New Metrics: Measuring University Contributions to Regional Innovation and Economic Growth

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September 26, 2011
Public Universities and Regional Innovation Engagement

APLU created Commission on Innovation, Competitiveness, and Economic Prosperity, CICEP

• Areas of interest:
  » Assess institutional capacity
  » Communicate effectively
  » Measure contributions
University Metrics for Economic Engagement

Current efforts to focus on “transactional” intellectual property data:

• **Patents** -- overrated as an indicator of innovation
• **Licenses** -- key to capture relationships
• **Startups** -- *Not every idea is a company*
• **Revenues** -- *Revenues measure the success of our licensees, not our own activity.*

These measures all have value, but interpretation in isolation is challenging and they do not provide a comprehensive picture of university activity
New Metrics

• Other efforts to define, describe role, outcomes

• “Better World Report”
  – The Positive Impact of Academic Innovations on Quality of Life –
Current APLU-CICEP Initiative

• 2008 CICEP Summer Meeting

• Identified need to:
  – Capture broader sweep of university contributions
  – Identify new metrics to better demonstrate university–community economic engagement;
  – Provide better context for universities, their communities, and other stakeholders
  – Align goals and aims for universities
Current APLU-CICEP Initiative

- February 2010 workshop:
- Diverse participants provided categories and review of metrics
- Themes:
  * Human Capital
  * Knowledge Capital
2010-2011

- Input from participant institutions in each area (Human, Knowledge Capital)
- Groups assigned to identify & refine type & source of information
- Draft template prepared & “internally” reviewed by CICEP members in June (funded by NSF)
First Level Categories

Human Capital
• Faculty & Staff Economic Engagement
• Student Economic Engagement
• Talent Resource Development

Knowledge Capital
• Unfunded Agreements with Industry
• Knowledge Incubators & Accelerators
• Technical Assistance
• Funded Agreements with Industry
Metrics Elements - Examples

– Company sustainability
  • Revenue growth
  • “Investments” – equity or grants
  • New revenues resulting from interactions

– Job creation & talent development
  • Resulting from interactions
  • Credit or non-credit certifications for client employees
  • Student employment with clients

– Unique interactions
  • Access to infrastructure / equipment / materials
  • Clinical populations
  • Faculty consulting & expertise
Why these categories?

RESEARCH OUTPUTS

KE ACTIVITIES

ECONOMIC ACTIVITY

ECONOMIC IMPACT

All sorts of other factors

Start-up
Spin-out
Society
Government
Policy-makers
Small Co's
Big Co's

Jobs
New Products
New services
Turnover
Profit
R&D expenditure
% turnover from new products/services

All sorts of other factors

Knowledge

£

$

£

$
Next Steps in CICEP Metrics

• Present metrics to external stakeholders at workshop in October 2011 in Washington, DC, funded by the National Science Foundation

• Presentation in November to the National APLU Annual meeting, to gain further validation of the metrics template
November 2011 +

• Begin pilot studies of entire set of metrics at CICEP volunteer institutions

• Continue to work with stakeholders to assess their interest / capability in adopting and disseminating selected metrics

• Evaluate feedback, refine process
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