



aplu.org/TechTransferEvolution

TECH TRANSFER EVOLUTION

How must Tech Transfer offices evolve to meet the opportunities and challenges of becoming broader economic engagement offices?

VISION

Public research universities have a responsibility to drive economic and social prosperity in their regions and beyond. University leaders are increasingly responding to that challenge. University technology transfer offices are also evolving toward participation in a broader scope of efforts that support the economic engagement missions of our universities.

License to Laugh



"We've decided to rebrand the Technology Transfer Office. We're now the Office of Technology Licensing and Commercialization, Venture Creation, Industry Liaison, Economic Development and Societal Impact."

TOPICS FOR CONSIDERATION

- Engaging the Local and Regional Ecosystem
- Redefining Expectations of Technology Transfer Offices
- Adapting Innovation Management Structures
- Fostering an Entrepreneurial Culture
- Supporting University Startups

QUESTIONS

- 1. Identify the current obstacles**
- 2. Identify three things we're doing well**
- 3. Identify three imperatives**

THEMES

- *Success in technology transfer should not be measured by revenue, but by contributions to regional economic prosperity*
- *Technology transfer must be better integrated with and connected to the broader innovation management and economic engagement efforts of the university.*
- *Strategic resource allocation for technology transfer, including funding and staffing, must take into account a broader scope of activities and expectations.*
- *Make the economic engagement story more explicit*

NEXT STEPS

APLU will continue to work with partners on the national level to advance the importance of technology transfer as part of universities' economic and societal engagement mission.

University leaders should explore the implications of the examples, obstacles, and imperatives outlined in this report, and implement them as appropriate.

Contacts

Julie Nagel (co-chair),
Associate Vice Chancellor for Innovation and Entrepreneurship,
University of Kansas

Paul Roben (co-chair),
Associate Vice Chancellor for Innovation and Commercialization,
University of California San Diego

Jim Woodell,
Vice President for Economic Development and Community Engagement