardees

Goal: Promote awareness; red: no press releases sent within 8 weeks of annual meeting; yellow: press releases sent to senior university administrators at awardee schools within 8 weeks of annual meeting; green: press releases sent to senior university administrators at awardee schools and at least two other non-academic media outlets within 8 weeks of annual meeting

Strategy Supported: 4B Increase understanding and support of the role of technology transfer among senior university administrators, policy makers, and the general public

Leadership
Committee/Task Force Chair: Frances Galvin, fmgscd@gmail.com
Vice Chair (if applicable):
Sponsorship Lead:
Marketing Lead:
Other Lead Position:

Members: Tundra Ivy, Emory University
Prabakaran Soundararajan, PhD, Moffitt Cancer Center
Subcommittees under this Committee (if any):

Other Committees/TFs with which this group interacts:

Mentorship Committee
Volunteer Committee

Number of Members: 3 current member; 7 maximum members

Terms: Task Force members will have 3 year term, which may be renewed at member’s option for at least one additional 3 year term. Task Force Chair will have one 3 year term, and will mentor/groom replacement from amongst other Task Force members.

Member Skills: A minimum 3 years of experience in technology transfer. Ability to meet deadlines/commitments and to work as a team player, as decisions are made by the group. Ability to make sound judgements and follow direction.

Type of Meetings: This group meets as necessary during the scholarship timeframe. Once or twice between April – August. Regularly between August – November.

Committee/TF Expectations: Task Force Members are expected to:
- attend and participate in each of the conference calls;
- provide new ideas and suggestions;
- contribute insights on applicants
- vote on qualified candidates based on the criteria set forth
- devote 4-5 hours per month during peak times; Task Force remains dormant for most of the year.

New Member Recruitment: 1-2 new members recruited annually in early Spring to begin their term in April/May when the initial application is vetted.

Any additional Committee/TF specific items:

Budget: zero revenue
$13,425.00 expenses
($13,425.00) net loss

Draft budget attached as Appendix A

Timeline: See Appendix B for timeline

Lead Staff Liaison: Sheila Lee, slee@autm.net

Other Staff Members: Joanne Kubinski, jkubinski@autm.net

eGroup: Howard Bremer Scholarship
# Appendix A

## Final Budget

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
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</tr>
<tr>
<td>Complimentary annual meeting registration of $765 x 5</td>
<td>$3,825.00</td>
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<tr>
<td>Honorarium of $500 x five recipients</td>
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## Appendix B

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AUTM Charters May 2016

Metrics & Surveys: Licensing Activity Survey Committee
Licensing Activity Survey Committee Charter as of 07/2015

LICENSING ACTIVITY SURVEY COMMITTEE CHARTER

Committee/Task Force Name: Licensing Activity Survey Committee
Last Updated: 07/2015

Mission/Charge: The AUTM Licensing Activity Survey (ALAS) committee is charged with the stewardship of the annual Licensing Activity Survey, a survey that measures various activities, such as licensing and patenting, which are performed by a typical technology transfer office. This stewardship includes generating highlight documents based on the survey information to be used in policy and advocacy, generating the full analytical survey report, and management of the STATT database which contains the survey data. The committee is responsible for administering two surveys: one for U.S. institutions, the other for Canadian institutions. At the request of the Board, the committee will undertake surveys in other countries.

Specific Deliverables: Annual highlights and other summary literature (e.g. – postcards)
Periodic creation of the full analytical survey report
Maintaining STATT database

Relevance to Strategic Plan

Goals: Strategic Plan Goals and Strategies supported: All

Tactics:

Tactic 1a: Create and communicate annual licensing activity highlights for the U.S. survey
Metric: aggregate data generated by end of May
Metric: highlight graphs generated by end of June
Metric: highlight key themes generated by mid-July
Metric: highlight blurbs drafted and approved by early August
Metric: highlights printed by mid-August
Metric: press release by Sept 1
Strategy supported: 1C, 2A, 4B, and 4C

Tactic 1b: Create and communicate annual licensing activity highlights for the Canadian survey
Metric: aggregate data generated by end of May
Metric: highlight graphs generated by end of June
Metric: highlight key themes generated by mid-July
Metric: highlight blurbs drafted and approved by early August
Metric: highlights printed by mid-August
Metric: press release by Sept 1
Strategy supported: 1C, 2A, 4B, and 4C

Tactic 2a: Create and communicate full analytical survey report (U.S.)
Metric: aggregate data generated by end of May
Metric: survey sections assigned to committee by mid-July
Metric: survey section summary and key points drafted by end of August
Metric: full report published by November, every two years
Metric: press release by Dec 1
**Strategy supported:** 1C, 1B, 2A, 4B, 4C

**Tactic 2b:** Create and communicate full analytical survey report (Canada)
Metric: aggregate data generated by end of May
Metric: survey sections assigned to committee by mid-July
Metric: survey section summary and key points drafted by end of August
Metric: full report published by November, every two years
Metric: press release by Dec 1
**Strategy supported:** 1C, 1B, 2A, 4B, 4C

**Tactic 3:** Managing the annual licensing activity survey and STATT database
Metric: Survey open by Annual Conference
Metric: Survey soft close by April 30
Metric: Survey hard close by May 15
Metric: New questions for Supplementary section confirmed by Dec 1
Metric: New main survey questions sourced from Supplementary section confirmed by Dec 1
**Strategy supported:** 1B

**Tactic 4:** Increase number of respondents to annual licensing activity survey
Metric: Marketing/Outreach performed at survey open
Metric: Marketing/Outreach performed in early April
Metric: Marketing/Outreach performed just prior to survey closed
Metric: Increase respondents by 1% year-over-year
Note: Survey respondents currently (2015) account for 90% of all NSF and NIH research awards received.
**Strategy supported:** 1B

**Tactic 5:** Increase purchased use of STATT database
Metric: Increase gross revenue by 5%
**Strategy supported:** 3C

**Leadership**
Committee/Task Force Chair: Ragan Robertson, UCLA
Vice Chair (if applicable): Catherine Geci, University of Ottawa – Canadian survey lead
Sponsorship Lead: Orin Herskowitz - New Metrics committee lead
Marketing Lead: 
Other Lead Position: 

165
Members:

Subcommittees under this Committee (if any):
- New Metrics – 5 members
- Canadian survey – 4 minimum, 10 maximum. Currently 8

Other Committees/TFs with which this group interacts:
- Website committee
- Communications committee

Number of Members: 6 minimum, 12 maximum. Currently 12

Terms: 3 years

Member Skills:
- At least four (4) years of technology transfer experience
- Need to be familiar with the issues that face technology transfer offices at a strategic level
- Ability to work as a team
- Writing experience preferred
- Comfortable with statistics, graphs, and large data sets

Type of Meetings:
- Teleconference every 2 weeks throughout the year
- 1 hour in-person meeting during the annual conference
- Homework in June through August to help create written summary for the highlights and annual licensing activity survey

Committee/TF Expectations:
- Committee members are expected to:
  - Dial into the teleconference
  - Attend the meeting during the annual conference (optional)
  - Help draft Executive Summary and key bullet points for one section of the annual licensing activity survey

New Member Recruitment:
- Maximum 4 new members recruited after/during the annual conference.

Any additional Committee/TF specific items: STATT database

Budget: ($50,000) for the ALAS, including the Canadian survey report
- $14,000 net revenue from STATT

Timeline:
- The survey is conducted annually.
- The survey will be published every second year from 2016 onwards
- The survey highlights will be published annually.

Lead Staff Liaison: Chrys Gwellen, cgwellen@autm.net

Other Staff Members: Paul Stark, pstark@autm.net

eGroup: Name of egroup
Professional Development: In Person Development Committee

- Business Development Course Subcommittee
- Compliance Course Subcommittee
- Essentials Course Subcommittee
- Leadership Forum Course Subcommittee
- Marketing Course Subcommittee
- Negotiation Course Subcommittee
- Small Office Course Subcommittee
- Software Course Subcommittee
- Startup Course Subcommittee
- TOOLS Course Subcommittee
- Valuation Course Subcommittee
AUTM Charters May 2016

- Business Development Course Subcommittee
BUSINESS DEVELOPMENT COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Business Development Course Subcommittee

Last Updated: 4/18/2016

Mission/Charge: This committee is responsible for developing the course program. Program development includes choosing the agenda, securing instructors and helping to develop the content of the session (descriptions and learning objectives). The Committee will work in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses once the Coulter Foundation grant funding is expired.

Specific Deliverables:
- Committee members participate in conference calls as needed.
- Select meeting location from proposals submitted
- Secure program instructors
- Work with instructors to create curriculum
- Develop course objectives

Relevance to Strategic Plan

Goals:

Tactics:

Strategy 1A: Develop a structured PD plan to ensure high-quality education for life-long learning.
Tactic: Conduct a digital health business development course.
Metric: 5% increase in attendance from 2015 to 2016.
- >5% increase in attendance – Green
- >2.5% increase in attendance – yellow
- < 2.5% increase in attendance – red

Strategy 1B: Create, grow and cultivate AUTMS’s body of knowledge.
Tactic: Capture curriculum for Digital Health business development course.
Metric: A recorded version of the first course will be available for sale on the LMS in 2017.
- Recording available on LMS at launch – Green
- Recording in process of being available in 2017 – Yellow
- No recording available in 2017 - Red

Leadership

Committee/Task Force Chair: Hassan R. Naqvi, Vanderbilt University

Vice Chair (if applicable): Name, Institution

Sponsorship Lead: N/A for 2016 –will designate Sponsorship Lead for 2017 by 12/31/2016
**Business Development Course Subcommittee Charter as of 08/2015**

**Professional Development Portfolio**

**Marketing Lead:** TBD

**Other Lead Position:** TBD

**Members:** Pending acceptance – the following have been invited to be part of the committee:
- Shashi Bhushan, TATA Consulting Services
- Karen Immergluck, USCF
- Michael D. Stovsky, Benesch
- Christopher Rand, Medcare Investment Funds
- Donna See, Allied Minds

**Subcommittees under this Committee (if any):** None

**Other Committees/TFs with which this group interacts:** Names of other Committees

**Number of Members:** Up to 12 members

**Terms:** Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Committee members who are recruited as subject matter experts for a particular curriculum may rotate off yearly.

**Member Skills:** Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members shall be needed to solicit for sponsorships once the Coulter Foundation funding expires at the end of 2016.

In addition, some committee members should have expertise in the area of concentration, for example: Digital Health.

**Type of Meetings:** Monthly and/or weekly conference calls and potentially one in-person meeting at the Annual Meeting.

**Committee/TF Expectations:** Committee Members are expected to:
- attend and participate in each of the monthly conference calls;
- attend and participate in any in-person meetings; including attending the in-person course
- identify and recruit industry specific instructors
committee members may also be expected to conduct a session in the course, if appropriate
provide one-page summary of suggestions for improvement for the Subcommittee;
and devote 2-3 hours per month on this Subcommittee’s activities and devote 2-3 hours per month on this Subcommittee’s activities]

New Member Recruitment: New members should be recruited each year. New members, with experience in the targeted field will be needed to plan each new course.

Any additional Committee/TF specific items: List as needed

Budget: Revenue Range: Grant funded/minimal registration fees Expense Range: $65,000 Net Profit/Loss: $23,000

Timeline: To be provided as Appendix B by Lead Staff Liaison

Lead Staff Liaison: Barbara Gunderson, bgunderson@autm.net

Other Staff Members: TBD

eGroup: Business Development Course Task Force
AUTM Charters May 2016

- Compliance Course Subcommittee
COMPLIANCE COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Compliance Course Subcommittee

Last Updated: 09/04/2015

Mission/Charge: This committee is responsible for developing the course program. Program development includes choosing the agenda, securing moderators and speakers and helping to develop the content of the session (descriptions and learning objectives). The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses.

Specific Deliverables:
- Committee members participate in a conference call monthly.
- Select meeting location from committee input and suggestions
- Secure program moderators and speakers
- Recruit Sponsors

Relevance to Strategic Plan Goals:
Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactics:

Tactic: Delivery of an advanced compliance training course

Metric: Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations - red

Strategy Supported: 1A Develop a structured PD plan to ensure high-quality education for life-long learning.

Leadership
Committee/Task Force Chair: Monya Dunlap, RTTP, University of Florida

Vice Chair (if applicable): TBD

Sponsorship Lead: TBD

Marketing Lead: TBD

Other Lead Position: TBD

Members:
Becky Hernandez
Janet Kisinger
Michele O'Shea
Diane Titus (pending/NM)

Subcommittees under this Committee (if any):
Name of Subcommittee(s)
Sponsorship Task Force
Site/Liaison Committee
Marketing Committee
Program Committee
Other Committees/TFs with which this group interacts: Other course planning committees

Number of Members: Varies, but approximately 3-5

Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Member Skills: Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Conference calls and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
- attend and participate in monthly conference calls;
- attend and participate in any in-person meetings;
- and devote 2-3 hours per month on this Subcommittee’s activities
- Attend and/or teach the course if possible

New Member Recruitment: 3-5 new members recruited annually following the conclusion of the course in the fall.

Any additional Committee/TF specific items: n/a

Budget: Estimates:
Revenue Range $32,250
Expense Range $17,393
Net Profit/Loss $14K

Timeline: n/a

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Compliance Course Committee
AUTM Charters May 2016

• Essentials Course Subcommittee
ESSSENTIALS (EATT) COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Essentials Course Planning Subcommittee

Last Updated: 10/02/2015

Mission/Charge: This committee is responsible for developing the Essentials course program, which is a stand-alone, professional development course held once a year in varying locations. Program development includes choosing the agenda, developing the content of each session within the course as well as learning objectives, securing moderators and speakers, and supplying descriptions of each session.

Specific Deliverables:
- Select meeting location from submitted proposals
- Develop course session content and learning objectives
- Secure program moderators and speakers to deliver content
- Committee members participate in a conference call monthly

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactic 1: Deliver current and varied perspectives on course material

Metric: Audience ratings
- >75% Met or exceeded expectations – Green
- >50% met or exceeded expectations – yellow
- < 50% met or exceeded expectations - red

Strategy Supported: 1A Develop a structured PD plan to ensure high-quality education for life-long learning.

Tactic 2: Deliver quality programming that meets the professional development needs of administrators

Metric: Audience ratings
- >75% Met or exceeded expectations – Green
- >50% met or exceeded expectations – yellow
- < 50% met or exceeded expectations - red

Strategy Supported: 1A Develop a structured PD plan to ensure high-quality education for life-long learning.

Leadership

Committee/Task Force Chair:
Kristin Rencher, MBA, RTTP, University of Northern Colorado
Ellen Purpus, PhD, University of Nevada Reno

Vice Chair (if applicable):

Sponsorship Lead:
Marketing Lead:

Other Lead Position:

Members:
Alexander P. Ducruet, PhD, CLP, University of Pittsburgh
Lisa Matragrano, Emory University
Christopher Noble, RTTP, Massachusetts Institute of Technology
William Vaughan, PhD, Colorado School of Mines
Ray Wheatley, MS, CLP, University of Texas Southwestern Medical Center

Subcommittees under this Committee (if any):
Sponsorship Task Force
Site/Liaison Committee
Marketing Committee
Program Committee

Other Committees/TFs with which this group interacts:
Other course planning committees; mentorship committee?

Number of Members:
Varies, but approximately 8-10

Terms:
Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Member Skills:
Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings:
Monthly conference call and attend any in-person meetings (minimum 1).

Committee/TF Expectations:
Committee Members are expected to:
- Participate in a monthly conference call to monitor progress
- Attend and participate in any in-person meetings (minimum 1)
- Devote 2-3 hours per month on Subcommittee activities
- Provide one-page summary of improvement suggestions to Subcommittees

New Member Recruitment:
3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items:
List as needed

Budget:
Estimates:
Revenue Range $75,000 - $83,000
Expense Range  $70,000 - $78,000
Net Profit/Loss  $14,000 – 16,000

Timeline: To be provided as Appendix B

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Essentials of Academic Technology Transfer Course
## Appendix B
### TIMELINE

<table>
<thead>
<tr>
<th>Responsible</th>
<th>ITEM</th>
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<td>HQ</td>
<td>Shipment Arrives at Hotel</td>
<td>Oct 2</td>
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AUTM Charters May 2016

- Leadership Forum Course Subcommittee
LEADERSHIP FORUM COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Leadership Forum Course Subcommittee

Last Updated: 03/24/2016

Mission/Charge: This committee is responsible for developing the course program. Program development includes choosing the agenda, securing moderators and speakers and helping to develop the content of the session (descriptions and learning objectives). The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses.

Specific Deliverables:
- Committee members participate in a conference call monthly
- Select meeting location from committee input and suggestions
- Secure program moderators and speakers
- Recruit Sponsors

Relevance to Strategic Plan Goals:
Strategic Plan Goals and Strategies supported:

**Goal 1: Empowered Membership:** AUTM membership will have the knowledge, tools and training they need to be successful

**Tactics:**
Hold the leadership forum topics during the annual meeting sessions OR As a Strand to provide advanced topics to senior leadership.

**Metric:** Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations - red

**Strategy Supported:** 1A Develop a structured PD plan to ensure high-quality education for life-long learning.

Leadership Committee/Task Force Chair: James R. Zaniewicz, RTTP, Tulane University
Patrick Reed, LSU Health Sciences Center

Vice Chair (if applicable): 

Sponsorship Lead: TBD

Marketing Lead: TBD

Other Lead Position: TBD

Members: Starting from Scratch

Subcommittees under this Committee (if any): n/a

Other Committees/TFs with which this group interacts: Other course planning committees.
AUTM BOD

Number of Members: Varies, approximately 5-8
Leadership Forum Course Subcommittee Charter as of 08/2015  Professional Development Manual

Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Member Skills: Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Conference calls and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
• attend and participate in monthly conference calls;
• attend and participate in any in-person meetings;
• provide one-page summary of suggestions for improvement for the Subcommittee;
• and devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment: Committee members are recruited as needed to plan the course in the year’s the course is offered.

Any additional Committee/TF specific items: n/a

Budget: No budget for 2016. The sessions are offered for free to annual meeting attendees.

Timeline: n/a

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Leadership Forum
AUTM Charters May 2016

• Marketing Course Subcommittee
MARKETING COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Marketing Course Subcommittee

Last Updated: 10/05/2015

Mission/Charge: This subcommittee is responsible for developing the course program. Program development includes creating the agenda and securing speakers. And developing the course content (descriptions and learning objectives).

Specific Deliverables:

- Committee members participate in monthly conference calls in the six months leading up to the course.
- Committee members strive to develop high-quality content and course materials that are relevant to the current business environment and responsive to the needs of participants.
- Committee chair(s) provide reporting on committee activities to the PD coordinator and board.

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

**Goal 1: Empowered Membership:** AUTM membership will have the knowledge, tools and training they need to be successful

**Strategy 1A:** Develop a structured professional development plan to ensure high-quality education for long-life learning.

Tactics:

**Tactic:** Deliver current and varied perspectives on course subject matter

**Metric:** Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations – red

**Tactic:** Continuous development and redevelopment of course content to reflect the needs of participants

**Metric:** Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations - red

Leadership

**Committee/Task Force Chair:**
Kristin Rencher, MBA, RTTP, University of Northern Colorado
Jay Schrankler, University of Minnesota
Members: Harl Tolbert, M.S., M.B.A., Roswell Park Cancer Institute  
Lisa Matragrano, PhD, MBA, Emory University  
Paul Tumarkin, MBA, University of Arizona  
Chad Riggs, St. Jude Children’s Research Hospital

Subcommittees under this Committee (if any):

Other Committees/TFs with which this group interacts: Other course planning subcommittees, as needed

Number of Members: 5-7

Terms: Committee members will have a three-year term, then rotate off the subcommittee or assume a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the subcommittee.

Member Skills: Strong background in technology transfer marketing, with expertise in one or more of the following areas: technology-specific marketing, office-specific marketing, market research, value proposition, market analysis, strategic communications, branding, public relations, and web marketing. Ability to work within deadlines and as a group. Active participation in subcommittee functions, collaborative engagement in subcommittee activities.

Type of Meetings: Conference calls and in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
• attend and participate in monthly conference calls;
• attend and participate in any in-person meetings;
• provide one-page summary of suggestions for improvement for the subcommittee;
• and devote 18-20 hours per year on this subcommittee's activities

New Member Recruitment: 1-3 new members recruited annually in Spring to begin their term in Fall for preparation and presentation of the Marketing Course at the Annual Meeting in February/March of each year.

Any additional Committee/TF specific items: List as needed

Budget: Estimates:  
Revenue Range $19,000  
Expense Range $16,000  
Net Profit/Loss $3,308

Timeline: n/a

Lead Staff Liaison: Barbara Gunderson - bgunderson@autm.net  
Professional Development Manager
Other Staff Members:

**eGroup:** Marketing Course Committee
AUTM Charters May 2016

- Negotiation Course Subcommittee
NEGO T I A T I O N COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Negotiation Course Subcommittee

Last Updated: 03/31/2016

Mission/Charge: This committee is responsible for developing the course program. Program development includes choosing the agenda, securing moderators and speakers and helping to develop the content of the session (descriptions and learning objectives). The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses.

Specific Deliverables:
- Committee members participate in a conference call monthly biannually.
- Secure program moderators and speakers
- Recruit Sponsors

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactics:

Tactic 1: Delivery of training at Annual Meeting

Metric: Audience ratings
- >80% met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations - red

Strategy Supported: 1A Develop a structured PD plan to ensure high-quality education for life-long learning.

Leadership
Committee/Task Force Chair: Ray Wheatley, M.S., CLP, University of Texas Southwestern Medical Center

Vice Chair (if applicable):

Sponsorship Lead: TBD
Marketing Lead: TBD
Other Lead Position: TBD

Members: TBD

Subcommittees under this Committee (if any):
- Sponsorship Task Force
- Site/Liaison Committee
- Marketing Committee
- Program Committee

Other Committees/TFs with which this group interacts:
- Other course planning committees

Number of Members: Varies, but approximately 1-3
Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Member Skills: Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Conference calls and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
- attend and participate in monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Subcommittee;
and devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment: 3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items: n/a

Budget: Estimates:
Revenue Range $16,000 – $18,000
Expense Range $15,000 - $17,000
Net Profit/Loss $22 - 25K

Timeline: n/a

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: n/a
AUTM Charters May 2016

• Small Office Course Subcommittee
SMALL OFFICE COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Successful Practices in Small Technology Transfer Offices Course Planning Subcommittee

Last Updated: 02/06/2016

Mission/Charge: This committee is responsible for developing and administering the course program which includes setting the agenda, securing discussion leaders and helping to develop the content of the session (descriptions and learning objectives). The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses.

Specific Deliverables:
- Committee members participate in monthly conference calls
- Select meeting location from committee input and suggestions
- Secure program moderators
- Obtain Sponsorship

Relevance to Strategic Plan Goals:
Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactic: Strategy 1A: Develop a structured PD plan to ensure high-quality education for long-life learning.

Tactic: Develop innovative topics that apply for smaller TTOs
Metric: Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations – red

Tactic: Increase number of discussion leaders and attendee participation in 2016
Metric: Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations - red

Leadership

Committee/Task Force Chair: Rodney Ridley, Ph.D., Wilkes University
Ellen Maceyovski, M.Ed, Lakehead University

Vice Chair (if applicable):

Sponsorship Lead: TBD
Marketing Lead: TBD
Other Lead Position: TBD
Members: Rodney Ridley, Ph.D., Wilkes University
       Jennifer Crips, Syracuse University
       Elizabeth Christine Wright, Trustees Keck Graduate Institute

Subcommittees under this Committee (if any):
       Sponsorship Task Force
       Site/Liaison Committee
       Marketing Committee
       Program Committee

Other Committees/TFs with which this group interacts: Other course planning committees

Number of Members: Varies, but approximately 6-8

Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership can stay on the committee an additional year for mentoring.

Member Skills: Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Conference calls and at least one in-person meeting at the Annual Meeting or the small TTO course meeting.

Committee/TF Expectations: Committee Members are expected to:
       • attend and participate in monthly conference calls;
       • attend and participate in any in-person meetings;
       • complete tasks needed for administering the course
       • provide feedback and suggestions to make the course better;
       • devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment: New members will be recruited annually to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items: n/a

Budget: Estimates:
       Revenue Range  $15,000
       Expense Range  $12,000
       Net Profit/Loss  $8K ??

Timeline: provided as Appendix B

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
      Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Small Office Course Planning Committee
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AUTM Charters May 2016

• Software Course Subcommittee
SOFTWARE COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Software Course Planning Subcommittee
Last Updated: 10/02/2015

Mission/Charge:
This committee is responsible for developing the course program. Program development includes choosing the agenda, securing moderators and speakers and helping to develop the content of the session (descriptions and learning objectives). The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses.

Specific Deliverables:
- Committee members participate in a conference call monthly
- Select meeting location from committee input and suggestions
- Secure program moderators and speakers
- Recruit Sponsors

Relevance to Strategic Plan Goals:
Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactic 1: Develop innovative programming on new topics
Metric: Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations - red

Strategy Supported: 1A Develop a structured PD plan to ensure high-quality education for life-long learning.

Tactic 2: Increase number of industry speakers participating in 2016
Metric: Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations - red

Strategy Supported: 1A Develop a structured PD plan to ensure high-quality education for life-long learning.

Leadership
Committee/Task Force Chair: Daniel Dardani, CLP, MIT Technology Licensing Office
Vice Chair (if applicable): Andrew Morrow, University of Minnesota
Sponsorship Lead: TBD
Marketing Lead: TBD
Other Lead Position:

Members:
- Peter Ball, J.D., Johns Hopkins Technology Ventures
- Louis P. Berneman, Ed.D., CLP, RTTP, Texelerate, LLC
- Ashok Choudhury, Ph.D., Vanderbilt University
- Christopher Ghere, University of Minnesota
- Charles R. Macedo, Esq., J.D., M.S., Amster Rothstein & Ebenstein LLP
- Andrew Morrow, University of Minnesota
- Charles C. Valauskas, Esq., J.D., LLM, Valauskas Corder LLC
- Wendy Zimbone, J.D., Talem IP Law LLP

Subcommittees under this Committee (if any):
- Sponsorship Task Force
- Site/Liaison Committee
- Marketing Committee
- Program Committee

Other Committees/TFs with which this group interacts:
- Other course planning committees

Number of Members:
Varies, but approximately 8-10

Terms:
Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Member Skills:
Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings:
Conference calls and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations:
Committee Members are expected to:
- attend and participate in monthly conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Subcommittee;
- and devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment:
3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items: n/a
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| **Timeline:** | Provided as Appendix B |

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<tr>
<th><strong>Lead Staff Liaison:</strong></th>
<th>Melinda Briggs – <a href="mailto:mbriggs@autm.net">mbriggs@autm.net</a></th>
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<tr>
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<td>Professional Development Administrator</td>
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<table>
<thead>
<tr>
<th><strong>Other Staff Members:</strong></th>
<th>Barbara Gunderson - <a href="mailto:bgunderson@autm.net">bgunderson@autm.net</a></th>
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| **eGroup:** | Software Course Planning Committee |
## Appendix B

### Timeline

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<th>AUTM Software Course</th>
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<td>Committee develops program – confirms instructors</td>
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AUTM Charters May 2016

- Startup Course Subcommittee
STARTUP BUSINESS DEVELOPMENT COURSE COMMITTEE CHARTER

Committee/Task Force Name: Startup Business Development Course Subcommittee

Last Updated: 08/04/2015

Mission/Charge:
This committee is responsible for developing the course program. Program development includes choosing the agenda, securing moderators and speakers and helping to develop the content of the session (descriptions and learning objectives). The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses.

Specific Deliverables:
- Committee members participate in a conference call monthly.
- Select meeting location from committee input and suggestions
- Secure program moderators and speakers
- Recruit Sponsors

Relevance to Strategic Plan Goals:
Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactic 1: Develop innovative programing on new topics

Metric: Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations – red

Strategy 1A: Develop a structured PD plan to ensure high-quality education for life-long learning.

Tactic 2: Increase number of industry speakers participating in 2016

Metric: Audience ratings
- >80% Met or exceeded expectations – Green
- >60% met or exceeded expectations – yellow
- < 40% met or exceeded expectations – red

Strategy 1A: Develop a structured PD plan to ensure high-quality education for life-long learning.

Leadership

Committee/Task Force Chair: Keith McGreggor, Ph.D., Georgia Institute of Technology

Vice Chair (if applicable):

Sponsorship Lead: TBD
Marketing Lead: TBD
Other Lead Position: TBD

Members: Louis P. Berneman, EdD, CLP, RTTP, Texelerate, LLC
         Brett Cornwell, MBA, Texas A&M University System
         Dr. Dipanjan Nag, PhD, MBA, CLP, RTTP, IPShakti LLC

Subcommittees under this Committee (if any):
   Sponsorship Task Force
   Site/Liaison Committee
   Marketing Committee
   Program Committee

Other Committees/TFs with which this group interacts:
   Other course planning committees

Number of Members: Varies, but approximately 6-8

Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Member Skills: Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Conference calls and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
   • attend and participate in monthly conference calls;
   • attend and participate in any in-person meetings;
   • provide one-page summary of suggestions for improvement for the Subcommittee;
   and devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment: 3-5 new members recruited annually in early December to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items:

Budget: Estimates:
   Revenue Range $27,250
   Expense Range $21,900
   Net Profit/Loss $5,350
Timeline: Provided as Appendix B

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Startup Course Planning Committee
### Appendix B
#### Timeline

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Meeting Date: 2016
AUTM Charters May 2016

• TOOLS Course Subcommittee
TOOLS PLANNING COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Technology Operations and Organization Licensing Skills (TOOLS) Course Planning Committee

Last Updated: 03/31/2016

Mission/Charge:
The TOOLS Course Planning Committee is responsible for planning the entire TOOLS Course meeting, and related professional development programs for administrative professionals such as the Advanced TOOLS Course (when offered), including program development. Program development is the most time-intensive activity undertaken by committee members, as choosing the agenda, securing moderators and speakers, and helping to develop the content of the session are tasks involving all members of this committee. The committee works in cooperation with the ESSENTIALS Course Planning Committee and the Compliance Course Planning Committee on venue, budget, and programming because all three courses are offered concurrently with attendees able to attend sessions from any course.

Specific Deliverables:
Each year, the Committee will deliver a complete agenda for a 2.5 day, introductory training program for university technology transfer administrators. The agenda will include a variety of sessions that generally cover the major administrative functions of a technology transfer office. The agenda will include a description and learning objectives for each session, and the names of moderators and/or speakers for each session. In collaboration with the ESSENTIALS Course Planning Committee and the Compliance Course Planning Committee, the TOOLS Course Planning Committee will deliver an appropriate venue, date for the program, and budget that meets revenue targets specified by AUTM’s Executive Director. Deliverables will be achieved through 6 – 8 conference calls each year.

Relevance to Strategic Plan Goals:
Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactic: Deliver quality programming that meets the professional development needs of administrators with less than one year’s experience working in a university technology transfer office.

Metric: Achieve a rating of “Meets expectations” or better for the overall course in at least 80% of respondents to the program survey.

Tactics:
Strategy Supported: 1A

Tactic: Provide current and varied perspectives on course material.
**Metric:** Ensure that at least 25% of content or speakers are new each year as determined by comparing the agenda, speakers, and course materials to those of the previous year.

**Strategy Supported:** 1A, 1B

**Tactic:** Collect and archive presentation materials for each session and make these available as resources for future TOOLS speakers and other AUTM professional development programs.

**Metric:** Obtain 100% of course materials from speakers.

**Strategy Supported:** 1B

**Leadership Committee/Task Force Chair:** Stephen Auvil – Maryland Technology Development Corporation (TEDCO)

**Vice Chair (if applicable):**

**Sponsorship Lead:** TBD as needed

**Marketing Lead:** TBD as needed

**Other Lead Position:** TBD as needed

**Members:** Vera Anderson, Missouri University of Science and Technology
Melinda Bakarbessey, California Institute of Technology
Steve Bayliss, ISIS Innovation LTD
Rebecca Hernandez, California Institute of Technology
Jacqueline Saporito, B.S., M.Ed., Children’s Hospital of Philadelphia
Sandra Thompson, J.D., University of Illinois, Urbana-Champaign
Nellie Villarreal, Baylor College of Medicine
Amanda Ottaway, NC State University

**Subcommittees under this Committee (if any):** n/a

**Other Committees/TFs with which this group interacts:** ESSENTIALS Course Planning Committee
Compliance Course Planning Committee

**Number of Members:** Varies, but typically, 8 – 12 members (15 maximum)

**Terms:** Committee members will have a three-year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Leadership: Co-Chairs, or Chair and Vice Chair will serve two-year overlapping terms. During the second year of service the Chair will mentor their replacement.
Member Skills: Reasonable experience in technology transfer; Ability to work within deadlines and as a group; Active participation in committee functions; Ability to meet deadlines/commitments; Team player; Some committee members are needed to solicit for sponsorships

Type of Meetings: Monthly teleconferences, as needed.

Committee/TF Expectations: Committee Members are expected to:
- participate in each of the monthly conference calls;
- help to identify speakers and moderators;
- help to recruit new members for the committee;
- identify potential sponsors for the course;
- make suggestions regarding course content; and
- devote 2-3 hours per month on this Subcommittee's activities.

New Member Recruitment: 3-5 new members recruited annually in early December to begin their term in February/March.

Any additional Committee/TF specific items: n/a

Budget: Estimates:
Revenue Range $75,000 - $83,000
Expense Range $70,000 - $78,000
Net Profit/Loss $14,000 – 16,000

Timeline: Provided as Appendix B

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: TOOLS Course Planning Committee
## Appendix B

### Timeline

**AUTM Essentials & TOOLS Courses**

*Meeting Date: October 5 – 7, 2015*

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AUTM Charters May 2016

• Valuation Course Subcommittee
VALUATION COURSE SUBCOMMITTEE CHARTER

Committee/Task Force Name: Valuation Course Subcommittee
Last Updated: 4/14/16

Mission/Charge: This committee is responsible for developing and delivering a coordinated program of Valuation course modules at the Beginner, Intermediate and Advanced levels, and for training speakers to lead these modules in the US and internationally. The Committee works in cooperation with the AUTM Sponsorship Manager to acquire sponsorship support of the PD courses, and with the AUTM Volunteerism Committee to recruit speakers and committee members.

Specific Deliverables:
- An “expert-level” quality of instruction at all levels.
- Maintenance and currency of Course descriptions, learning objectives and teaching materials
- Recruitment and training of speakers and committee members (in cooperation with Volunteerism Committee)
- Delivery of courses according to schedule agreed to with event organizing committees

Relevance to Strategic Plan Goals:

Strategic Plan Goals and Strategies supported:

Goal 1: Empowered Membership
Strategy 1A: Develop a structured PD plan to ensure high-quality education for long-life learning.
Strategy 1B: Create, grow and cultivate AUTM’s Body of Knowledge
Strategy 1D: Develop formalized mentorship opportunities.

Goal 3: Partnerships
Strategy 3B: Increase partnerships with diverse organizations that are synergistic to AUTM’s mission.
Strategy 3C: Expand funding and financial collaboration opportunities to diversify AUTM’s sources of revenue.

Tactics: Development, delivery and updating of 3-tier instruction program for US delivery to AUTM members:
- Introduction: 3-hour live/recorded program at Essentials.
- Intermediate: 4 x 60 min webinar for use as Prerequisite to Advanced.
- Advanced: Full day live case-study program at Annual.

Customization of these materials for international 1- and 2-day courses, twice a year, with 3 months lead-time for faculty/material planning.
Valuation Course Subcommittee Charter as of 04/2016

Leadership Committee/Task Force Chair: Christopher Noble, CLP, RTTP, Massachusetts Institute of Technology (MIT)

Vice Chair (if applicable): To be in place by EOY 2016

Sponsorship Lead:

Marketing Lead:

Other Lead Position:

Members: John Christie, Tulane University
Andrew J. Maas, Louisiana State University & A&M College
Rekha Paleyanda, U. Mass. Lowell
Marc Sedam, M.B.A., University of New Hampshire

Because of the importance of teaching expertise to this committee, we maintain a roster of former committee members who are still available to serve as “Teaching Staff” when needed. The first member is:
Ashley Stevens, President, Focus IP Group

Subcommittees under this Committee (if any): n/a for 2016

Other Committees/TFs with which this group interacts: Other course planning committees; Volunteerism Committee, Sponsorship Committee, Webinars committee

Number of Members: Target is 6 in steady state, with recruitment of 1-2 “domain expert” members each year who are also available to teach in the US and internationally. After serving, members who can do so will rotate off to the “teaching staff” list.

Terms: If we can recruit 2 “Domain Expert” Committee members per year, members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. They will assume their leadership position in their fourth year.

Member Skills: Expert-level domain knowledge in valuation of university IP. Interest in teaching in the US and internationally. Active participation in committee functions, ability to meet deadlines/commitments, team player.

Type of Meetings: Conference calls as needed, with a frequency that varies driven by teaching seminar schedule. At least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
• attend and participate in conference calls (average of monthly when not replaced by in-person meetings and delivery of courses)
Valuation Course Subcommittee Charter as of 04/2016

Professional Development Portfolio

- attend and participate in in-person meetings (at Annual Meeting)
- devote 2-3 hours per month average on this committee’s activities, plus teaching duties. Teaching also requires approximately 1 day for preparation, plus travel.

New Member Recruitment: 1-2 new members recruited every 12 months, opportunistically. Ongoing recruitment.

Committee Teaching Schedule

- Essentials (1 per year), webinar (updated periodically, approx. 2-3 years), Annual Meeting (Full Day), International programs (2-3 per year, 3-5 days total including travel).

Budget:

Timeline:

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Valuation Course Quick Action Team
AUTM Charters May 2016

Professional Development: Online PD Committee
ONLINE PROFESSIONAL DEVELOPMENT COMMITTEE CHARTER

Committee/Task Force Name: Online Professional Development Committee

Last Updated: 03/31/2016

Mission/Charge: This committee is responsible for the identification of professional development online course needs, development, facilitation, evaluation and planning for future courses in the online domain.

Specific Deliverables:
- Committee members participate in a conference call monthly
- Secure course subject matter, moderators and speakers
- Organizing and assisting with the setup of at least 2 or more webinars for a calendar year

Relevance to Strategic Plan

Goal 1: Empowered Membership: AUTM membership will have the knowledge, tools and training they need to be successful

Tactic 1: Identification of Educational Needs
Objective: Identify relevant content
Metrics: Growth in attendees; positive attendee feedback, revenue
Metric: Audience ratings for webinars
>80% Met or exceeded expectations – green
>60% met or exceeded expectations – yellow
< 40% met or exceeded expectations – red

Tactic 2: Delivery of paid webinars
Objective: Deliver high quality content and engaging speakers
Metrics: Growth in attendees, positive attendee feedback, revenue
Metric: Audience ratings for webinars
>80% Met or exceeded expectations – green
>60% met or exceeded expectations – yellow
< 40% met or exceeded expectations – red

Tactic 3: Assess Fee Structures
Objective: Develop portfolio approach to pricing
Metrics: Revenue growth
Metric: Implementation of re-assessed fee structures
>5% increased event fees – green
>2% increased event fees – yellow
< 0% did not increase event fees – red

Tactic 4: Increase value of webinar recordings
Objective: Improved marketing and access to existing recording library
Metrics: Revenue growth
Tactic 5: Operations  
**Objective:** Develop and deliver relevant webinars to operations/administration focused technology transfer staff  
**Metrics:** Revenue growth

**Leadership**
**Committee/Task Force Chair:** James Henderson, UNSW Innovations  
**Vice Chair (if applicable):**  
**Sponsorship Lead:** TBD  
**Marketing Lead:** TBD  
**Other Lead Position:** TBD

**Members:**  
Hemi Chopra, BioMedT2 LLC  
Lee C. Heiman, Registered Patent Attorney  
Christopher D. McKinney, Georgia Regents University  
Angela Miller, Innovations Wellcome Trust  
Amanda Ottaway, North Carolina State University  
Nidhi Sabharwal, Rockefeller University  
Sharmila Shearing, UNSW Innovations  
Melissa Silverstein, University of Texas El Paso  
Elana Wang, Wright State University

**Subcommittees under this Committee (if any):**  
Sponsorship Task Force  
Site/Liaison Committee  
Marketing Committee  
Program Committee

**Other Committees/TFs with which this group interacts:**  
Other course planning committees

**Number of Members:** Varies, but approximately 8-10

**Terms:** Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

**Member Skills:** Reasonable experience in technology transfer. Ability to be an active participant in course needs identification, development, leadership, facilitation and evaluation. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

**Type of Meetings:** Conference calls and at least one in-person meeting at the Annual Meeting
Committee/TF Expectations: Committee Members are expected to:
- attend and participate in monthly conference calls;
- attend and participate in any in-person meetings, and
- devote 2-3 hours per month to support this committee’s requirements and initiatives
- organize 2 or more webinars per calendar year

New Member Recruitment: 3-5 new members recruited annually at the end of the year to begin their term at the Annual Meeting in February/March.

Any additional Committee/TF specific items: n/a

Budget: Estimates:
Revenue Range $66,500
Expense Range $43,000
Net Profit/Loss $23,500

Timeline: n/a

Lead Staff Liaison: Melinda Briggs – mbriggs@autm.net
Professional Development Administrator

Other Staff Members: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

eGroup: Online Professional Development Committee
Professional Development: Learning Management System Task Force
**LEARNING MANAGEMENT SYSTEM TASK FORCE CHARTER**

<table>
<thead>
<tr>
<th>Committee/Task Force Name:</th>
<th>Learning Management System Task Force</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last Updated:</td>
<td>10/02/2015</td>
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<tr>
<td>Mission/Charge:</td>
<td>This committee is responsible for identifying a vendor to provide the Learning Management Software. Once a vendor has been selected, the committee is responsible to work with AUTM staff to populate the LMS with appropriate resources.</td>
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</tbody>
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| Specific Deliverables:     | • Identify/select LMS vendor  
• Identify and categorize resources  
• Identify gaps in resources  
• Identify/help create new curriculum and certificate programs |
| Relevance to Strategic Plan | Strategic Plan Goals and Strategies supported: |
| Goals:                     | **Goal 1: Empowered Membership:** AUTM membership will have the knowledge, tools and training they need to be successful |
| Tactics:                   | **Tactic:** Populate LMS with all current webinars.  
**Metric:** LMS Content  
• >65 webinars populated into LMS at launch—Green  
• >30 webinars populated into LMS at launch—yellow  
• <30 webinars populated into LMS at launch—red  
**Strategy 1A:** Develop a structured PD plan to ensure high-quality education for life-long learning. |
| Leadership                 | Anne DiSante, Michigan State University |
| Committee/Task Force Chair:|                                        |
| Vice Chair (if applicable):|                                        |
| Sponsorship Lead:          |                                        |
| Marketing Lead:            |                                        |
| Other Lead Position:       |                                        |
| Members:                   | Allyson Best, University of Mississippi  
Monya Dunlap, University of Florida  
David Gulley, Puerto Rico Science, Technology and Research Trust  
Michael Straightiff, University of Virginia  
Veena Vather, Deakin University |
| Subcommittees under this Committee (if any): | n/a |
| Other Committees/TFTs with which this group interacts: | TTP Manual Committee  
All professional development committees |
| Number of Members:         | Varies, but approximately 5-10 |
Terms: Committee members will have a three year term, then either rotate off the committee or be in the process of being groomed for a leadership position. Members who are going to assume leadership positions can enter the leadership track after two consecutive years of service on the committee. Members being groomed for leadership will stay on the committee an additional year for mentoring. They will assume their leadership position in their fourth year.

Member Skills: Reasonable experience in technology transfer. Ability to work within deadlines and as a group. Active participation in committee functions, ability to meet deadlines/commitments, team player, some committee members are needed to solicit for sponsorships.

Type of Meetings: Conference calls and at least one in-person meeting at the Annual Meeting.

Committee/TF Expectations: Committee Members are expected to:
- attend and participate in committee conference calls;
- attend and participate in any in-person meetings;
- provide one-page summary of suggestions for improvement for the Subcommittee;
- and devote 2-3 hours per month on this Subcommittee’s activities

New Member Recruitment: Committee members will be recruited as needed.

Any additional Committee/TF specific items:

Budget: This is a Coulter Funded Program.
Revenue: There is no revenue expectation, but we expect that the LMS will generate additional revenue for recorded webinars.
Expenses: Yearly expenses are expected to be $7,000 – 10,000

Timeline: The LMS is scheduled to launch at the annual meeting, Feb, 2016.

Lead Staff Liaison: Barbara Gunderson - bgunderson@autm.net
Professional Development Manager

Other Staff Members:

eGroup: n/a