



Oregon
University
System

**OREGON STATE BOARD OF HIGHER EDUCATION
OUS RESEARCH COUNCIL**

MEETING MINUTES

**Smith Memorial Student Union
Thursday, December 4, 2008; 10:00 am – 12 noon**

1) Call to Order/Roll Call

Chair John Cassady called the meeting to order at 10:00 am. The following members were present: Dan Dorsa, Kirby Dyess, Wayne Embree, Bill Feyerherm, John Killoran, Rich Linton, Gary Tallman

Members Absent: Ray Werner, Fred Ziari

Staff present: Maggie Bice

Others: Dana Bostrom, PSU; Jennifer Fox, OTRADI; Mary Ellen McGillan, OSU; Roy Koch, PSU; Dee Metaj, OHSU (telephonic); George Pernsteiner, OUS; Bruce Schafer, OUS; Charles Triplett, OUS; Courtney Warner, Oregon InC, Chuck Williams, UO (telephonic)

2) Discussion

a) Status of Venture Fund Campaign

McGillan provided a handout (see attachment1) and noted that the venture fund campaign is an integrated, collaborative effort with an aggressive marketing plan. Some highlights of the discussion were:

- The venture fund is driven by the tax cycle so a marketing effort and promotions were launched in August. Institution trustees have also been involved in promoting the fund. More activity is being seen now but not in the volume it was last year due to the economy.
- Language transparency across institutions is important and the hope is that interest will continue. Need to make donors aware that they can give more than once.
- A working group has been formed with representatives from OSU, PSU, UO, and OHSU.
- Legal counsel has been secured regarding which initiatives could take advantage of tax credits. This is having long-term appeal and is having an impact on institutions.

- Linton suggested adding onto athletic donors along with internal institutional donors such as faculty and staff.
- Messages need to be aligned so that the legislature understands.
- Need to know how money is being allocated.

Action: request where we are in January so we can get an interim report.

b) Technology Transfer Subcommittee Report

Bostrum noted that the National Science Foundation wants to do technology transfer testing and is interested in holding workshops to explore what the technology transfer questions should be. She also indicated that an all Oregon OTT meeting will be held next week.

She went on to say that Intium has been hired to build the Oregon Innovation Portal and that it is finally on a path to success in a month or so

c) Innovation Ecosystem

Drafts of graphics on the Innovation Ecosystem and Ecosystem Outcomes and Metrics were distributed (see attachment 2). Discussion centered around the fact that innovation is cyclical; how does it all relate to each other; what measures are relevant at what point in the cycle; and how will that feed into other areas.

Input and feedback on the graphics included:

- Focus on what part education plays – education is a contributor but not necessarily the leader.
- Need to enlarge and align one quadrant.
- Need stories.
- Need to add communications.
- Missing the concept of knowledge use and application; e.g., institution develops technology, company uses technology and becomes larger, ties back into institution.

Questions posed by members regarding the graphics:

- Who is this for and where are we trying to show impact? How do we align it in a way that is acceptable? How do we funnel all of it to a point where we all agree so people can see where the impact is?
- Will the Board and legislature understand?
- What is the input and output of these?

d) Research Council POP/Budget

Pernsteiner began by noting that except for states with a natural resources based economy, Oregon is the only state where the education budget was not cut. He added that:

- The budget for research was increased.
- There is a small amount of money to fund water policy/climate.
- ETIC received a \$3 million increase above EBL.
- Collaborative building/sustainability center is in the budget.

Cassady continued by stating the need to work with the Chancellor so that momentum isn't lost.

e) Oregon InC Budget Request

Linton reported on the Oregon InC budget request and passed out an information sheet on innovation-based investment from the Governor's proposed 2009-11 budget (see attachment 3). He went on to state that the Governor supported the \$17 million plan but added back forestry and manufacturing initiatives bringing the total to \$20.5 million. He continued by indicating that this was a good foundation for legislative discussions going forward and added that there is a need to focus on stories like wave energy and the clusters of technology centers that are coming.

f) Creation of NASULGC Natural Research Energy Institution Network

Cassady reported that at a recent National Association of State Universities and Land Grant Colleges meeting there was a discussion about the creation of a natural research energy institution network. A task force has been working on this initiative and a report is coming out soon that will lay the basis for the initiative to make an approach to the president and congress. There is a need to position ourselves as "dots on the map."

He related that NASULGC has asked for information on what we are doing in this area and that we are well positioned to make a strong case. He expressed the need to pull a team together to work with BEST and Oregon InC to gather information for NASULGC. Pernsteiner advised that the information should talk about the effect on the country.

Action: Send information to Cassady.

g) OHSU Medical Research Foundation

Dorsa reported on the Medical Research Foundation, a subunit of the OHSU Foundation. It has served as an important source of funding for investigators at OHSU, PSU, and UO. They are now trying to identify targets for the next fundraising campaign but the reality is that there is no current constituency for the Foundation. The amount of money in the account was \$30-40 million but that has been compromised by the

economy. Dorsa would like the Research Council to think about the Foundation and its future.

Cassady asked for more information and if an annual report was produced. Pernsteiner questioned how the money was used to which Dorsa replied that 30-40 percent of the money goes to other institutions. Linton asked if the Foundation could be pulled out from OHSU. Dorsa responded that it could. Pernsteiner suggested that PSU/UO may be able to raise money for the Foundation and Cassady believed that OSU could also raise money through the university side.

h) Portland and Oregon Sustainability Institute (POSI)

Koch reported on the Portland and Oregon Sustainability Institute (POSI), which came out of the Portland Higher Education Committee. The Committee expressed a desire to have some infrastructure for sustainability opportunities in Portland. Some highlights of the discussion included:

- Portland mayor-elect Sam Adams and others have expressed support for the building.
- The building would be located on the PSU campus so PSU infrastructure could be used. There have been 21 groups who have indicated they would be involved and pay rent.
- Most OUS programs would remain at the individual campuses.
- The building would be a space for convening and collaboration, with statewide and worldwide conferencing capability, a simulation facility, and temporary faculty and student space.

i) Other Business

3) Adjournment: There being no other business, the meeting was adjourned at 12:10 pm

Next meeting: February 5, 10 am – 12 noon

Attachment 1

Oregon State OSU
UNIVERSITY

 Oregon Health & Science University Foundation

 Portland State UNIVERSITY

 UNIVERSITY OF OREGON

**University Venture Development Fund
Collaborative Marketing Plan Update
OUS Research Council**

December 4, 2008

Oregon State OSU
UNIVERSITY

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Overview


State legislation gave donors significant tax benefits for targeted development of research with strong commercial potential.


Each university is aggressively marketing the UVDF via mailings, email, websites, targeting financial professionals and alumni magazines


Collaborative working group with representatives from OHSU, UO, PSU, OSU.

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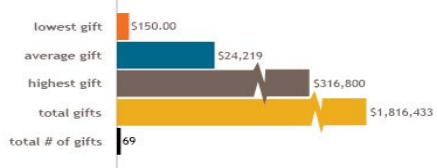
Oregon State OSU
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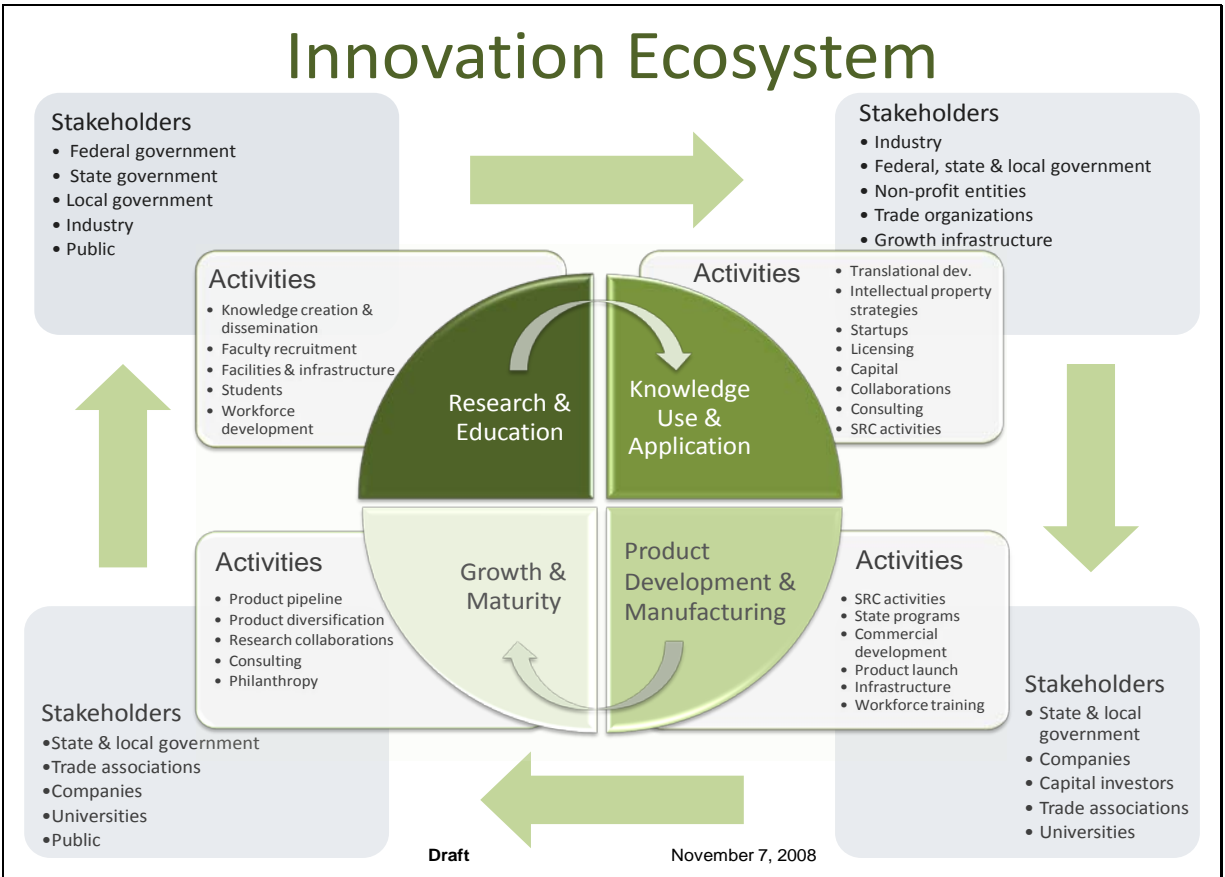
Money Raised:



| Category | Value |
|------------------|-------------|
| lowest gift | \$150.00 |
| average gift | \$24,219 |
| highest gift | \$316,800 |
| total gifts | \$1,816,433 |
| total # of gifts | 69 |

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Attachment 2



Ecosystem Outcomes and Metrics



Research & Education

Education

- Publications
- Students graduated
- Students with jobs
- Transfer students
- International students
- Out of state students
- Faculty profiles
- Faculty retention
- Faculty recruitment

Research

- Federal funding
- State funding
- Industry funding
- Other funding
- Publications
- Graduate students
- Post docs
- PhD programs
- Facilities & infrastructure



Knowledge Use & Application

Source

- Startups
- Licenses
- Industry collaborations
- Consulting

- Students hired by companies with which we collaborate

- Internal seed investment
- Project disclosures
- Total agreements



Product Development & Manufacturing

Source

- Industry collaborations
- Consulting
- Student hires

- University core facility availability and use

- SBIR/STTR



Growth & Maturity

Source

- Clusters and networks
- Jobs
- Imports
- Exports
- Sales
- Revenue
- Workforce training

Attachment 3

From the Gov's Proposed 2009-11 Budget Innovation-Based Investment

The Governor's budget includes \$20.5 million for the *Innovation Plan* developed by the Oregon Innovation Council (Oregon InC). The plan includes an innovation-based economic development strategy that will enable Oregon's businesses to stay competitive in a global economy.

A critical ingredient of economic success is Oregon's ability to market the newest and best products and services. Oregon InC stresses the need for innovation in traditional industry sectors, such as agriculture and forestry, where innovation can help maintain and increase the number of good, family-wage jobs.

The *Innovation Plan* also seeks to identify cutting-edge opportunities that promise new jobs and stronger prosperity, such as wave energy, nanoscience, manufacturing, drug research and sustainable technologies.

Nanoscience: The Governor's budget includes \$5.7 million for the Oregon Nanoscience and Microtechnologies Institute (ONAMI), which the Governor and Legislature created in 2003. In its role as Oregon's first Signature Research Center, ONAMI conducts research and development in micro- and nanotechnology, while promoting collaboration among universities, research institutions and private industry to commercialize cutting-edge research in an area where Oregon has a competitive advantage. By May 2008, ONAMI had helped provide technology for 10 "start-up/spin-out" companies and two "gap-funded" companies, and had brought in \$103.6 million in federal and private research funding to Oregon.

Food Industries: The Governor's budget includes \$1.6 million for Oregon's food-processing industry, and \$450,000 for the seafood industry. The budget emphasizes helping producers increase productivity and find new ways to develop, package and market their products. The investment is a partnership between industry and the existing Food Innovation Center to help food processors adopt innovative ways to expand markets, increase efficiency and pioneer developments in food-packaging and processing. Accounting for nearly 16 percent of the state's employment, the food industry is a \$20.6-billion component of the northwest economy.

Cures for Infectious Diseases: The Governor's budget includes \$2.8 million for the Oregon Translational Research and Drug Discovery Institute (OTRADI), a consortium of Oregon Health Science University, Oregon State University, University of Oregon, Portland State University, and several Oregon-based biotech companies. OTRADI's mission is to bridge the gaps between research, development and commercialization in controlling infectious disease. The Institute will provide access to resources in drug development that many companies cannot afford to acquire themselves.

Manufacturing Initiative: The Governor's budget invests \$1.0 million in capacity for research and development in Oregon's manufacturing sector, ensuring that this core industry (which employs one in every seven Oregonians) has access to the equipment, technology and skilled workers it needs to compete and thrive in the 21 century.

Wave Energy: The Governor's budget invests \$3.5 million to help Oregon build a sustainable coastal industry during the next 20 years by harnessing powerful ocean waves to generate electricity. The Oregon coast is the best site in the United States for this emerging energy technology. The state has a golden opportunity to create a first-in-the-nation network of offshore generators that can feed power to the electrical grid. This emerging industry will create jobs along the coast and provide manufacturing opportunities to build equipment.

BEST (Bio-Economy and Sustainable Technologies): The Governor's budget invests \$3.2 million to continue this signature research center for developing renewable energy and green building. BEST builds on Oregon's existing international reputation as a leader in renewable energy. The center makes productive use of ON AMI technology and bolsters Oregon's rural economy by creating new value-added products, including renewable energy sources from forests and agricultural land.

Forestry Cluster: The budget provides \$2.3 million to fund the Forestry Cluster Initiative, which is new for the 2009-11 biennium. The Initiative contains three elements:

- Center for Forest Transportation: Create a Center for Forest Transportation to lower annual costs through industry prioritized transportation research projects (e.g. changes to vehicles, road maintenance practices, road construction practices, and transportation! fleet management).
- Enhanced Tree Growing Technologies: Develop more precise technology for boosting productivity of plantations and optimizing tree biological/economic performance through enhancing supply-chain technology to extract the highest value from each tree.
- Commercialization and Market Research Laboratory: Establish a new market research lab at OSU that will provide a wide range of services to industry (e.g. market assessment for new products or existing products into new markets; assessment for international market entry; feasibility studies, user research).