Universities as Economic Drivers
Measuring Success

The State University of New York

September 26-27, 2011
Buffalo, New York
Dear Colleagues and Friends,

Welcome to Buffalo for the first in a series of conferences organized by The State University of New York on *critical issues in higher education*. This year’s conference—“Universities as Economic Drivers: Measuring and Building Success”—comes at a time when national, state, and local governments continue to confront the effects of stagnant economic growth and increasingly intense international competition.

In spring 2010 SUNY launched a new strategic plan—*The Power of SUNY*—riveted on the idea that colleges and universities can and must play a critical role in revitalizing our economy. They are, after all, anchor institutions, in that they have deep roots in their communities that not only make them unlikely to pick up and move away but also ensure their positions as major sources of jobs that contribute to local economic development and vibrancy. Add to this colleges’ and universities’ singular role in educating and training the 21st-century workforce while fostering innovation, knowledge transfer, and community engagement—and it becomes clear that higher education institutions, unlike any other, are essential players in sparking and sustaining regional economic growth and prosperity.

We have designed a full and dynamic program for the next two days. Our intent is to cultivate greater understanding among leading scholars and practitioners, elected officials, business representatives, policy-makers, and other concerned parties about the central roles universities and colleges play in national, state, and local economies, and to explore how the regional economic impact of higher education institutions can be measured, incentivized, and made more effective. Our deliberations will center on pathways of economic influence and on various methodologies, metrics, and data sources that may be used to gauge the performance of colleges and universities in improving economic outcomes. Portions of the proceedings will be published following the conference in order to better share and disseminate our findings.

There is much to learn from bringing together key experts and leaders in any field—both in highlighting and disseminating examples of what works and in helping to advance public policy. We are confident that this is a great and rare opportunity to share ideas, practices, and research findings and to connect with colleagues from around the world with the aim of building a thriving new economy.

We are confident that this week’s program of events will shed new light on our collective work, and we are so pleased that you are able to join us.

Sincerely,

Nancy Zimpher
Chancellor
State University of New York
Schedule at a Glance

**Monday September 26, 2011**

9:00 – 10:00 AM  **REGISTRATION**

**10:00 – 11:30 AM**  **WELCOME AND OPENING PLENARY:**
University-Driven Growth in the Knowledge Economy

**11:45 – 12:45PM**  **CONCURRENT BREAKOUTS:**
New Perspectives on Creating a Strong Economy

- Surveying the Economic Contributions of Higher Education
- Commercializing University Inventions through Incubators and other Tech Transfer—What Works?
- Cluster Strategies—Transforming Regional Economies through Higher Education
- The Global Reach of Higher Education—Opening Markets Abroad, Fueling Growth at Home

**1:00 – 3:00PM**  **LUNCH AND PLENARY SESSION:**
A State University FOR New York

**3:15 – 4:15PM**  **CONCURRENT BREAKOUTS:**
Measuring the Impact of University-Driven Economic Development

- Gauging Higher Education’s Role in the Regional Economy
- Assessing the Impact of University Research, Transferred Technology and Assistance on Private Firms
- Assessing Engagement and External Linkages
- Comparing the Workforce We Have With the One We Need

**4:30 – 5:00PM**  **MEASURING COMMUNITY AND REGIONAL WELL-BEING**

**5:00 – 7:30PM**  **RECEPTION & POSTER SESSION**

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**Tuesday September 27, 2011**

8:00 – 10:00AM  **BREAKFAST PLENARY:** Universities and the Promise of Economic Growth

**10:15 – 11:15AM**  **CONCURRENT BREAKOUTS:** Unwinding the Road Ahead

- Understanding the Effects of Economic Development Initiatives on the Academic Mission
- Encouraging an Entrepreneurial Faculty
- Building University Partnerships with Economic Development Organizations
- Grasping the Context of State Politics and Policy

**11:30 – 12:30PM**  **WRAP-UP AND LUNCH**
**Agenda**

**Monday September 26, 2011**

**9:00 – 10:00AM**  
REGISTRATION — Mezzanine Prefunction Area

**10:00 – 11:30AM**  
**WELCOME AND OPENING PLENARY:**  
University-Driven Growth in the Knowledge Economy — **Grand Ballroom**

This opening session will articulate the principal themes for the conference: the importance of higher education institutions as drivers in the economy, and the need for better metrics to benchmark and track improvement in HEI contributions to regional economic development. Presenters will discuss the underlying trends fueling the knowledge economy, globalization and the underpinnings of economic growth, and will draw from experiences in programs to create technology innovation partnerships among higher education and industry, recruit top scientists, seed research and commercialization endeavors at universities, and better educate students and faculty in inventiveness and entrepreneurialism.

**WELCOME: NANCY ZIMPER, CHANCELLOR, THE STATE UNIVERSITY OF NEW YORK**

**INTRODUCTORY REMARKS: CARL HAYDEN, CHAIR, SUNY BOARD OF TRUSTEES**

Edward Rendell, former Governor, Pennsylvania.  
Peter S. Goodman, Executive Business Editor, Huffington Post  
Vivek Wadhwa, Harvard Law School; Duke University

**11:45 – 12:45PM**  
**CONCURRENT BREAKOUTS: NEW PERSPECTIVES ON CREATING A STRONG ECONOMY**

**Surveying the Economic Contributions of Higher Education — Grand Ballroom E&F**

The extent and nature of universities as economic actors has been the subject of increasing scrutiny. Panelists will explore efforts by the National Academy of Sciences and Association of Public and Land Grant Universities, among others, to develop new metrics to better measure the extent and impacts of entrepreneurial activity, human capital transfer, and external linkages. The discussion will include questions raised about the validity of "return on investment" claims by institutions of higher education, and how well data can be translated to help wider audiences to understand the economic consequences of higher education.

Stephen Merrill, Executive Director of Science, Technology & Economic Policy for the National Academy of Sciences  
Dana Bostrom, Director, Electronic Portfolio, Association of American Medical Colleges  
John Siegfried, Professor, Vanderbilt University  
Ellis Rubinstein, President/CEO, The New York Academy of Sciences

**Commercializing University Inventions through Incubators and other Tech Transfer—What Works? — Delaware Suites (2nd Fl)**

A variety of mechanisms have been developed to bridge the distance between advances in knowledge taking place on campuses and businesses or entrepreneurs interested in such discoveries. The panel will provide an overview of what is known about the effectiveness of university commercialization of intellectual property via incubators and tech transfer. Presentations will describe strategies used to commercialize university technology or other inventions through start-up companies and licensing, university-industry research alliances, social networking and tech transfer, from the vantage of large universities and medical centers bringing leading-edge technologies to market, and from others working with small business owners close-to-the ground.

Donald Siegel, Dean University at Albany School of Business  
Alan Paau, Executive Director & Vice Provost for Technology Transfer & Economic Development, Cornell University  
Janet Bercovitz, Associate Professor of Business Administration, University of Illinois  
Kristel Smith, Director of Entrepreneur Services, Eastern Kentucky University

**Cluster Strategies—Transforming Regional Economies through Higher Education — Regency Ballroom A&B**

Higher education may have a unique economic development role in building and serving networks of firms through sectoral or regional strategies. The panel will explore how institutions of higher education can work with groupings of like firms clustered in their region, particularly where there is a fit between areas of university expertise and the structure of the area economy. Presenters will discuss work on defining and measuring knowledge spillovers and agglomeration, and the ways universities operate within a geography of innovation that draws on social networking as well as on formal tech transfer strategies. Limitations and cautions concerning the cluster model for regional economic growth will also be described.

Iryna Lendel, Assistant Director, Center for Economic Development, Cleveland State University  
Maryann Feldman, Heninger Distinguished Chair in Public Policy at the University of North Carolina, Chapel Hill  
Cresco Sá, Associate Professor, University of Toronto  
George Erickcek, Senior Regional Analyst, Upjohn Institute

**The Global Reach of Higher Education—Opening Markets Abroad, Fueling Growth at Home — Grand Ballroom G**

An increasingly international economy requires nations, businesses, nonprofit organizations and individuals to be globally competent. The panel will discuss how this new world requires institutions of higher education to provide opportunities for preparation in foreign languages, knowledge of other cultures, and experiences beyond ones country of origin. Presenters will address efforts to: attract international students to study in America; encourage domestic students to study or serve abroad during their college years; and involve higher education institutions as regional economic actors linked in a global network of knowledge-sharing. The panel will also take up contributions made by international students to the internationalization of U.S. higher education, and to regional and national economic development through their activities after graduation.

Stephen Dunnett, Vice Provost International Education, University at Buffalo  
April Burris, Executive Committee, Association of International Education Administrators  
Jaana Puukka, OECD Directorate Programme on Institutional Management in Higher Education  
Rahul Choudaha, Director of Development & Innovation at World Education Services

**1:00 – 3:00PM**  
**LUNCH AND PLENARY SESSION:**  
A State University FOR New York — **Grand Ballroom**

This plenary session will report on SUNY’s current economic development activities and impact, and efforts to build New York’s economic future through the preparation of students, technology innovation, commercialization, direct business assistance and workforce development in traditional and newly emerging fields.
WELCOME: HONORABLE BYRON BROWN, MAYOR OF BUFFALO
NANCY ZIMPHER, CHANCELLOR, THE STATE UNIVERSITY OF NEW YORK

Eva Cramer, SUNY Downstate Medical Center
Dennis Hefner, SUNY Fredonia
Janet Nepkie, College at Oneonta
David Smith/Neil Murphy, Upstate Medical University and College of Environmental Science and Forestry
Joyce Brown, Fashion Institute of Technology
Donald Katt, Ulster County Community College/CETT
Alain Kaloyeros, University at Albany

3:15 - 4:15PM
CONCURRENT BREAKOUTS: MEASURING THE IMPACT OF UNIVERSITY-DRIVEN ECONOMIC DEVELOPMENT

Gauging Higher Education’s Role in the Regional Economy — Delaware Suites (2nd Fl)
How well do we understand and measure the consequences of higher education in regional economic development? The panel will describe some of the different pathways by which universities are conceived of as influencing their host economies, and the methods by which scholars and other researchers have attempted to measure these impacts. Presenters will address the spatial extent of spillovers from university activities on economic growth and the relationship of universities to agglomeration economies in supporting economic growth and development at the regional scale. Case examples of university-fueled regional revitalization will draw from experiences in New York, Spain, Italy and Mexico.

Sam Stanley, President, Stony Brook University
Richard Deitz, Federal Reserve Bank of New York
Joshua Drucker, Assistant Professor of Regional Planning, University of Illinois-Chicago
Susan Christopherson, Professor, Department of City and Regional Planning, Cornell University

Assessing the Impact of University Research, Transferred Technology and Assistance on Private Firms — Grand Ballroom G
The panel will address what is known about the difference university programs make to private firms with which they relate in the tech-transfer setting, as well as through technical-assistance programming meant to advance the performance of assisted firms through industrial extension, access to advanced equipment, start-up assistance and other means. The session will discuss management by American universities of intellectual property and technology transfer, as well as questions of effectiveness; emphasizing what university managers have as measures of impact of their assistance or tech transfer investments, and what seems realistic in the way of expectations about universities and regional development.

Lisa Marsh Ryerson, President, Wells College
David Mowery, William A. & Betty H. Hasler Chair in New Enterprise Development, Haas School of Business, UC-Berkeley
Laura Schultz, Assistant Professor, University at Albany
Richard DeMartino, Associate Professor of Management and director of the Albert J. Simone Center for Innovation and Entrepreneurship, Rochester Institute of Technology

Assessing Engagement and External Linkages — Grand Ballroom E&F
Institutions of higher education contribute to the economic health of their regions by providing: intellectual resources and muscle for community problem-solving; cultural and recreational facilities that enrich the community; and social bonds that lead to new products and ideas, safer neighborhoods, and stronger regional identities. This panel presentation and discussion will focus on questions of connection and metrics involving university engagement strategies and the setting for economic growth and innovation.

Rev. Dr. Calvin O. Butts, Old Westbury
Pat Sobrero, Office of Extension, Engagement and Economic Development, North Carolina State University
Kimberly de los Santos, Office of University Initiatives at Arizona State University
Tim Franklin, Office of Public Partnerships & Engagement at the Pennsylvania State University

Comparing the Workforce We Have With the One We Need — Regency Ballroom A&B
Preparing the workforce is one of the most vital ways that institutions of higher education can affect economic innovation and growth. How well are programs aligned with future needs? The panel will discuss the crucial role universities and colleges play in identifying skills and abilities needed and tailoring training and education programs to prepare students and current workers for the occupations and fields that lie ahead. Presenters will address how colleges are able to draw on workforce training funds in some states to aid in employer-specific training programs to foster economic growth, and to what known effects. The discussion will take up efforts to improve the effectiveness of continuing technical education programs, and will address Open Learning initiatives and their connection to economic development in New York.

Shaun McKay, President, Suffolk County Community College
James Jacobs, President Macomb Community College, Community College Research Center, Columbia University
Pradeep Kotamraju, Deputy Director, National Research Center for Career and Technical Education, University of Louisville
Meg Benke, Provost and Vice President of Academic Affairs, Empire State College

4:30 - 5:00PM
MEASURING COMMUNITY AND REGIONAL WELL-BEING — Regency Ballroom ABC
There are three universal truths when it comes to quality of place: We all live in a region’s communities; we all have a stake in a region’s environment; and we all benefit when a region’s economy thrives. However, the ways we measure community and regional vitality and performance relative to regional goals remains challenging. Researchers at SUNY New Paltz’s Center for Research, Regional Education and Outreach (CRREO) have developed a citizen-vetted, data-driven index that uses eight statistically valid and reliable indicators to measure the well-being of a region and communities within it. Based on their 2010 Mid-Hudson report that focused on Sullivan, Ulster, Orange and Dutchess counties, CRREO has developed a state-wide version of the study, which will be used to analyze county and regional well-being across the state, and how SUNY influences a region’s well-being. This presentation will detail how the study was developed, executed and its application.

Gerald Benjamin, Associate Vice President for Regional Engagement and Director of the Center for Research, regional Education and Outreach at SUNY New Paltz
Kathleen (KT) Tobin Flusser, Assistant Director of CRREO
Tuesday September 27, 2011

8:00 - 10:00AM
BREAKFAST PLENARY: UNIVERSITIES AND THE PROMISE OF ECONOMIC GROWTH — Grand Ballroom

This plenary will explore the influence of universities and university systems in economic innovation, with a view toward the work ahead. Speakers will address the roles, mission-balance, understanding of effectiveness/accountability, and matters of measurement concerning the economic consequence of universities and university systems. A collaboration among Federal agencies and research institutions to document the scientific, economic, security, social and workforce results of science investments will be discussed. Presenters will also discuss the broad efforts at some of America’s leading universities to update and reapply the principles of the Morrill Act for a global society, particularly in areas of economic development, engagement, clean energy and sustainability.

Roger L. Geiger, Distinguished Professor of Higher Education, Pennsylvania State University

Julia Lane, Program Director, Science of Science and Innovation Policy, National Science Foundation

Paul J. Corson, Office of Innovation and Entrepreneurship, U.S. Department of Commerce

James Malatras, Deputy Secretary for Policy and Programs, Office of New York State Governor Andrew Cuomo

Lou Anna Simon, President, Michigan State University

Jeremy Jacobs, Chair University at Buffalo Council and Chair and CEO, Delaware North Companies

10:15 - 11:15AM
CONCURRENT BREAKOUTS: UNWINDING THE ROAD AHEAD

Understanding the Effects of Economic Development Initiatives on the Academic Mission — Grand Ballroom E&F

There is some debate about whether economic development is a departure from or a continuation of the traditional role of higher education institutions in the United States. Does partnership in research and an emphasis on economic development efforts effectively “corporatize” the university, or is such an approach in keeping with the historic purposes and strategies of higher education institutions seeking to balance the pursuit of knowledge and service? The panel will take up the compatibility of economic growth/innovation and the traditional mission of higher education institutions.

Craig Carnaroli, Executive Vice President, University of Pennsylvania

Lisa Freeman, Vice President for Research and Graduate Studies, Northern Illinois University

Gary Rhoades, Professor of Higher Education, Center for the Study of Higher Education, University of Arizona

Pamela Cash, Assistant Dean and Lecturer, Bryan School of Business and Economics, University of North Carolina - Greensboro

Encouraging an Entrepreneurial Faculty — Grand Ballroom G

What techniques and approaches work best in encouraging faculty and administrators from across the university to think entrepreneurially and become engaged in economic innovation? The panelists will discuss various efforts at leading academic institutions to persuade and support faculty and administrators to become involved in commercialization, to engage externally, and explore entrepreneurship in new ways across the curriculum.

Margaret Dahl, Associate Provost for Economic Development, University of Georgia

John A. Schneider, Assistant Vice President for Industry Research, Office of the Vice President for Research, Purdue University

George Harker, Senior Associate Vice Chancellor, Office of Intellectual Property Management & Commercialization, University of New Orleans

Eugene Krentsel, Assistant Vice President, University at Binghamton

Building University Partnerships with Economic Development Organizations — Regency Ballroom A&B

How can institutions of higher education build stronger, more lasting relationships with economic development organizations that further areas of shared interest? The panel will outline considerations for stronger partnerships with universities from the perspective of economic development agencies at the national level, and will highlight best practices from experiences in Georgia, Michigan, and at the national association of technology transfer managers.

Jeff Finkle, President/CEO, International Economic Development Council

Jilda Diehl Garton, Associate Vice Provost for Research and General Manager, Georgia Tech Research Corporation and Georgia Tech Applied Research Corporation of Georgia Tech University

Robin Rasor, President of Association of University Technology Managers and Director of Licensing at University of Michigan

Grasping the Context of State Politics and Policy — Delaware Suites (2nd Fl)

A number of long-term trends confronted systems of public higher education in the US, even before the effects of the Great Recession. The panel will discuss the context for university-based economic development and engagement activities during a period of significant challenge for public institutions, drawing from lived experience and research on national and state-level trends concerning university economic development efforts.

Cecilia Cervantes, President, Hennepin Technical College

Brian Prescott, director of policy research, Western Interstate Commission for Higher Education

Monnica Chan, Director of Policy and Research, New England Board of Higher Education

11:30—12:30PM
CONFERENCE WRAP-UP AND LUNCH
Walking Directions to Shea’s Performing Arts Center

1. Head northeast toward W. Huron St.
2. Turn right onto W. Huron St.
3. Turn left onto Main St.

Shea’s is on your left.