Attendees: Stanley Maloy, Stephen Welter, Peter Zahn, Michael Cunningham, Robert Plice, Susan Finch, Tim Hushen, Ben Moraga, Michael Rondelli, Barry Janov, Kamal Haddad, John Crockett, Marty Kandes and Julie Scalisi.

Attendees had a detailed discussion about the goals drafted in the previous meeting, to determine the recommendations that will be proposed in the final report for submitted to the Community Engagement Task Force. Tim Hushen and Robert Plice agreed to author the first draft of the report. Economic Development Working Group members were encouraged to promptly review the report and submit feedback. The draft will be copied to the Strategic Plan website on Thursday, December 6. Campus feedback will be welcomed thru Thursday, December 13. The finalized report will be submitted to the Task Force on Friday, December 21.

Review of Goals

The ultimate goal is to conceptualize ways to bring in resources that will enable us to achieve the teaching and research goals of the university more effectively despite limited state resources. Encourage, promote and explore economic development opportunities.

- Goals should be measureable. Impact should be evaluated both from a short-term and long-term (>5 years) perspective.
- Develop a university-wide Industry Affiliates Program, with sufficient funding to ensure adequate stewardship of the industry representatives.
- Expand/enhance opportunities through the College of Extended Studies as a financial resource.
- Recognizing as entrepreneurship (e.g. commercialization of research results, IP, etc) as academic accomplishments in the university faculty and staff reward structures.

1. Faculty

- Invest in cluster hires in multi-disciplinary areas that promote cross-campus collaborations.
- Develop “speed courses” or “boot camp” training opportunities for faculty, post docs and grad students addressing entrepreneurship, technology commercialization and intellectual property.
- Consulting contracts - will attract and keep faculty. Benefits of consulting for both faculty and economic advantage for university.
- Provide incentives for faculty, enhance reward structure
  - RTP process (not monetary).
  - Release time.
  - University could provide/host an event similar to SRS but for faculty.
  - Nourish champions by providing compensation for entrepreneurial faculty mentors who help other faculty get funding.
Grant/Sponsored Funded Research – provide education to faculty on process and opportunities for external support.

Provide faculty with a better understanding of what F&A provides to both the university and the faculty member.

Invest strategic funds for faculty projects that have potential market.

Organize faculty as teams to collaborate on large grants, use expertise.

2. Industry Affiliates Program

- Benefits across university; mechanism to promote interaction with campus resources; match-making. Industry needs to be aware of links with university to foster partnerships that will be profitable for both.
- Enhanced marketing – give industry affiliates a better understanding of our programs and students. To date, we have never had to market ourselves in this manner. Need corporate marketing. Increase support for MARCOM to promote our strengths.
- Establish a central office and/or corporate board with staffing which will assist industry with finding the right counterparts on campus, serving as a resource to connect faculty strengths with industry needs.
- Outreach to industry affiliates asking for investments in specific areas, sales marketing.
- Alumni network is a tremendous resource. Create alumni bank to assist with getting alumni more involved with this program. Promote cluster-alumni groups, marketing of campus needs to be enhanced to stimulate external investments.
- Private Public Partnerships – go thru business journals, make effort to invite members from each top company to meet, share their needs and educate them on the opportunities and resources that SDSU can provide. Membership to this group could develop into a marketing strategy.
- Improve/increase interaction with community. Provide cooperative business consulting services to community that involves and benefits businesses, faculty, and students. Students can be assigned to projects that benefit business and the student’s educational experience.
- These opportunities should be expanded to all university students.

3. Institutional

- Streamline process through CES for funding opportunities.
- Develop co-op programs which provide ½ educational courses and ½ working experience.
- Sponsored research – how can we do this in a way that brings in more external resources.
- Create “buzz” and excitement focused on opportunities provided at SDSU which will attract better applicants, retain researchers, outreach and collaboration opportunities, must have faculty/student mentoring outcomes.
- Explore appropriate places/programs where entrepreneurial courses can be incorporated into curriculum other than College of Business.
- Philanthropy gifts/requests need more focus and guidelines when promoting. Providing focus tends to attract donors.
- Be proactive at evaluating, improving, and marketing our programs.