

**STATE COUNCIL OF HIGHER EDUCATION
PLANNING GROUP ON PUBLIC/PRIVATE PARTNERSHIPS FOR RESEARCH
MARCH 7, 2014
MINUTES**

Council members present: Gilbert Bland, Joann DiGennaro, Steve Haner

Council members absent: Martin Briley, Gene Lockhart, Gary Nakamoto

Others present: Peter Blake, Joe DeFilippo, Alan Edwards, Ken Gabriel, Rodger Harvey (by phone), Karen Jackson, Betty Jolly, Frank Macrina, Keith Martin, Joe May, Ashley Myers, Monica Osei, Liz Povar, Carol Simpson (by phone), Tom Skalak, Beth Tranter, Dietra Trent, Nancy Vorona (by phone)

CALL TO ORDER

Ms. DiGennaro called the meeting to order at 12:07 p.m.

APPROVAL OF MINUTES

Ms. DiGennaro suggested edits to the minutes from the February 7, 2014 meeting.

AGREEMENT ON AGENDA PARAMETERS

Ms. DiGennaro welcomed the stakeholders in attendance.

Discussion ensued regarding the summit objectives and draft agenda.

Ms. DiGennaro asked whether translational research should be addressed in one of the panels. Dr. Macrina supported adding the term “translational research” because translational research and commercialization are both pathways and he believed both should appear in the same panel. Dr. Harvey agreed, and it was suggested that “translational research” be added to the third panel alongside commercialization and market demand, allowing the first panel to maintain fundamentals.

Dr. Harvey suggested involving graduate students by making a call to action on strategies of economic development. It was suggested that a graduate student component be added to the “participant dialogue” section of the agenda.

Ms. DiGennaro noted that the call to action will encompass the General Assembly, Governor, Secretaries of Education, Technology, and Commerce and Trade, and SCHEV to help with the mission of increasing research funding. A possible legislative call to action would be determining successful intellectual property (IP) policies in other states.

Dr. Gabriel emphasized the importance of limiting the initiatives to be emphasized in the call to action.

Mr. Haner expressed dissatisfaction with Virginia's current position/rankings and funding of academic research. He said the Commonwealth has un-utilized assets, and as a result, this summit should produce ideas that will strengthen our higher education research weaknesses rather than emphasize our strengths.

Secretary Jackson mentioned Executive Order 8 as it relates to the creation of a Cyber Security Commission. She suggested a call to action surrounding this topic as it is connected to various Secretariats including Commerce and Trade, Health and Human Resources, Public Safety, and Veteran Affairs. Ms. DiGennaro indicated support of this call to action. Dr. Skalak suggested separating IP policies from the call to action as a result of the varying viewpoints. He suggested an integrated panel discussion detailing both sides of the issue rather than including IP policies in a call to action.

Mr. May expressed support in creating a pamphlet or similar resource to showcase Virginia's research portfolio including the strengths of institutions and disciplines available. Ms. DiGennaro suggested a call to action in support of this idea. Ms. Jolly stressed caution in putting institutions into silos of strengths/focus. She suggested addressing areas of interest where universities are working together since intellectual power rarely attaches itself to a discipline before an institution.

Ms. Povar suggested a call to action from the economic development perspective on collective solutions for business needs. She also suggested a call to action on maximizing economic return and best practices for policymakers to consider as well as creating a market-friendly portal to assist in finding specific capabilities. Dr. Skalak agreed and said we should integrate to allow for competition in thematic areas.

Ms. Tranter also indicated support of Ms. Povar's portal suggestion and noted that another way of demonstrating capabilities would be to create a portal similar to North Carolina's ReachNC web portal that allows one to search what universities are doing with curriculum, research, partnerships, etc. Secretary Jackson expressed concern with maintaining a portal as a result of the need for constant maintenance and continual oversight. Ms. Tranter explained the ReachNC portal as a way that universities can provide electronic platforms for sharing information. She said institution's work together and the data being generated provides a compatible and collaborative forum.

Mr. Martin indicated that Chamber of Commerce members appreciate collaboration but recognize that it is difficult to commercialize products. He said IP is an ongoing concern for Chamber members. Dr. Macrina suggested a call to action being an overarching architecture for a web portal that represents academic research's strengths and can be a one-stop shop for those looking at Virginia and our institutions. Dr. Skalak commented on the lack of success Johnson and Johnson has had with similar portals. He noted that these portals become obsolete and are difficult to maintain. Investors, venture capitalists, etc. have expressed interest in a portal directory that highlights university faculty representatives. Deputy Secretary Trent is supportive of a portal; however, she expressed concern over the ownership.

Dr. Skalak suggested changing the first panel's title to "Research Portfolio and Emergence of New Markets" and noted the importance of creating knowledge economies. He also noted that "market demand" in the third panel is not an immediate demand, but rather a forecast demand, with which Ms. Povar agreed. Dr. Harvey also agreed and noted the need to focus more on human capital, investments in graduate research, and early investigator programs. Driving curriculum is a commonality between the private sector and institutions. Dr. Skalak suggested changing the title of the third panel to include "serving and creating markets," to which the planning committee concurred.

DISCUSSION OF POTENTIAL INVITEES AND PARTICIPANTS

Ms. DiGennaro asked for additional recommendations for panel speakers and suggested a need for individuals whose backgrounds are both global and overarching in scope as well as narrow and specialized.

Secretary Jackson noted the importance of including all of our public and private institutions in the panel discussions. She also mentioned possible speaker suggestions resulting from appointments and lack thereof on the Virginia Cyber Security Commission.

Ms. Povar said the corporate audience should leave the summit knowing the Commonwealth has tremendous capabilities and the ability to make progress.

Ms. DiGennaro encouraged the planning committee to send additional invitee and speaker suggestions to SCHEV by March 19, 2014.

DISCUSSION OF NEXT STEPS

Ms. DiGennaro provided a recap of the items discussed and thanked everyone for their participation. Action on the minutes from the February 7, 2014 meeting was deferred until the next meeting.

The meeting adjourned at 2:00 p.m.

Joann DiGennaro, Chair

Ashley Myers
Coordinator, Executive & Board Affairs