



TEXAS TECH UNIVERSITY[®]

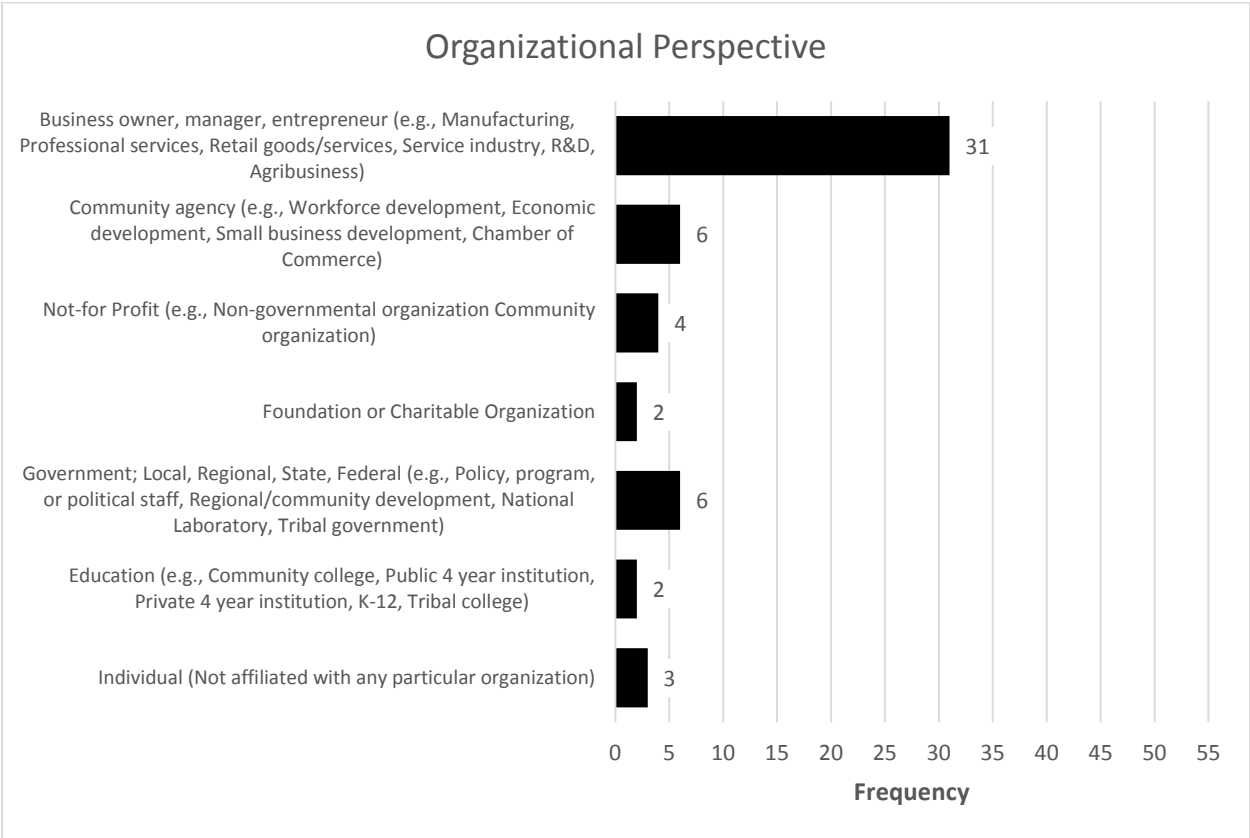
*Innovation and Economic Prosperity Designation
Business and Community Leaders Survey*

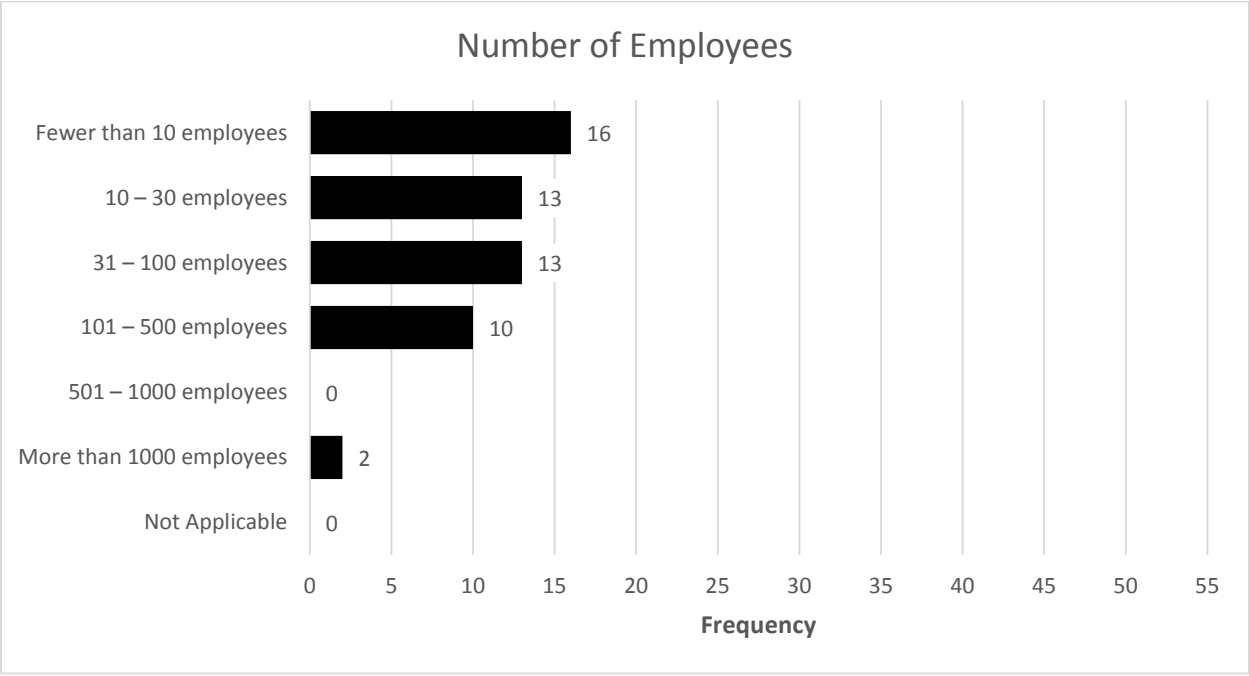
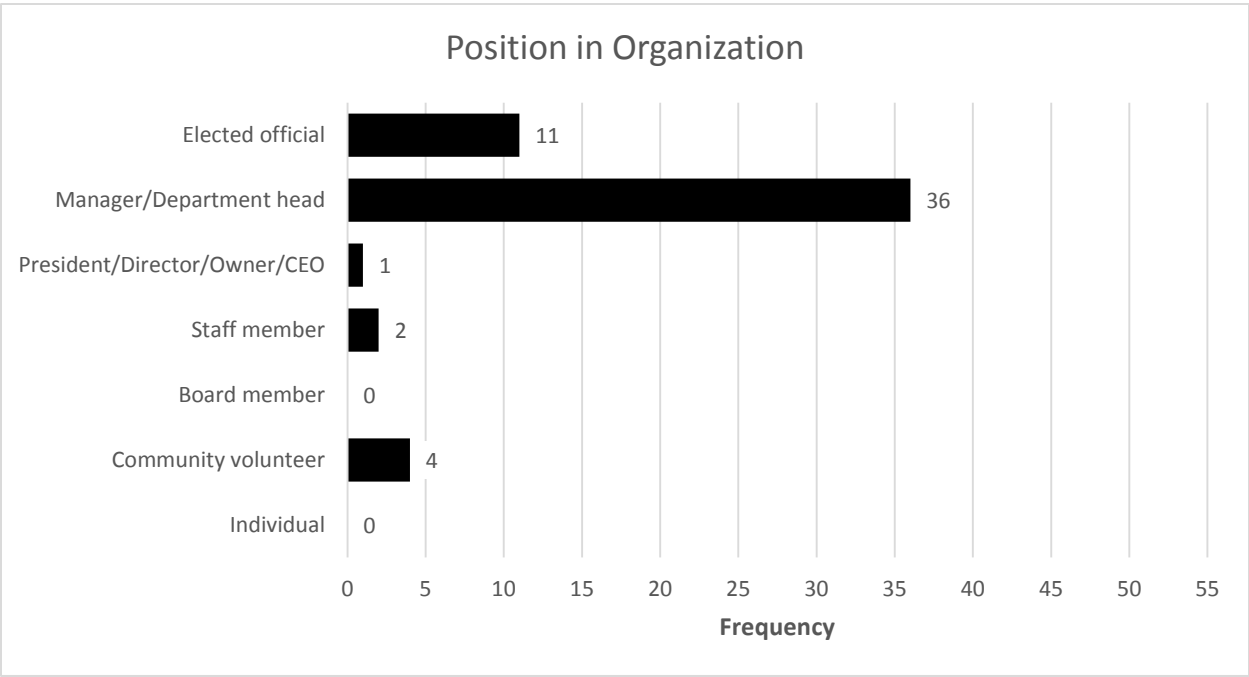
Sponsored by the Office of the President and the Office of the Vice President for Research

Business and Community Leader Survey

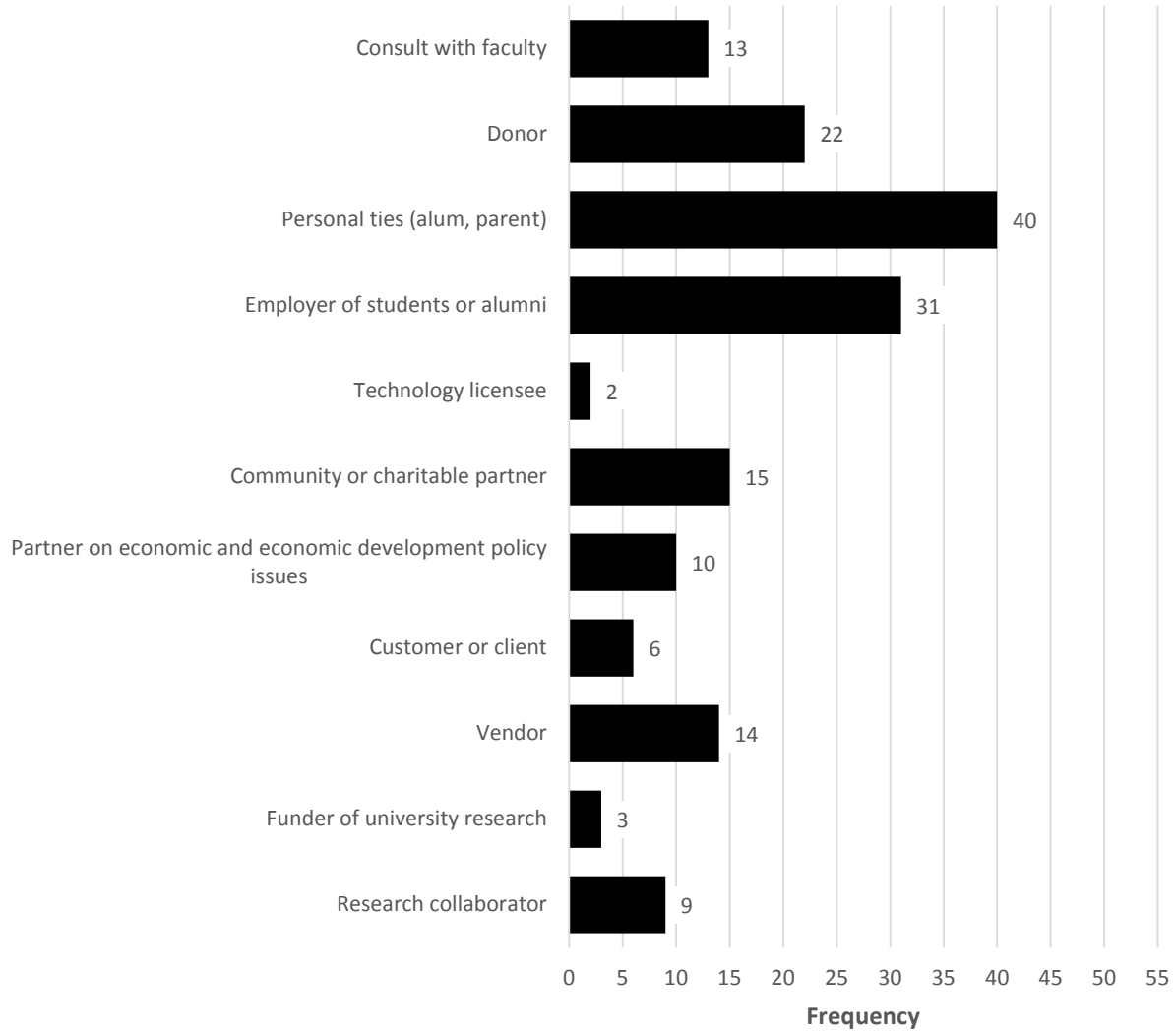
In partnership with the Lubbock Chamber of Commerce, the Lubbock Economic Development Association, and the Lubbock City Council, we administered the survey to area business and community leaders. Fifty-four (54) individuals responded to the detailed survey instrument adapted from the Association of Public Land Grant Universities (APLU) Council on Innovation, Competitiveness and Economic Prosperity (CICEP) program guide.

Demographic Data





Relationships with University

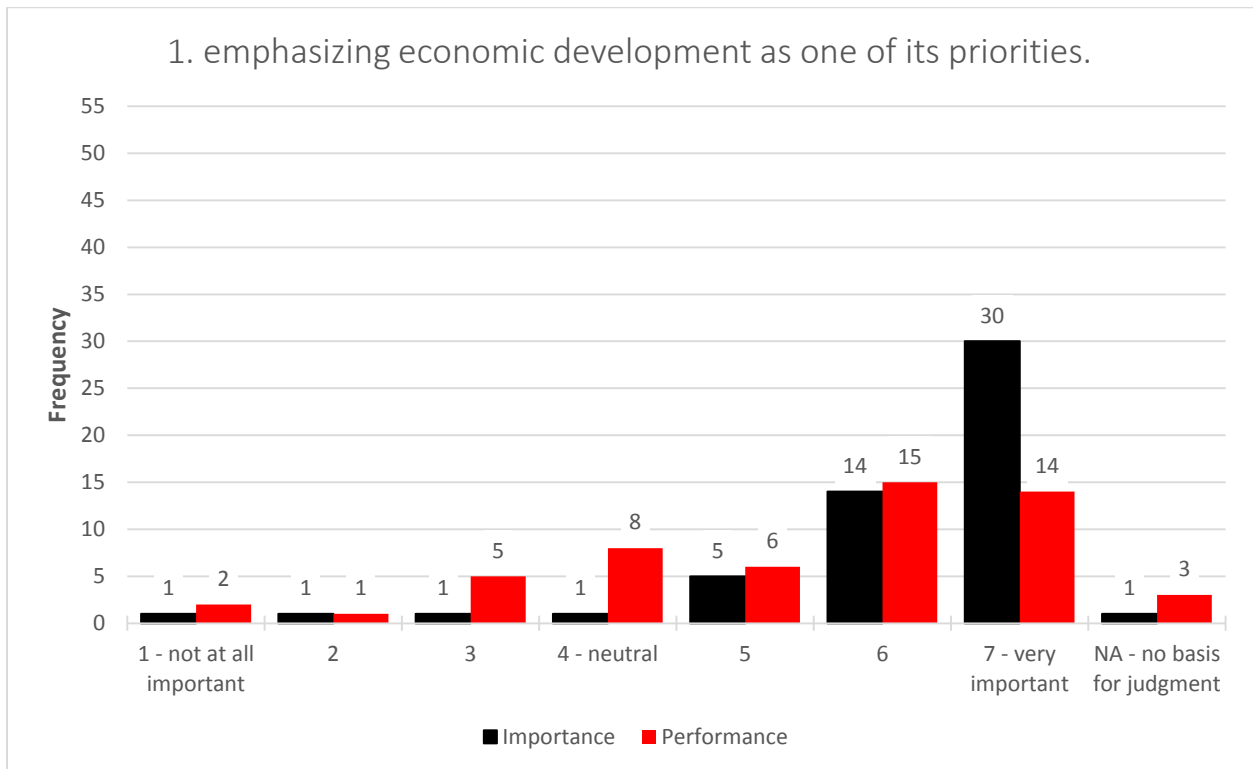


Survey Data

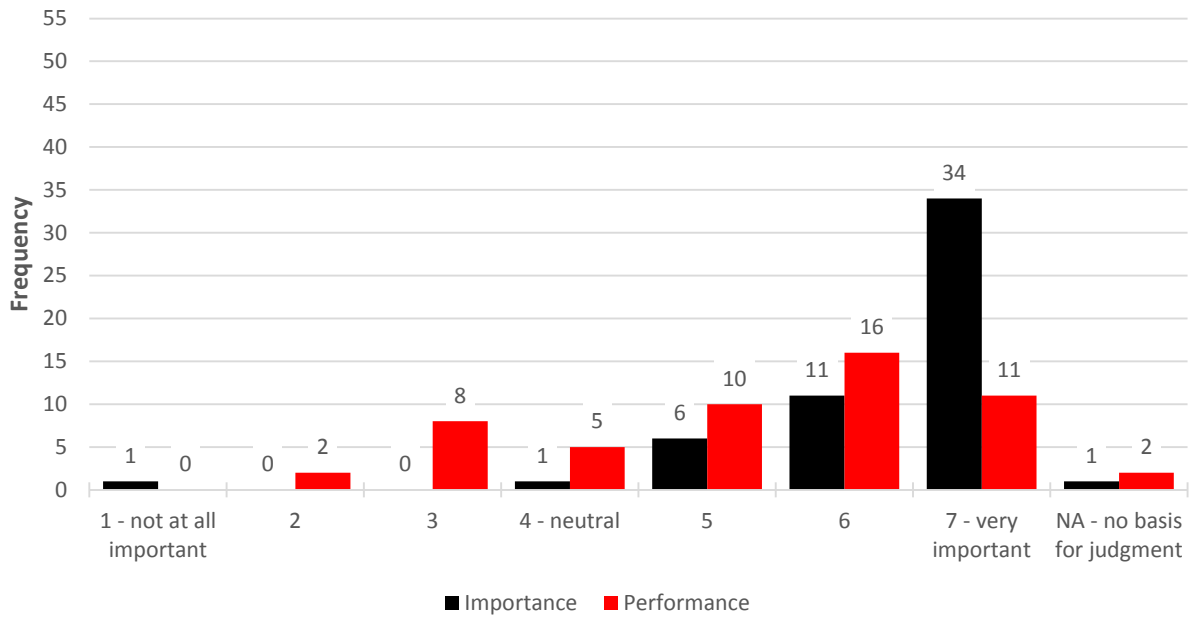
The survey was divided into six categories of institutional impact on the community. Within each category, respondents were asked to rate TTU in terms of priority and performance. Priority indicates the perceived level of commitment by the institution to that particular activity or measure, and performance measures actual impact.

Category 1: Institutional Leadership

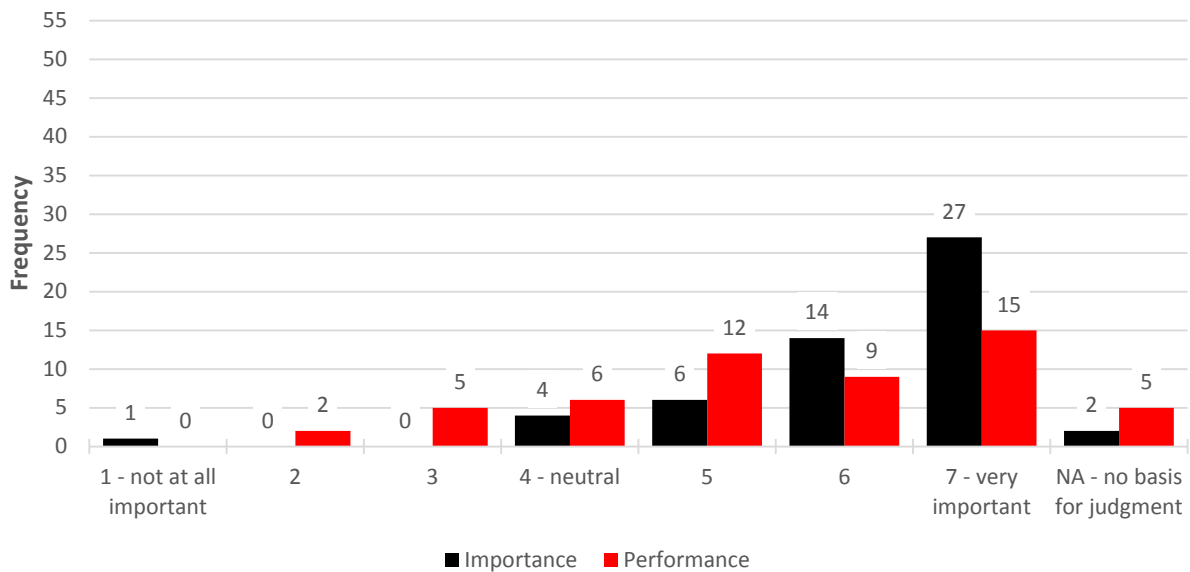
The institution engages and asserts institutional leadership by:



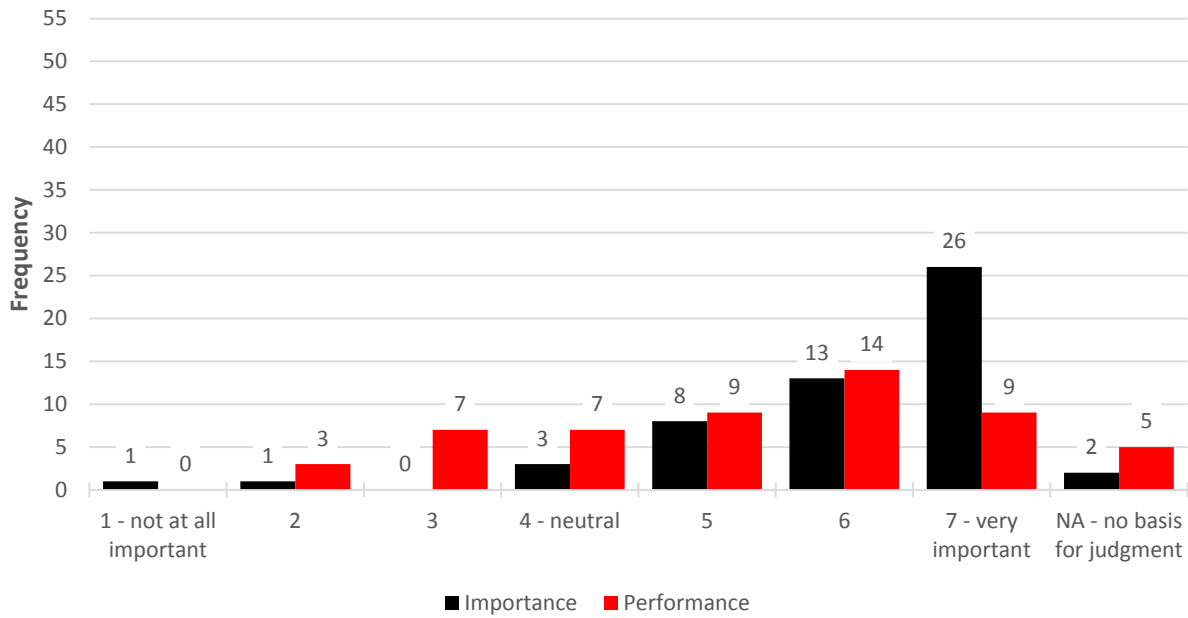
2. working alongside government, business, and community leaders to identify economic development priorities.



3. assessing the strengths and needs of local and regional industry and aligning the institution's key research assests accordingly.



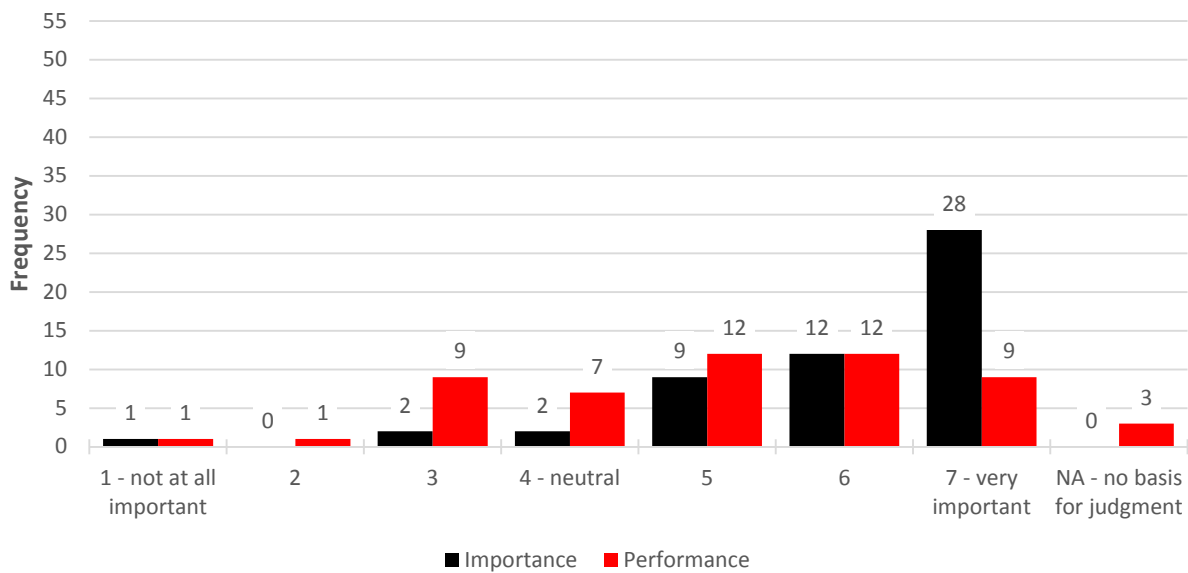
4. actively engaging senior campus leadership in local and regional economic development initiatives.



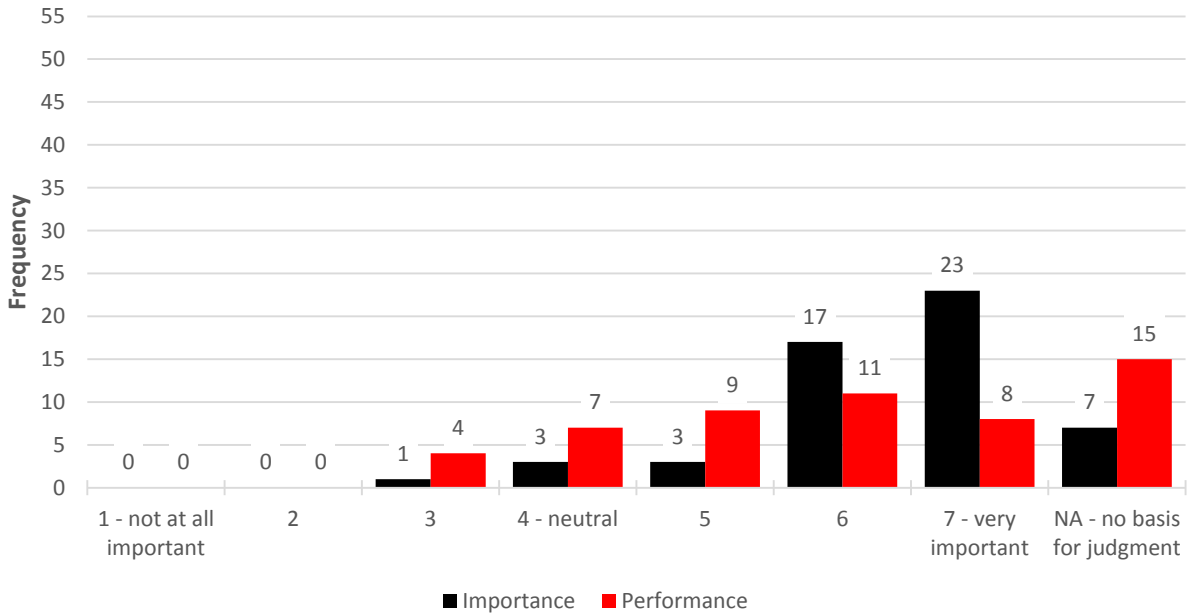
Category 2: Creating a Supportive Culture

The institution creates a supportive culture by:

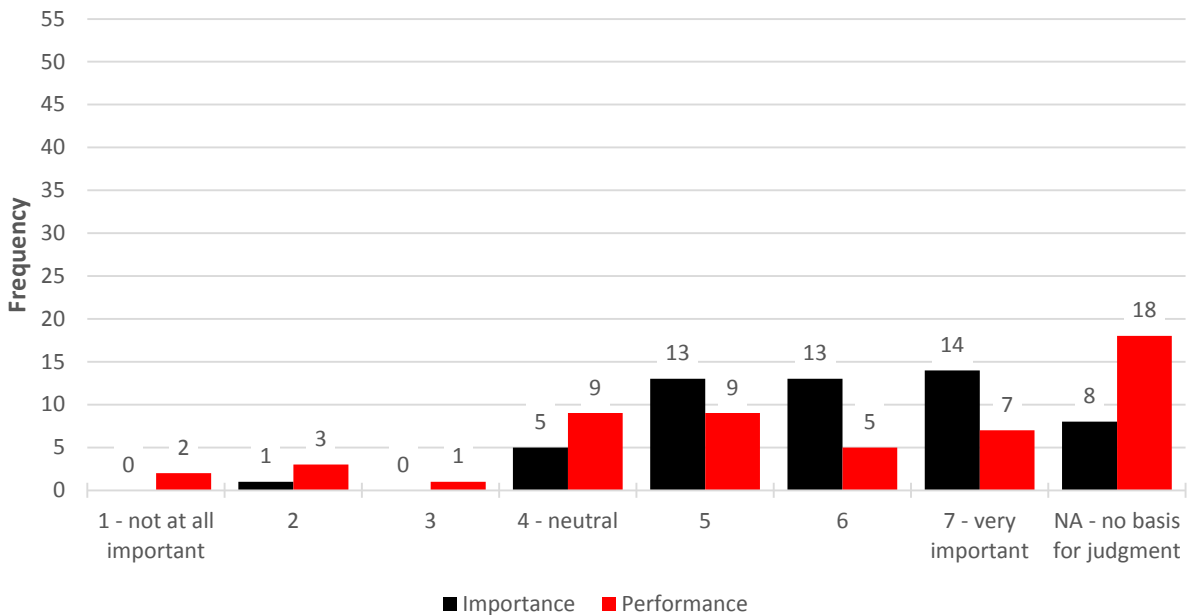
1. recognizing and promoting faculty and staff involvement in economic development activities, community partnerships, and business assistance.



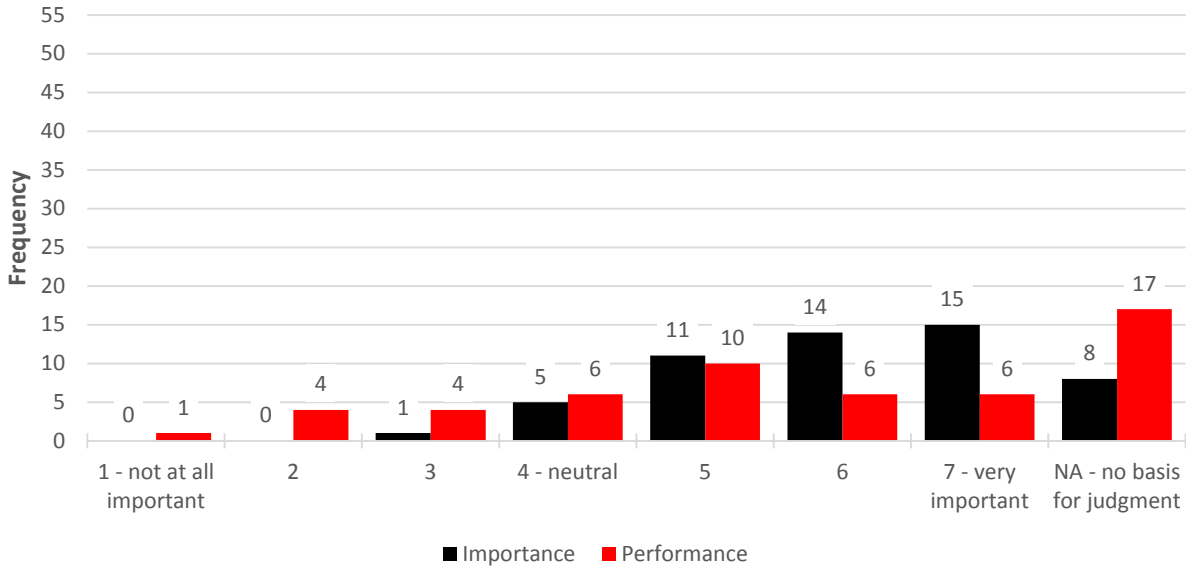
2. actively promoting faculty research collaborations with industry.



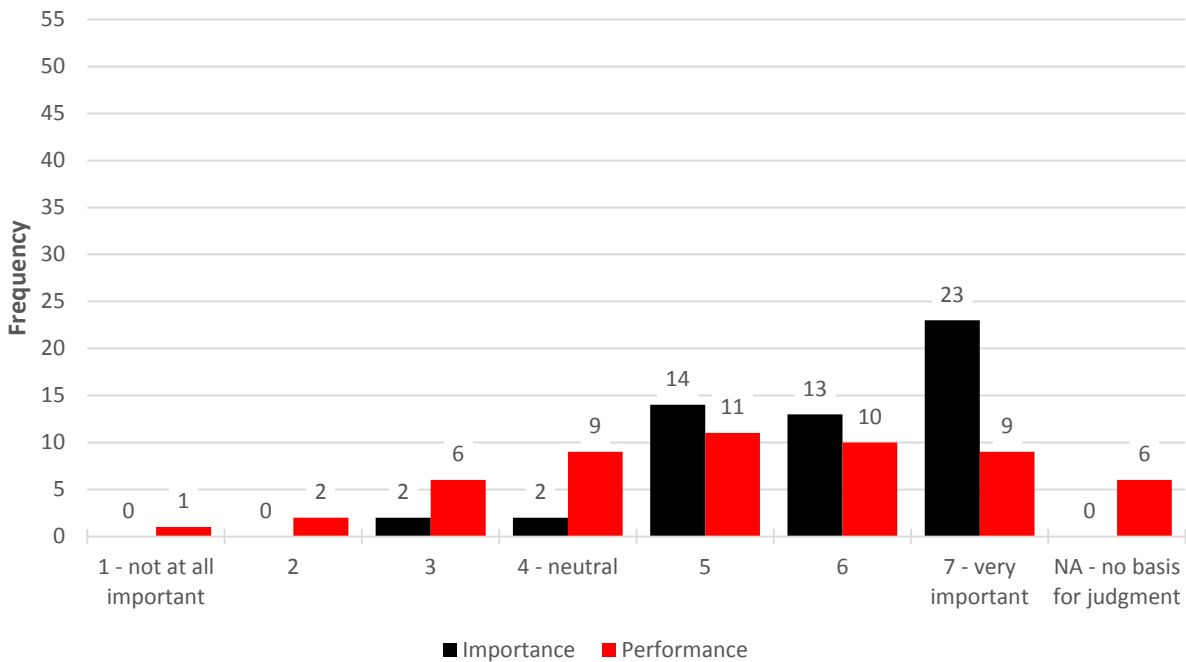
3. making available cooperative research centers and/or laboratory facilities to external partners.



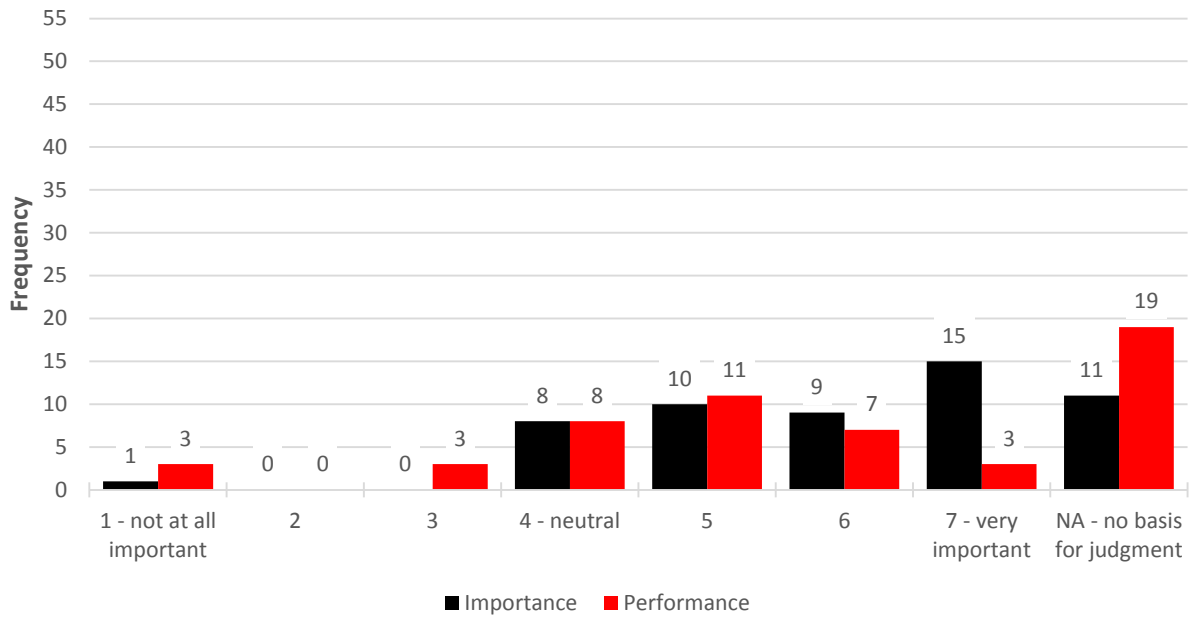
4. supporting consulting/exchange programs for faculty to foster personal interactions between Texas Tech and community partners.



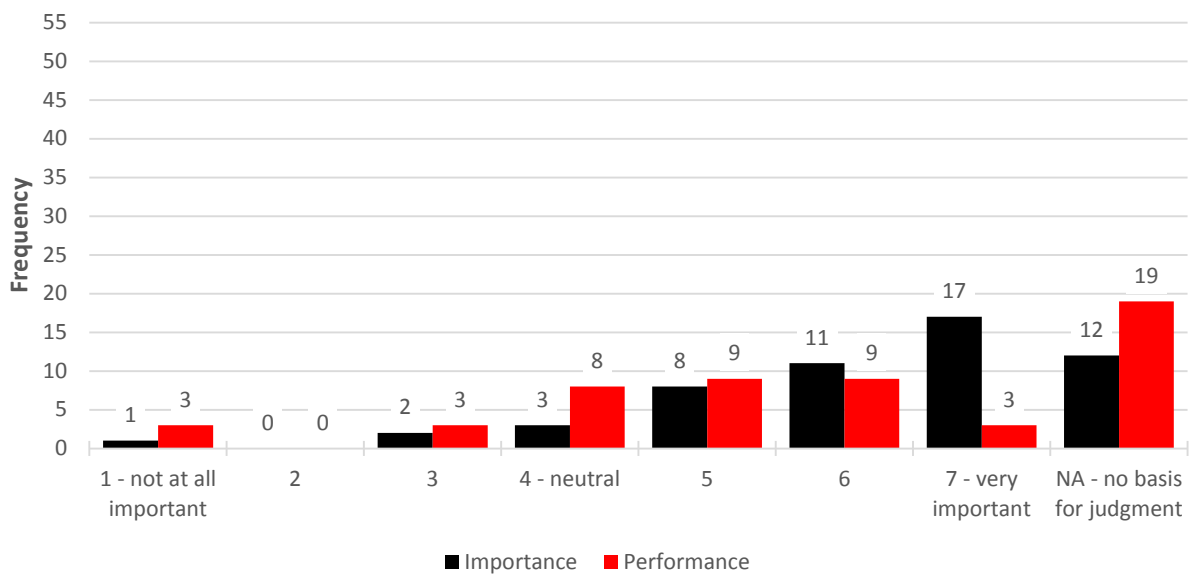
5. promoting problem-solving for community or industry needs.



6. implementing efficient procedures for securing contracts, licenses, and other agreements with industry.

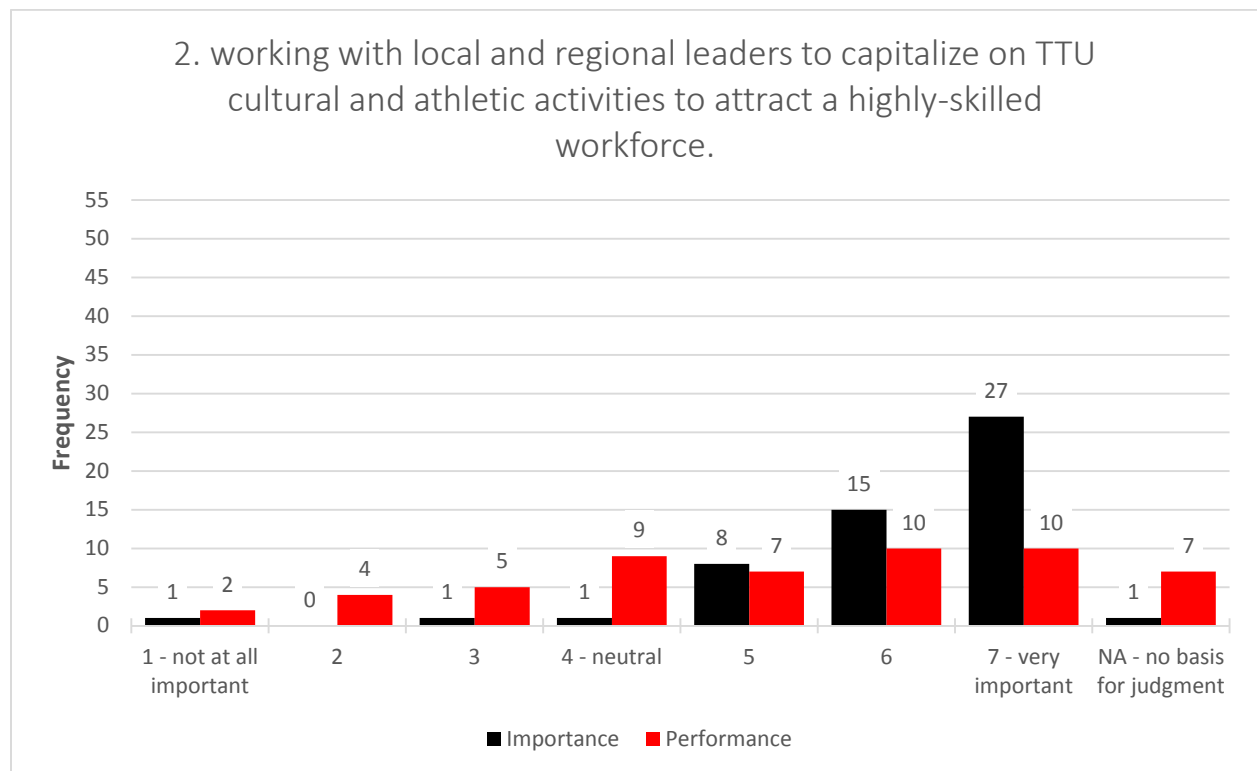
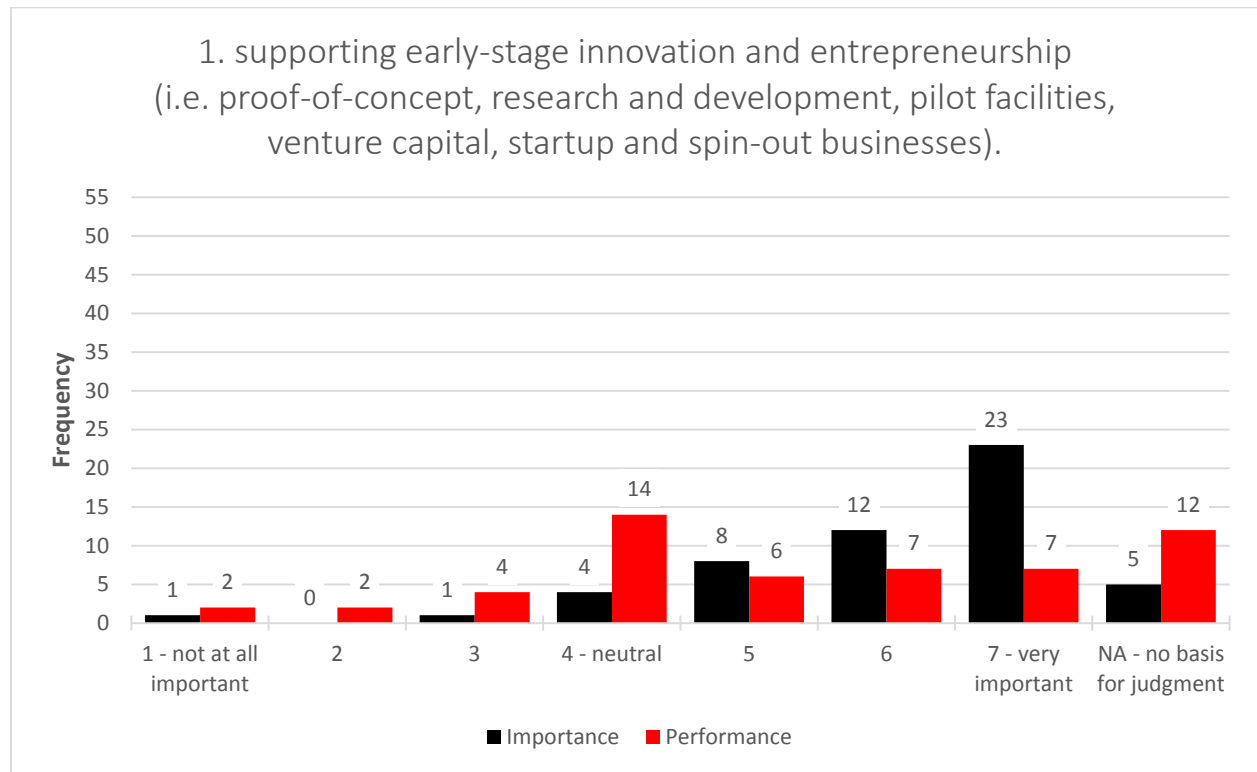


7. ensuring the faculty are aware of opportunities and benefits of participating in local and regional economic development activities.

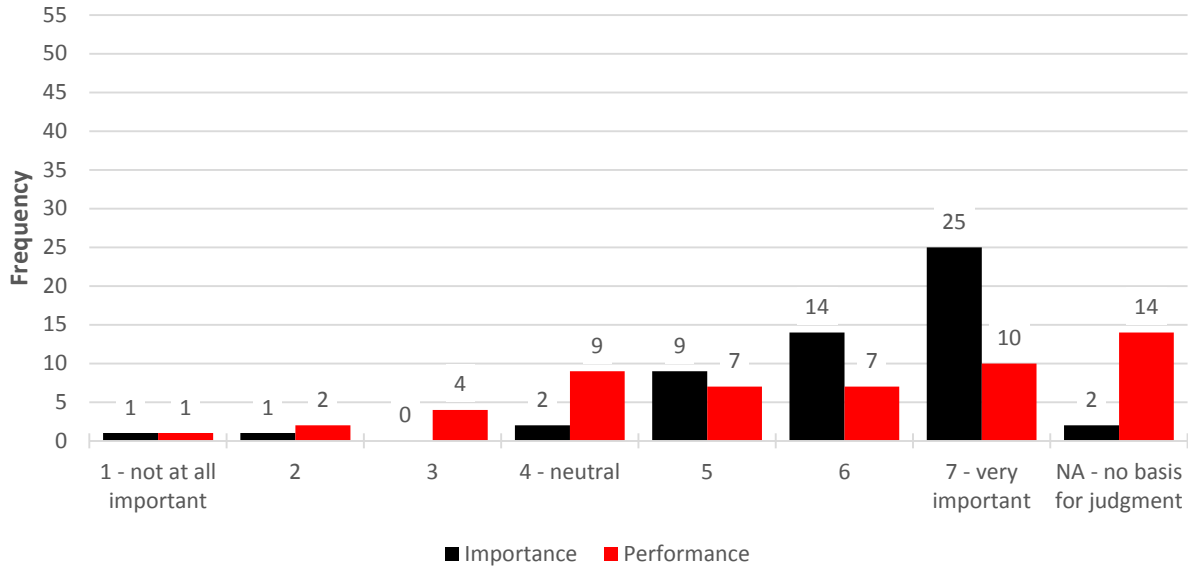


Category 3: Contribution to Developing an Innovative Economy

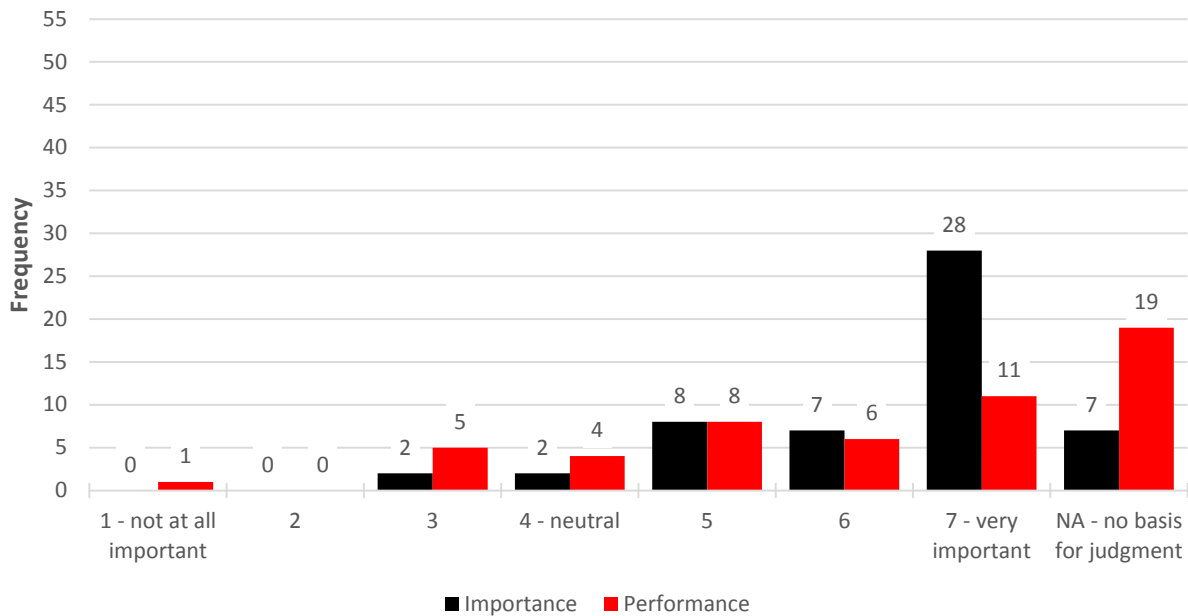
The institution contributes to the development of an innovation economy by:



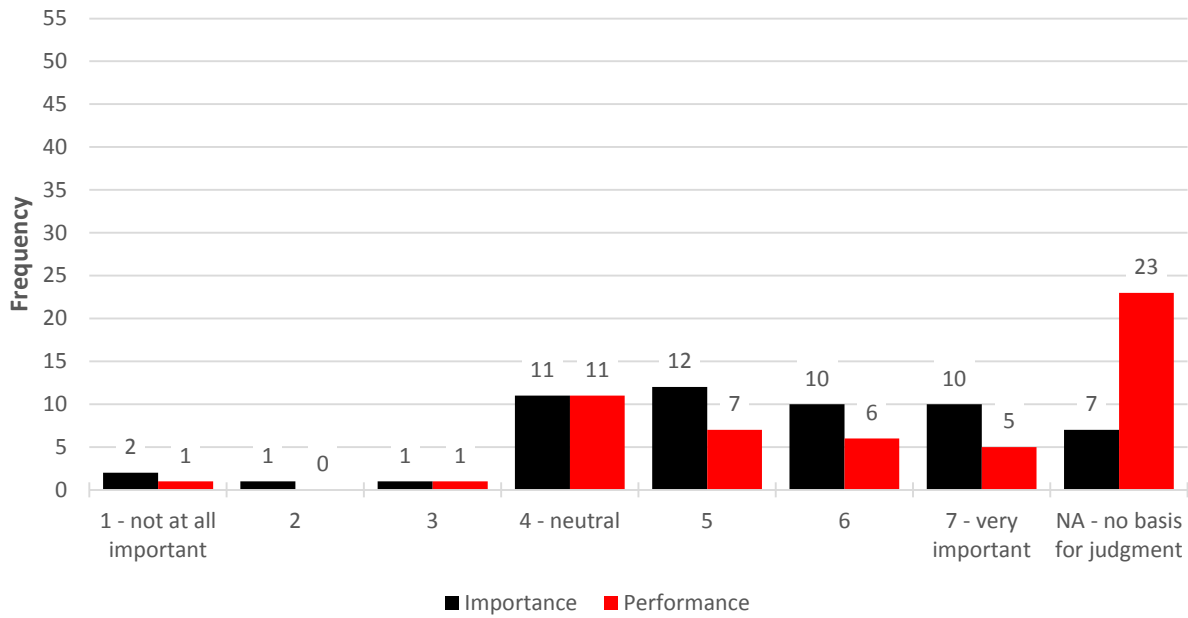
3. fostering public-private partnerships
(i.e. national laboratories, local and regional government and industry).



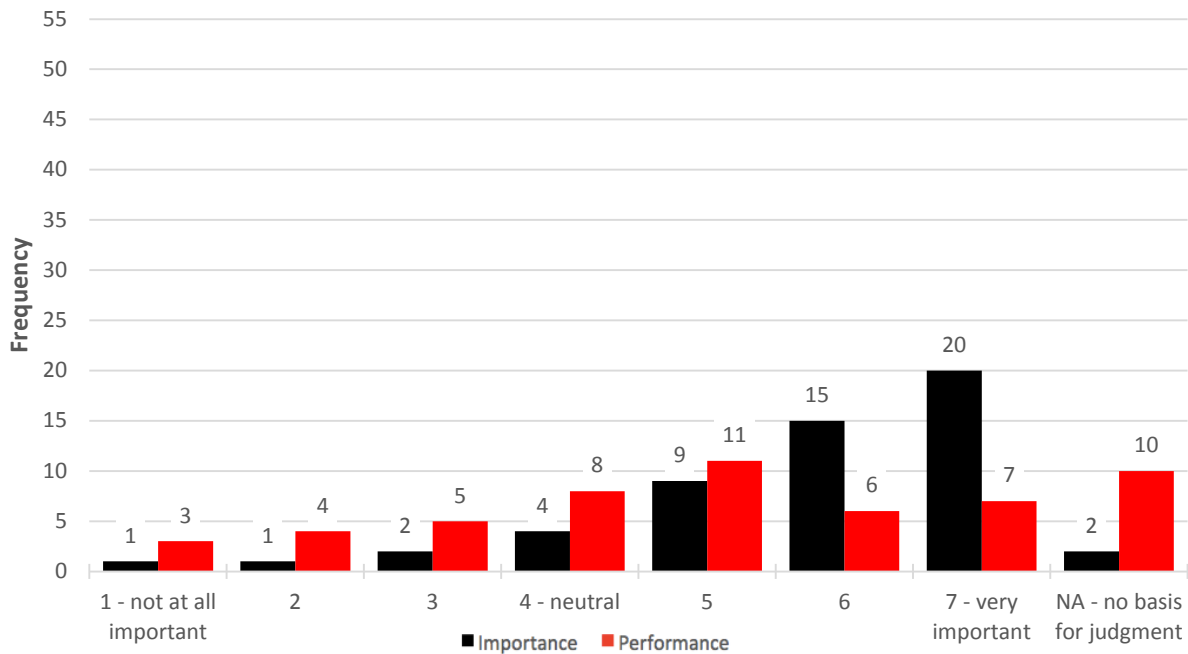
4. maintaining capacity to license and patent university discoveries.



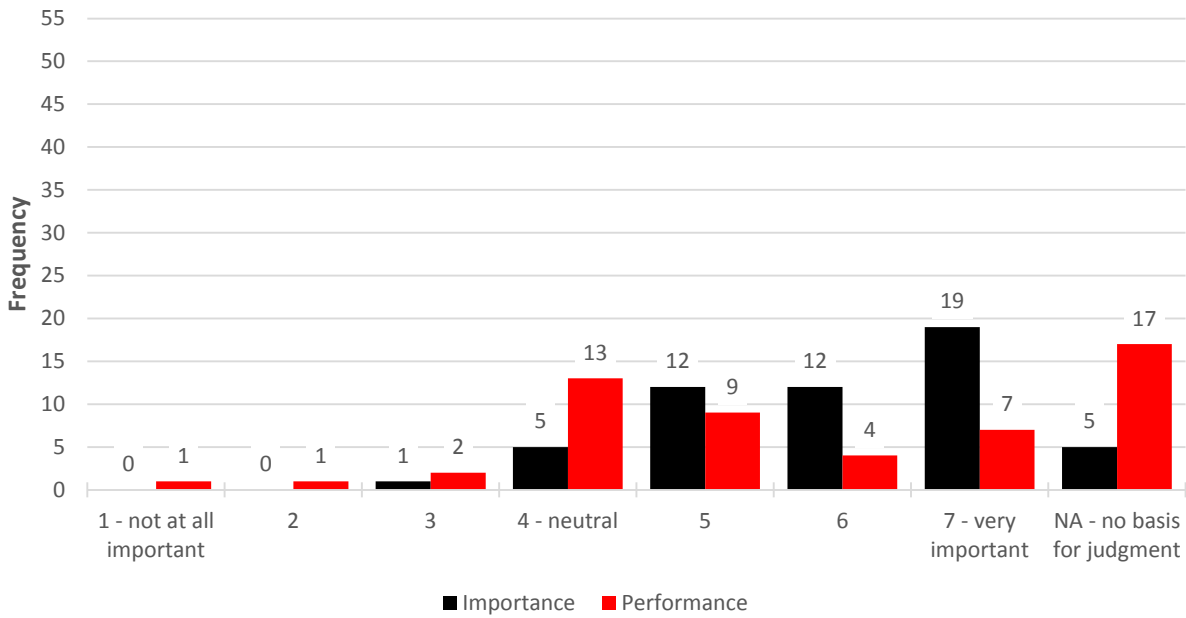
5. identifying and informing partners of governmental laws and policies related to economic development.



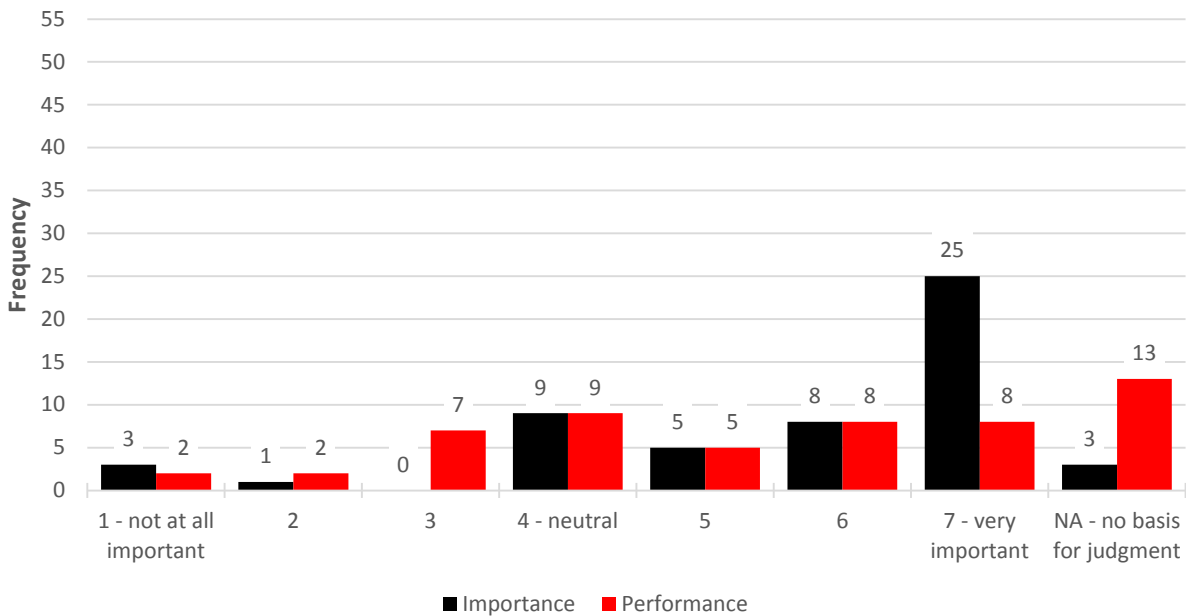
6. partnering with community members to define public and private investments for economic development.



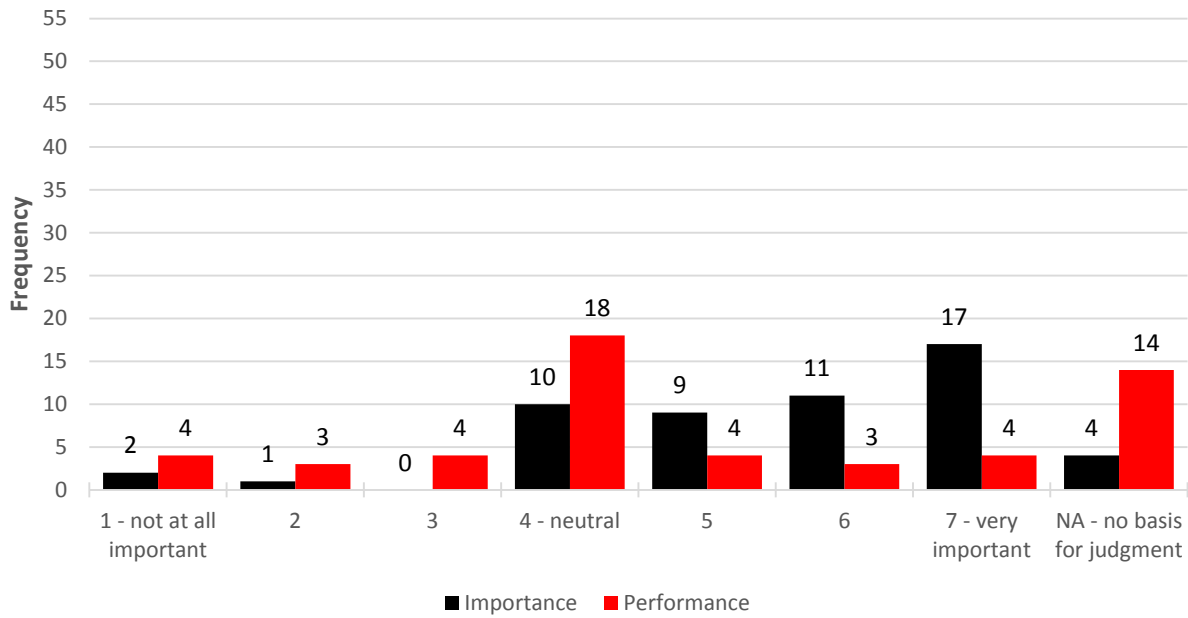
7. using local and regional industry studies to form TTU research, education, and engagement agenda.



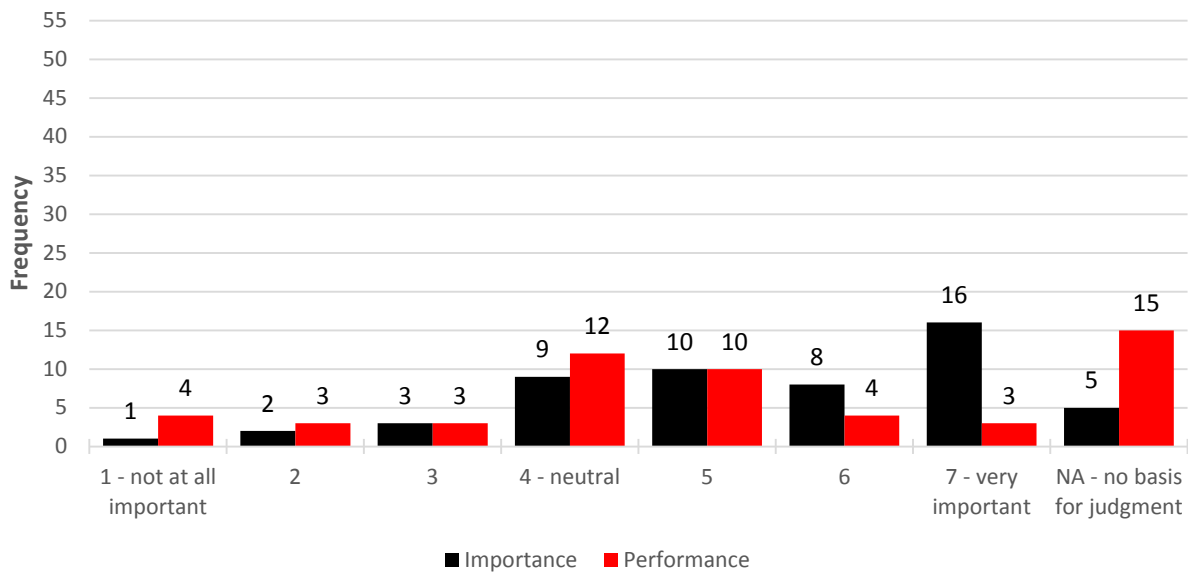
8. developing partnerships with government at federal, state, and local levels to retain and grow existing businesses.



9. enhancing small business development
(i.e., seed funding, incubators, technical assistance, etc.).

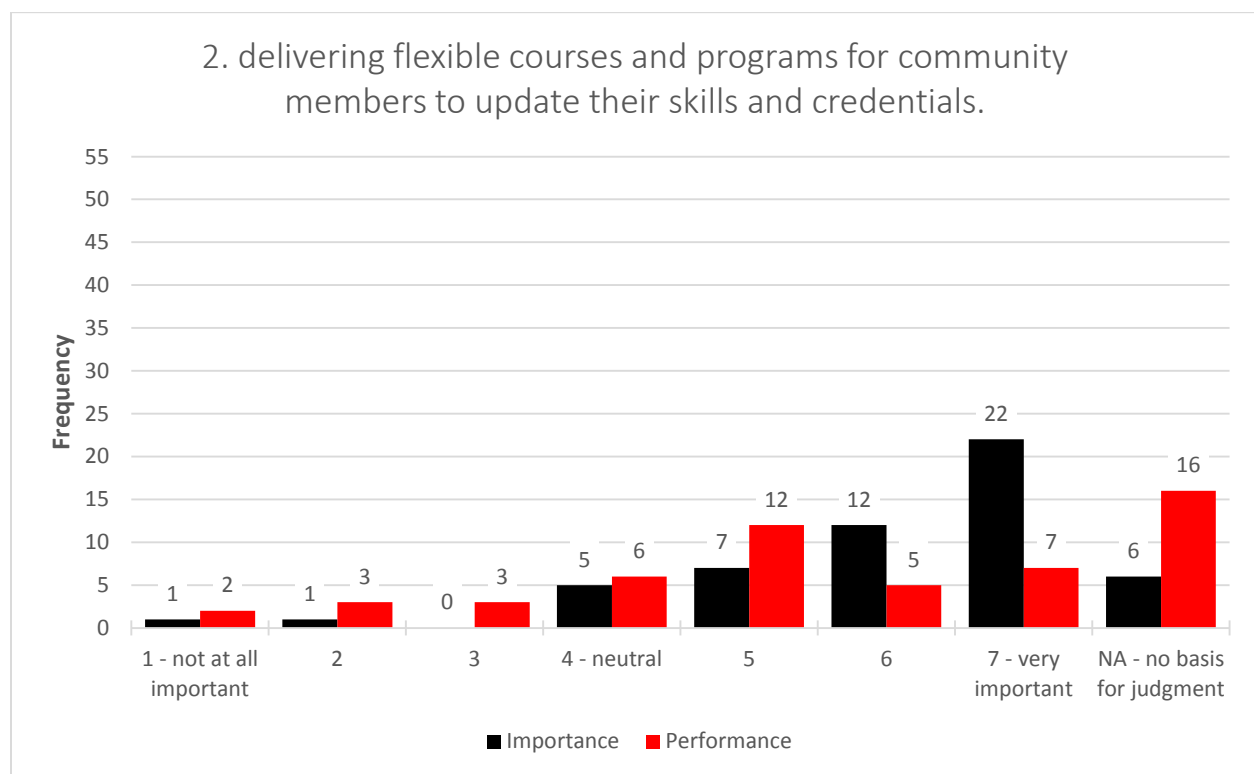
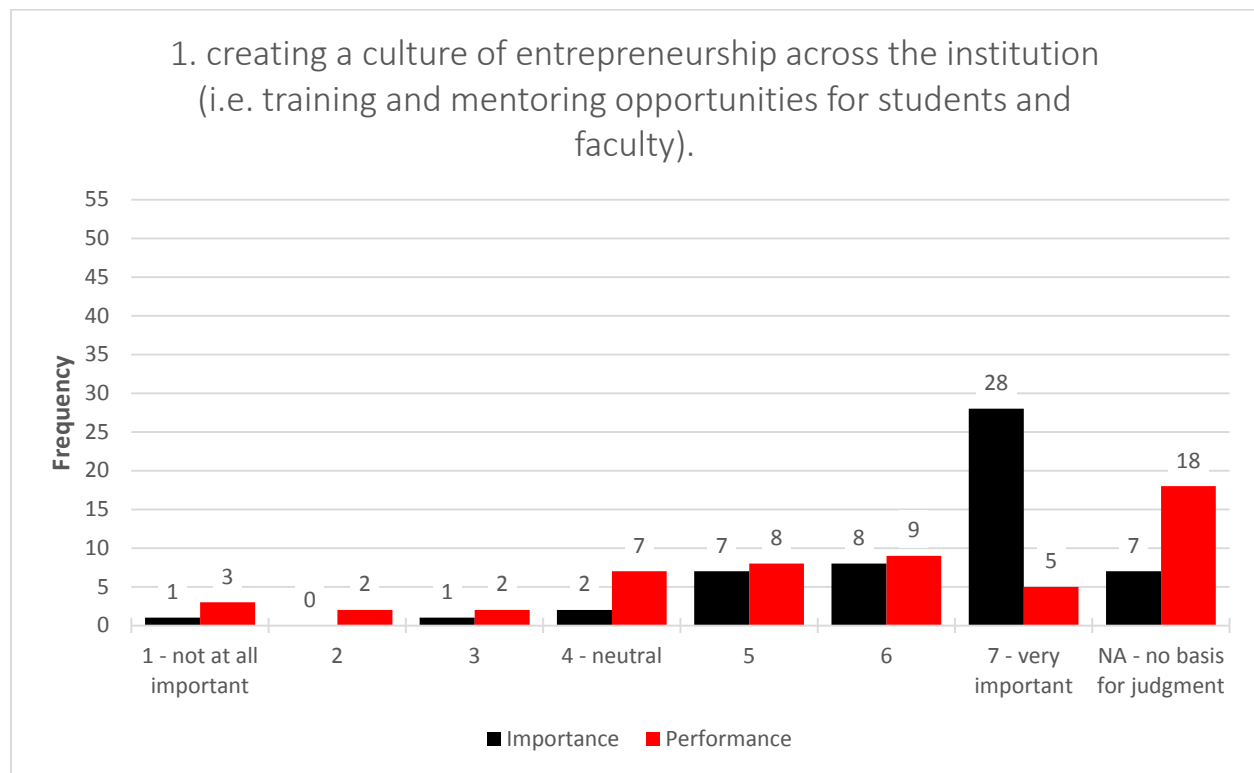


10. facilitating partnerships across organizational boundaries
(i.e. faculty—company, company—company, company—non-profit).

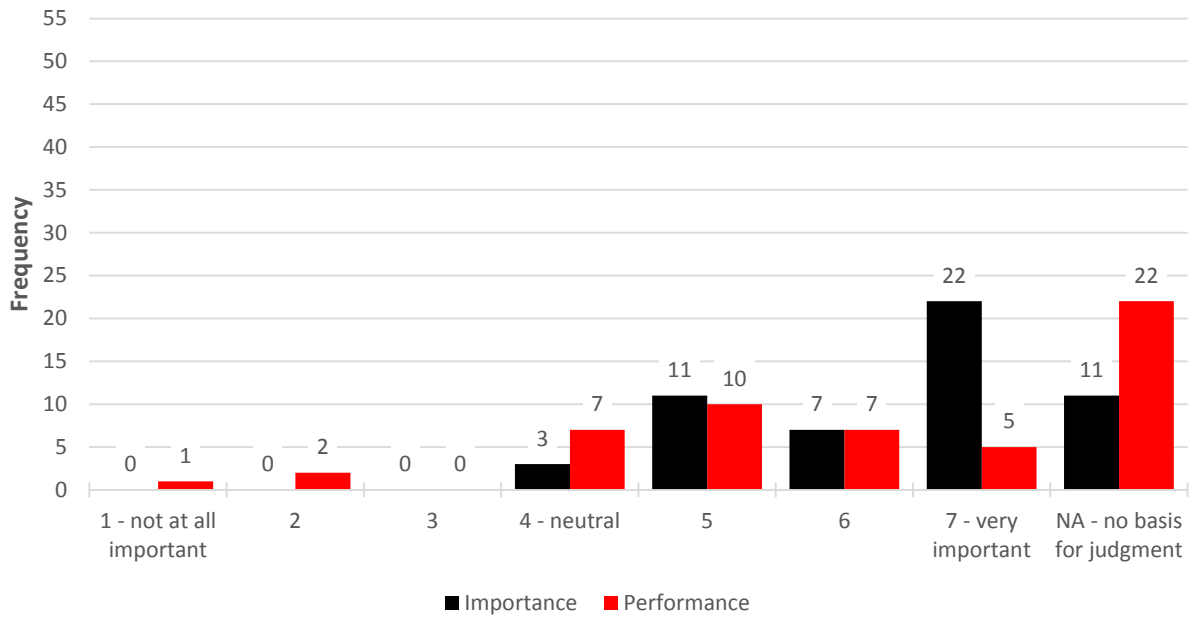


Category 4: Provides Relevant Educational Opportunities and Programs

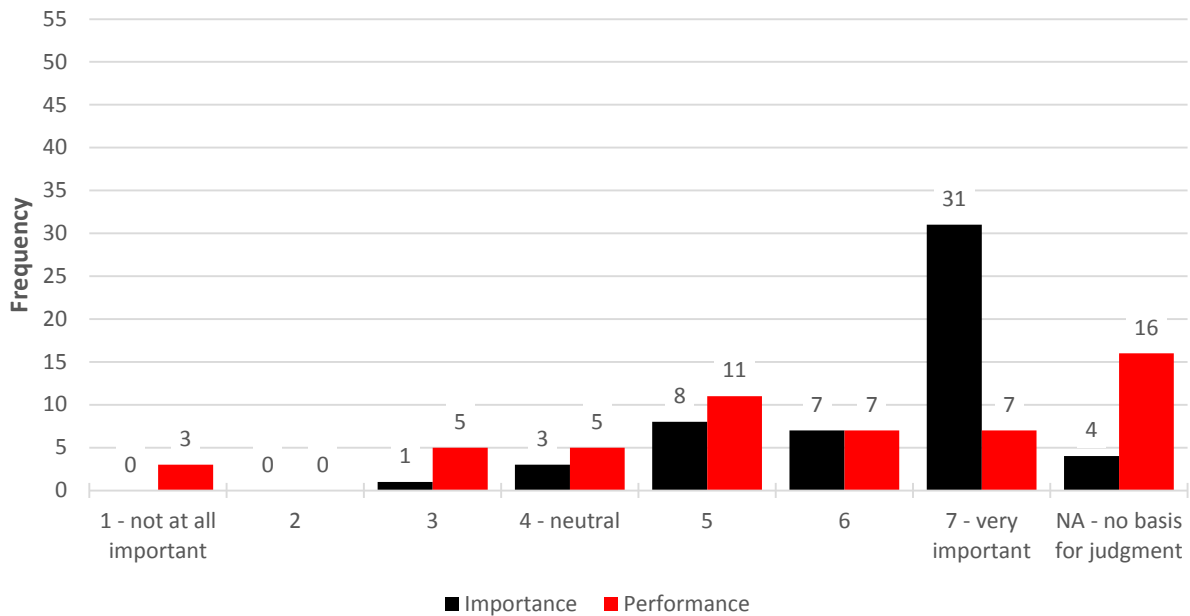
The institution provides relevant educational opportunities and programs by:



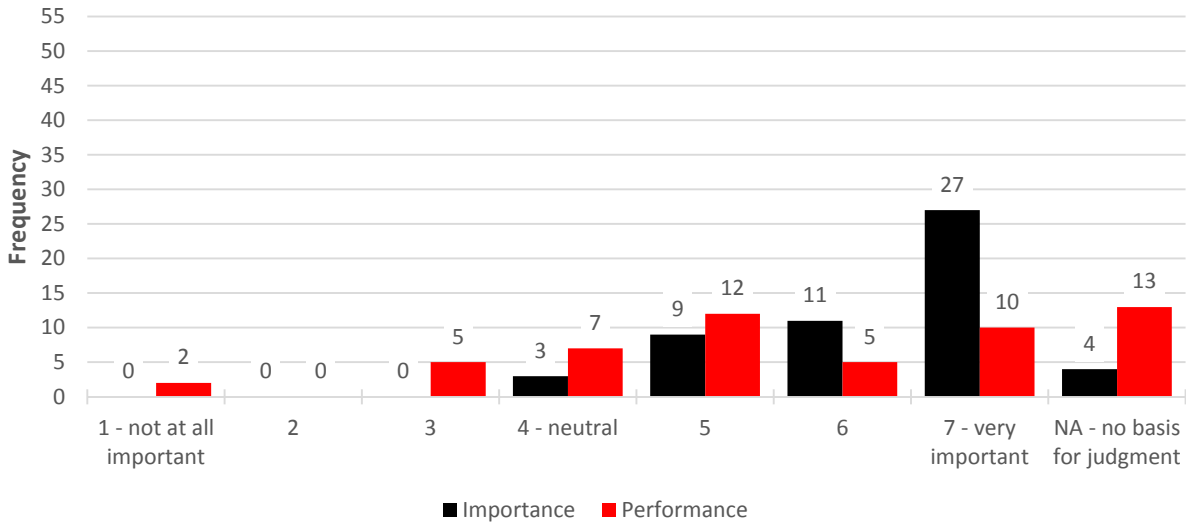
3. offering experiential learning opportunities to students
(i.e. innovative internships).



4. ensuring that career/recruiting services highlight professional opportunities locally and regionally.



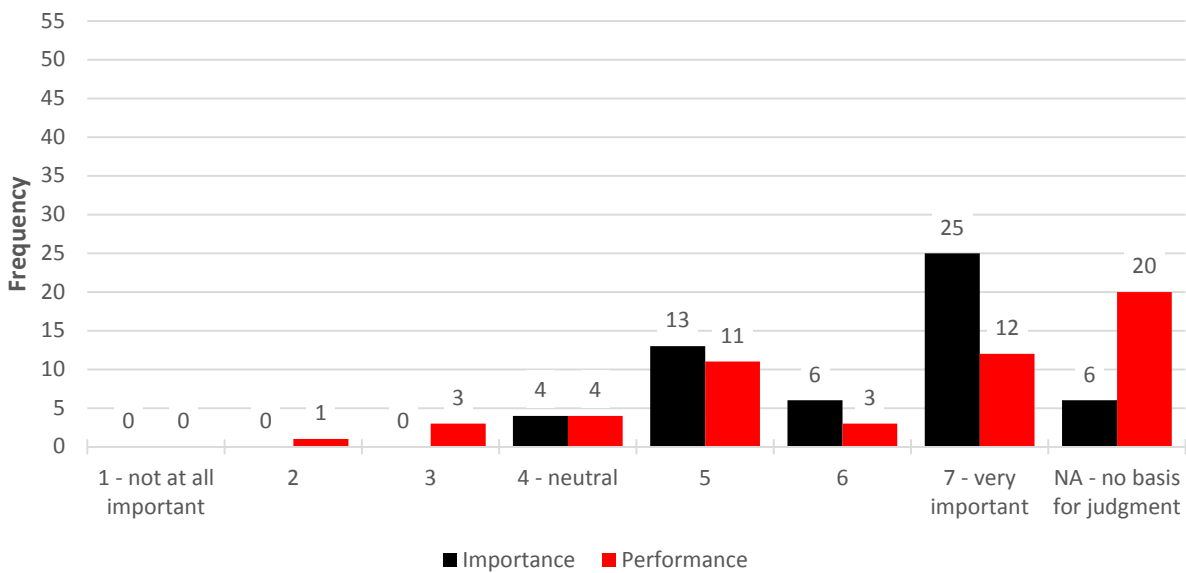
5. aligning education and career development programs with local/regional needs (i.e. undergraduate and graduate degrees, certificates, continuing education, traditional workplace skills).



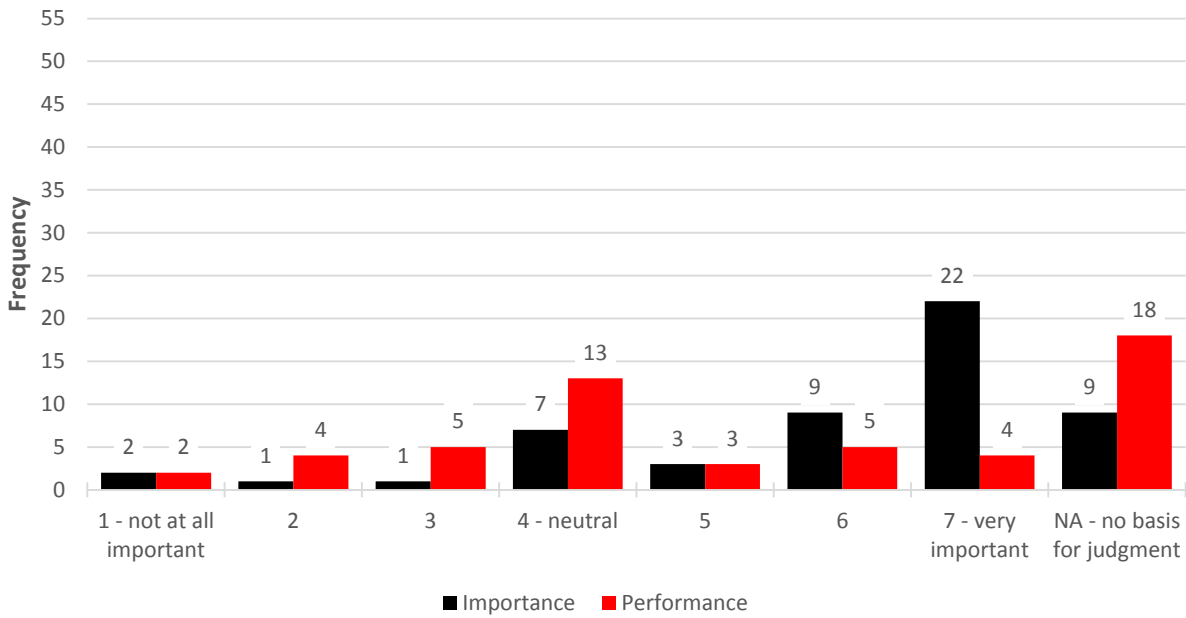
Category 5: Promotes Openness, Accessibility, and Responsiveness

The institution promotes openness, accessibility, and responsiveness by:

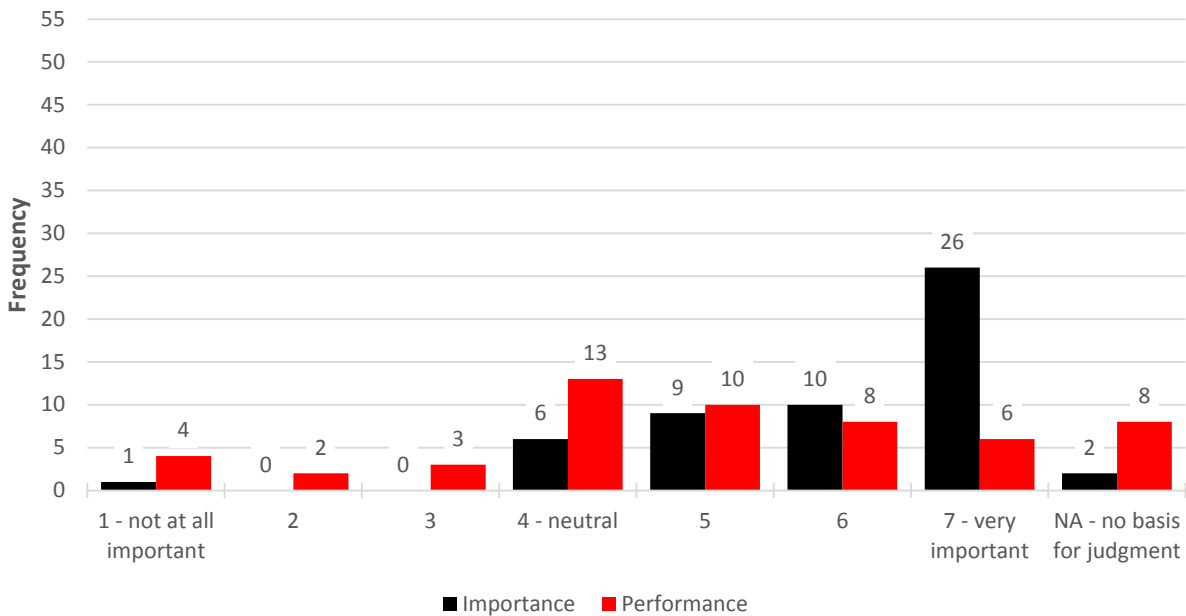
1. maintaining user-friendly portals and web sites to search for faculty and staff expertise and research and development facilities.



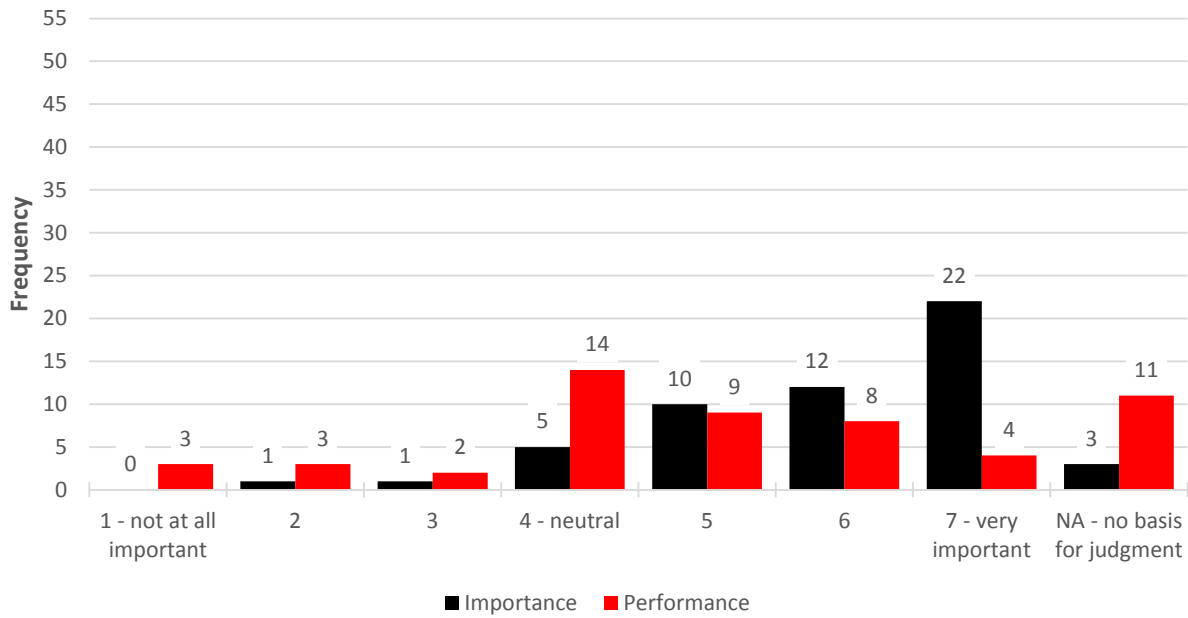
2. designating one entity as a first point of contact for industry and economic development agencies.



3. facilitating connections between TTU and local/regional stakeholders.



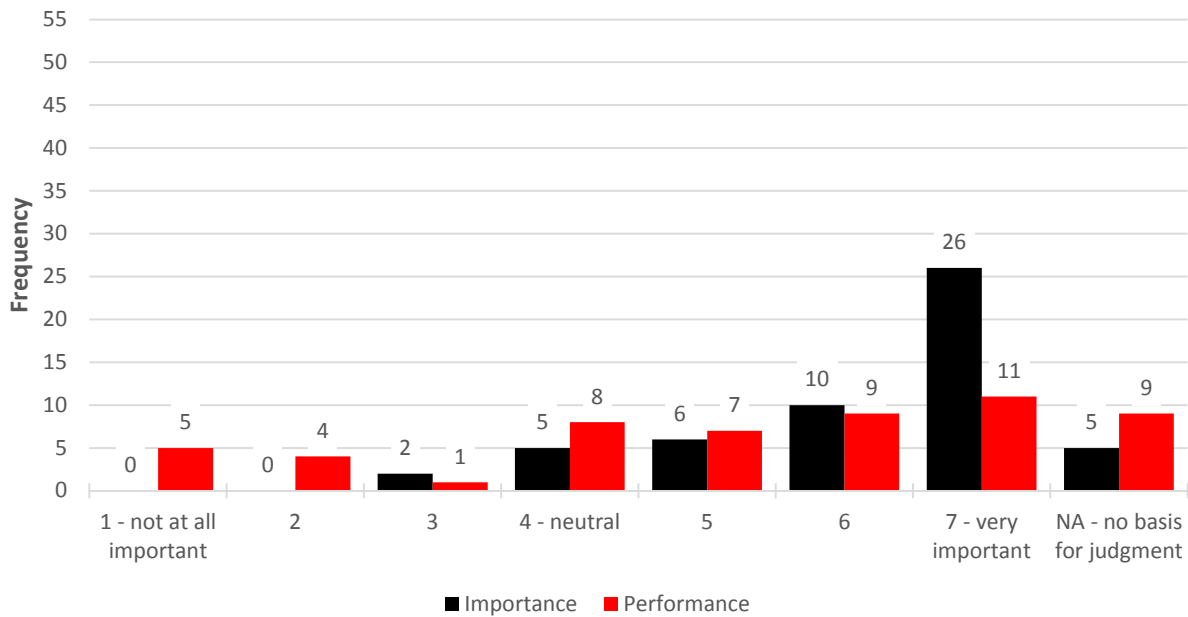
4. facilitating a respectful civic discourse and contributing to community understanding of complex issues.



Category 6: Communicates Contributions, Successes, and Achievements

The institution communicates contributions, successes, and achievements by:

1. broadly disseminating information about university collaborations with the community and industry.



2. reporting impact of contributions to regional innovation and economic development to local and regional stakeholders.

