



University of Iowa engagement centers Collaboration and applied partnerships

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Iowa's economic opportunity

Accelerating technical innovations, entrepreneurship and preparing skilled workers

Challenges

- Strengthen and diversify the Iowa economy through business expansion and new venture creation
- Ensure a sufficient, highly-skilled workforce to capitalize on technology advances and global opportunities
- Retain more college graduates in Iowa to fuel economic growth by existing companies and new startups

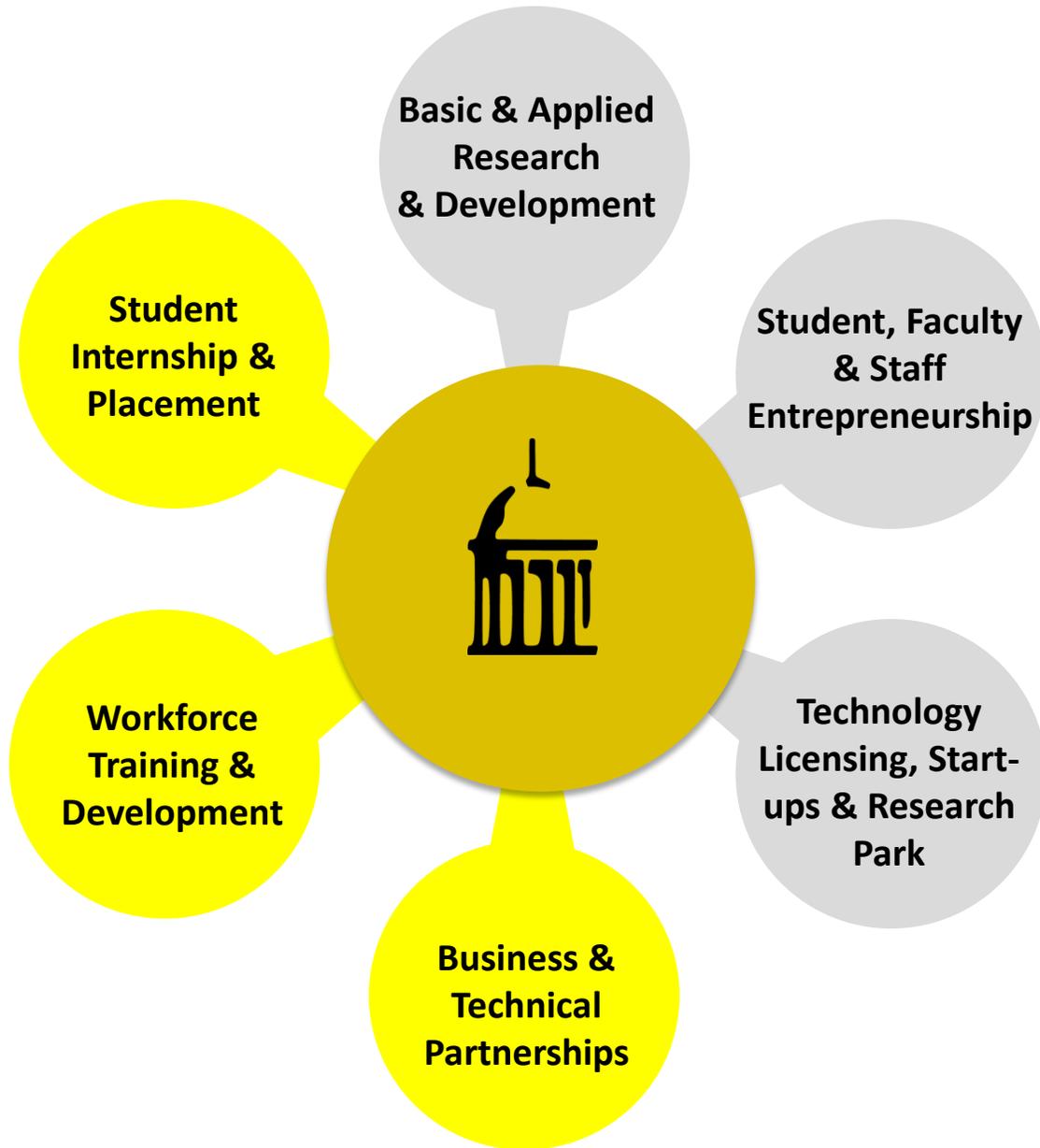


Proposed solutions

- Establish University of Iowa engagement centers across the state to provide onsite expertise and services to Iowa businesses and entrepreneurs
- Deliver advanced IT and business training to address workforce development needs
- Enhance real-world technical and business collaborations between Iowa businesses and University of Iowa faculty and students

Together, we can make a difference

Unmet state economic development needs



We have been barnstorming the state

- Meeting with ...
 - Community leaders, community colleges
 - Businesses, economic development groups

Some *clear messages* have emerged

- Need for advanced entrepreneurship training
- Need for IT and informatics skills training
- Need for hands-on partnerships
 - Solving real business and technical problems
 - Making Iowa companies more innovative & competitive

Eastern Iowa engagement center

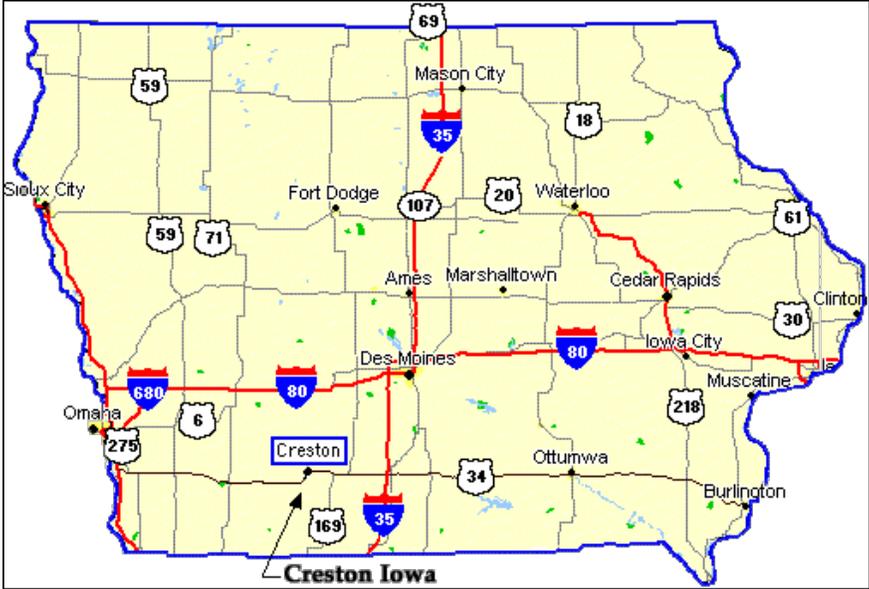
Responding directly to community needs

- **Business consulting:** Faculty/student teams providing business consulting services to 25+ organizations
- **Entrepreneurial training:** Advanced entrepreneurial training and support via Venture School
- **IT training:** Multiple boot camps and workshops in collaboration with Kirkwood Community College
- **IT technical assistance:** Pilot projects in spring 2014



Engagement centers across Iowa: Building partnerships for success

The University of Iowa proposes to create a statewide network of integrated engagement centers that will leverage current and future university expertise and assets to meet the needs of Iowa businesses and communities.



We will foster integrated partnerships with Regent's Institutions & Community Colleges



Business competitiveness: On-site collaboration and partnerships

Technical assistance: On-site collaboration to support innovative solutions for information technology, advanced manufacturing, and biotechnology companies

- *Example: Working with a small business to create an e-commerce site and implement a social media marketing strategy*

Business strategy: On-site support to identify strategies that help new and existing companies grow

- *Example: Analyzing dealer repair reports to optimize parts supply chains*



Workforce development:

IT boot camps, business education & entrepreneurship training

IT boot camps: Hands-on, intensive training programs in software and IT tools to meet business needs

- New skill development and skill refresh for existing workforce
- Partnerships with companies to meet their workforce needs

Business education: Seminars in technology, innovation and business strategy

- Assisting companies to compete in a global marketplace

Entrepreneurship training: Training and technical support for new products and applications

- Targeting new venture formation by entrepreneurs
- Creating new products/services by existing companies



Engaging the university: Fostering innovative collaborations across Iowa

R&D collaborations: Onsite/on-campus partnerships to develop innovative products and services for the marketplace

- *Example: Company technical staff working with engagement center team and University of Iowa faculty to analyze data and identify solutions for process improvements*

Student engagement: Connecting students to Iowa companies for experiential learning and internships

- *Example: UI faculty/student team working with an entrepreneur to develop a strategic marketing plan for launching their new software application*

“They performed in-depth research that our company was able to integrate and make better informed decisions as a result of their efforts.

We look forward to engaging in another project and recommend this experience to other Iowa startups and early stage companies.”



– Mike McCoy
CEO, SpendSmart

Engaged partnerships are critical to success

Innovative, non-duplicate efforts designed to stimulate economic growth

Community college partnerships

- Workforce and entrepreneurial training partners
- Technical/business assistance collaboration
- Advisory board members

Regional economic development organizations

- Project identification
- Liaison to local and state resources and programs
- Advisory board members

Regional businesses

- Technical/business/R&D projects
- Ecosystem development partners
- Advisory board members

Regional engagement centers leveraging existing local programs, facilities and resources with faculty expertise, students, unique assets, and innovative programs.



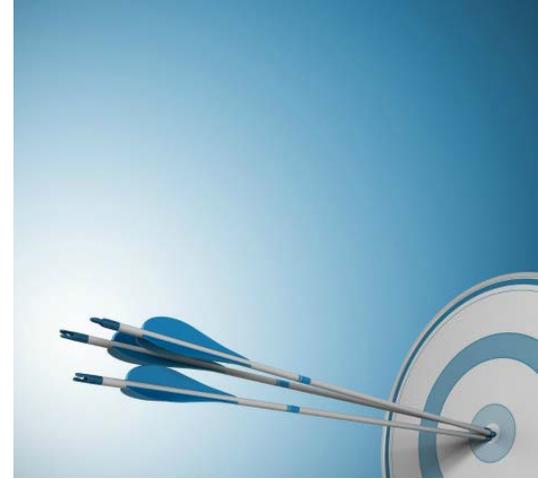
Annual outcomes: Accountability matters

At a minimum, each regional engagement center will

- Assist 25 local companies
- Offer 2 IT boot camps for workforce training and skills refresh
- Deliver 2 entrepreneurial training programs
- Engage 25 student interns with local companies
- Establish 3 University of Iowa faculty engagements with local businesses and communities

We will assess the performance of the program annually

- Consulting with community and business leaders
- Working with state and regional economic development groups
- Reporting to the Regents



Working together to build a 21st century Iowa economy

To compete, Iowans must work together

Public universities, community colleges and businesses must form engaged partnerships to foster economic growth and job creation

- Collaborate with businesses to solve real world problems
 - Defining success by business and economic value
- Leverage public-private partnerships to drive innovation
 - Translating new insights and ideas into practice
- Educate and train Iowans to fill the workforce gap
 - Meeting current and future needs
- Enhance student internship and employment opportunities
 - Exposing students to Iowa opportunities
- Retain talent in Iowa
 - Aiding Iowa businesses and communities



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Working together, we can grow the Iowa economy