

Progress Update and Considerations Of Consolidated Recommendations from the I&E Fellows

In November of 2020, in support of SP 4.0, Action 15, Strengthen the Support System for Innovation and Entrepreneurship, the IE Fellows provided 13 recommendations. Those recommendations became initiatives and were categorized as initiatives best addressed by the Research Office and/or its Advantage Office, initiatives addressed by others and initiatives best addressed over time.

What follows is an update on those initiatives. This information will be utilized by the Innovation Advocates to determine our activities during SP 5.0 (2024-2029).

1. Develop a seed fund for innovation development: The first action on this initiative was to conduct a survey in January of 2022 to learn what funding had been utilized in growing these companies, at what stage of product/company development they accessed the funds, what the funds were used for, who was the funding source, what did the funding lead to and how could the opportunity for funding be improved.
 - a. Findings showed that the majority of respondents received their first funding from OSU.
 - b. There is not a high correlation between receiving OSU funding and state funding.
 - c. The use of OSU internal funding correlates with a higher probability of receiving Federal funding.
 - d. The correlation between OSU startups receiving angel and venture funding is very high compared to national averages.
 - e. Biggest need for additional funding comes at the TRL 3 – 7 and CRL 3 – 6 stages which corresponds well to where our current AID and Impact funds engage.
 - f. Most companies feel they could have leveraged matching funds.
 - g. Recommendations from those surveyed:
 - i. Higher AID and Impact funding levels
 - ii. More AID and Impact funding
 - iii. Impact funds could be leveraged as matching funds

The second action taken on this initiative was to incorporate a request for raising additional gap funds as part of the Fund for Invention, Innovation and Impact (FI3). Efforts are being made to get the FI3 program approved by the end of FY'23.

2. Update the COI/COC program to create an alignment of interests and commitment:

We met with Susan Freccia, Director of Compliance in OSU's Office of Audit, Risk and Compliance. They have recently adopted a new COI/COC policy which takes to heart the intent of working with PIs to create pathways to engagement in I&E activities while still protecting the PI and the University's requirements. In fall of 2022, the Office of Research Integrity started piloting a new conflict disclosure form which makes it easier for researchers to disclose activities which upon review can determine the need for a specific COI/COC plan. We have also worked with Rebecca Henry, lead Research Conflicts Administrator in OSRAA in reviewing the Short-term commercialization space process to ensure potential COI/COC matters are identified. Moving forward, additional activities include:

 - A. Continue to follow best practices regarding:
 - a. University -IP-based startups
 - b. Outside consulting
 - c. Non-OSU related companies
 - d. Other financial COIs/COCs

- B. Create a decision tree to provide clarity on paths forward depending on where faculty are in the process.
 - C. Onboard the new COI administrator - integrate the role of the COI/COC office into I&E programs and support the development of knowledge with I&E focused staff, including at Cascades.
 - D. Support the improvement and efficiencies of the new Cayuse COI/COC module.
 - E. There are a range of outside activities and lack of clarity on things such as:
 - a. Systematic approach for faculty leaves when engaged in outside activities
 - b. Questions for HR related to the type of information that can be asked / expected from supervisors
3. Scholarships for students to pursue entrepreneurial activities: The lead on this initiative was Heather Brust. Heather has been pulled away by other obligations and we are seeking a replacement as the initiative lead. Identified activities moving forward include:
- 1. Public phase planning of the university's comprehensive fundraising campaign complete (launch Fall '22)
 - a. Identify I&E initiatives in college-specific campaign plans
 - 2. Link I&E fundraising to new Collaborative Research & Innovation fundraising initiative and CIC challenge match program (deadline Dec. 31, 2023)
 - 3. Focus to recruit students interested in I&E across campus, interdisciplinary nature
4. Strengthening our Corporate Partnerships: A lot of activity has occurred for this initiative including a study of other universities structures, putting the initiative through the Impact Studio process. An implementation strategy was created that is being implemented by Rich Duncombe. We will continue to support this initiative.
5. Transform current or invest in more physical infrastructure to support I&E across the OSU footprint: It was determined that researchers need help when it comes to working with early stage federal agency commercialization awards (i.e. SBIR/STTR). These awards are typically small, of short duration and can really interrupt daily workflow. We worked with University Facilities, Infrastructure and Operations (UFIO) to create a pathway to identify and secure short-term commercialization space on campus. This program has been introduced to the IAs, the Associate Deans for Research, school and department heads for dissemination to faculty. As of this time, we have not had anyone go through the process of securing this short-term space though two faculty members are expected to this spring. A second effort is underway to utilize space at the Coast Range building to model and test an ATAMI like agriculture and life science incubator. University leadership is needed to advance the conversation and leadership has expressed interest in taking up the topic.
6. Strengthen engagement in entrepreneurship clubs: This became a challenge during Covid and we have had the initiative lead leave to pursue other priorities. We have a new initiative lead in Tory Campbell. It may be time to give this more thought.
7. Utilize I&E in faculty recruitment and retention: A significant effort to affect this initiative is the PTIE effort led by Rich Carter. After seeing the nationwide level of support for the inclusion of I&E in P&T through the PTIE effort, the Advantage Office has supported Professor Rich Carter as

Faculty Lead for Innovation Excellence to lead an effort for OSU Office of Faculty Affairs and the Faculty Senate to adopt the I&E recommendations. After an initial strong start, this initiative has lost some momentum but is being restarted with the prospect of adoption by Faculty Senate by the end of FY'23 with piloting process changes in the fall of FY'24.

8. Utilize I&E in undergraduate and graduate recruitment and retention:

Members on this initiative worked with the College of Education to identify how I&E activities could be incorporated into the rural Oregon summer programs. The team leading these activities have already developed a program that helps students identify and create solutions to local community problems (problem/solution fit). These student teams come to campus at the end of the summer to meet the other participants and learn more about what OSU has to offer. We negotiated an opportunity to address these potential OSU students and tell them about all the ways they could get involved in I&E should they enroll at OSU. This engagement was being led by Audrey Iffert who has subsequently left the university. This could be brought up to the new Director of InnovationX, Dale MacCauley. There also seems to be a Business Beavs in Action summer camp that is a six-day immersive, high school summer camp designed to help students explore their entrepreneurial spirit through hands-on activities with their peers. Other opportunities include engaging with DECA at the Oregon chapter level to ensure information regarding OSU I&E opportunities is disseminated statewide. Another vehicle for dissemination of I&E programs offered at OSU is TiE Young Entrepreneurs (TYE). TYE provides entrepreneurial training for high school students at select high schools in Portland.

When it comes to interaction with graduate students and postdocs, it is thought that there are two ways to best engage. The first is to bring awareness of the Accelerator programming to the attention of graduate and postdocs through the IAs and Innovation Impact Catalysts. The second is to provide the opportunity for graduate students to be the entrepreneurial leads for NSF I-Corps teams.

Honors College is seeking for ways to increase student retention. One path we discussed is to integrate I&E experiential learning component into Honors College thesis. A preliminary discussion of the idea at the Honors College was received positively. More specific opportunities will be further discussed and led by Kevin Stoller, Assist Dean-Ext Rel & Stu Enga, Univ Honors College.

9. Integration of I&E into curriculum: One effort underway is to create a zero course for students engaged as a commercialization team member or as an Accelerator intern. By enrolling in the zero course, the student would get I&E denoted on their transcript allowing for better recognition of the I&E skills developed and a better way for students to speak about these skills to potential employers. It is thought that the course can be approved by the end of June, 2023.

A second way of integrating I&E into the curriculum is to continue to develop Alina Padilla-Miller's pilot concept of new media generated by students (creating a library) for paid use by OSU admin, colleges and departments. There could also be a call by OSU for specific content which student creators could generate. This is an intriguing concept which may have interest by the group running OSUs NIL program, by the recruitment office, URM and others. Alina discussed this with her director and a conversation is scheduled with the dean, Larry Rogers. The efforts are supported by Seth Steiling, Senior Marketing Manager at Ecampus. The goal then will

be to draft a proposal over summer to present to the provost about moving forward and having a budget line to support this effort.

Third way is creating Microcredentials that allow students to from across campus and ultimately prospective students to gain interest in I&E. Three MCs were created last year. 1) MC I&E: Opportunity Identification is already offered (7 students enrolled in 2023 and 2 already registered for 2024). 2) MC in Healthcare Management in collaboration between COB and CPHHS has been approved and to be offered in 2024. 4) MC in Healthcare Leadership has been approved by Ecampus and is undergoing an approval process at CPHHS. Overall, there are now 31 microcredentials available. Several more are proposed and are due to be considered at next week's faculty microcredential review committee meeting. Enrollments are up significantly, mostly with existing degree-seeking students thanks to continued communication efforts to faculty teaching courses included in the microcredentials. We now have over 853 unique students enroll in microcredentials thus far, with 111 badges awarded (completions).

Fourth, based on our exchanges with Selina Heppell there may be opportunities to integrate I&E curriculum into Bacc Core. The Learning Outcomes and Criteria for all of the new Gen Ed categories were approved by faculty Senate in April, paving the way for more in depth work on the details of course conversion. You can read all of the updates here:

<https://apa.oregonstate.edu/general-education/general-education-implementation/learning-outcome-criteria-and-rationale-locr>

<https://apa.oregonstate.edu/general-education/general-education-implementation/installation-planning>

<https://apa.oregonstate.edu/general-education/general-education-implementation/pedagogical-support-and-development-psd>

A Seeking Solutions Task Force to collaboratively create a one-hour module that supports the pedagogical knowledge and skills needed to successfully design and teach OSU Signature Core courses. This team includes the following professors: Selina Heppell, Annie Hommel, Emma Larkins, Inara Scott, McKenzie Huber, Troy Hall, Joe Piacenza, and Don Heer. The team may be reinforced by an advisor from Ecampus. The funding model discussion is underway to make these signature courses affordable to teach.

Finally, an updated Ecampus course BA518 Adopting the Entrepreneurial Mindset is offered to non-business PhD and Master's students. The flyer to promote the course has been shared with IAs by Manuela Hoehn-Weiss.

10. Create an I&E fund raising pillar in the campaign: This initiative is in process and being advanced by Brian Wall with the Fund for Invention, Innovation and Impact (FI3) which is an opportunity to leverage self-sustaining matching funds with college royalties and donor contributions to create a \$40m fund that will sustain existing and new Advantage programs and personnel. A step in this process is to gain approval to reconfigure the royalty distribution agreement: Brian Wall is leading this project and is in the middle of working the process for adoption and anticipate completion by June 30, 2023.

11. Engagement in high school entrepreneurship programs beyond STEM: Members on this initiative worked with the College of Education to identify how I&E activities could be incorporated into the rural Oregon summer programs. The team leading these activities have already developed a program that helps students identify and create solutions to local community problems (problem/solution fit). These student teams come to campus at the end of the summer to meet the other participants and learn more about what OSU has to offer. We negotiated an opportunity to address these potential OSU students and tell them about all the ways they could get involved in I&E should they enroll at OSU. This engagement was being led by Audrey Iffert who has subsequently left the university. This could be brought up to the new Director of InnovationX, Dale MacCauley. There also seems to be a [Business Beavs in Action](#) summer camp that is a six-day immersive, high school summer camp designed to help students explore their entrepreneurial spirit through hands-on activities with their peers. Other opportunities include engaging with DECA at the Oregon chapter level to ensure information regarding OSU I&A opportunities is disseminated statewide. Another vehicle for dissemination of I&E programs offered at OSU is TiE Young Entrepreneurs (TYE). TYE provides entrepreneurial training for high school students at select high schools in Portland. We've currently dropped this initiative but perhaps it should be considered again.

In summary, after nearly three years, we've made progress on a number of the initiatives, we've have momentum in a number of others and there are a few that we need to decide if we should pursue in the short-term. The next steps after the adoption of SP 5.0 should include convening the IAs to 1. Review progress 2. Seek alignment of priorities and activities with SP 5.0, 3. Determine recruitment needs.