Attendees: Stanley Maloy, Stephen Welter, Aneetha Sampath, Marty Kandes, Robert Plice, Roberta Gottlieb, Susan Finch, Tim Hushen, Ben Moraga, and Julie Scalisi.

1. Aspirational Goals
Attendees discussed what their aspirational goals were for the group and how the goals would fit into the Strategic Plan. The following goals were noted:

- Promote the Teacher-Scholar model.
- Promote campus entrepreneurship, including tech transfer, incubators, and creation of new business opportunities.
- Continue to train the skilled workforce for local industry.
- Develop closer ties with local industry, including building an industry affiliates program for the university.
- Align and strengthen university interests with business/community interests to maximize economic and academic success. These efforts will enhance the ability to bring in external resources to the university from companies/community. Focus on where industry and academia align.
- Continue to enhance the ability of the university to serve as an engine for economic development.
- Acquire resources for the university that bring outside money into the University to replace reductions in state budget.
- Enhance our reputation for our translational research while maintaining our strengths in basic research.

2. Review of prior discussion – focus on IP and CES

- Faculty technology unlikely to generate huge royalties.
- There is a continuing need to increase faculty awareness about tech transfer (IP) opportunities.
- CES certificate programs can be a source of steady revenue.
- CCAT has been a highly successful program.
- Recent efforts to build effective on-campus incubators are in early stages of development.
- To maximize these opportunities, we need incentives – for example, when evaluating academic accomplishments should we pay more attention to patents, industrial collaborations, and commercialization?

3. Other opportunities that should be considered

- Distinguish SDSU from other academic institutions by the people we hire, our facilities, reward system, and teacher/scholar model.
- Enhance our reputation for translational research.
- Develop workshops (speed-dating style) to encourage university/industry partnerships.
- Form corporate boards who will meet/partner with university to express needs and provide intellectual feedback and help industry find the right counterpart on campus, connect faculty strengths with industry needs (Industry Affiliates Program).

4. Current obstacles to meet stated goals

- Lack of central place for industry and community inquiries.
- Lack of human and financial resources to nurture corporate boards.
• Effective showcases for SDSU’s accomplishments.
• Limited incentives for working with industry.
• Industry needs to see link with university to foster partnerships that will be mutually profitable sustainable.

5. Potential solutions to explore
• Cluster hires in multi-disciplinary areas that will promote cross-campus collaboration, enhance competitiveness, and build centers of excellence.
• Develop an administrative structure for a higher level industry affiliate board.
• Develop a central information resource for faculty, university, and industry/community.
• Work on reward and evaluation structure that recognizes both individual and collaborative/team accomplishments.
• Reduce bureaucracy!
• Build collaborative culture rather than promoting silos. View centers/resources on campus as “university centers” not “college centers”.