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**TOPIC:** Strategies for Enhancing Private Industry Sponsored Research

**COMMITTEE:** Economic Development and Technology Commercialization

**DATE OF COMMITTEE MEETING:** March 29, 2012

**SUMMARY:** At a previous committee meeting, the Committee requested presentations from the USM research institutions on strategies for enhancing private industry sponsored research. The vice presidents for research from the USM research institutions will discuss the issues and strategies related to industry sponsored research.

**ALTERNATIVE(S):** This item is for discussion purposes.

**FISCAL IMPACT:** This item is for discussion purposes.

**CHANCELLOR'S RECOMMENDATION:** This item is for discussion purposes.

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COMMITTEE RECOMMENDATION:

DATE:

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BOARD ACTION:

DATE:

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SUBMITTED BY: Joseph F. Vivona (301) 445-2783

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# Industry Sponsored Research

- Current Activity
- Contractual Issues
  - Penn State Initiative
- Core Issues/Strategies
  - Culture/Incentives
  - Training
  - Marketing
  - Performance



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# Benefits

- Diversify funding, offsetting decreases in federal and state funding
- Increase translational research
  - Federal funding emphasizes more basic research
- Facilitate other relationships with corporations
  - Tech transfer, philanthropy
- Provide opportunities for students seeking careers in industry
- Build support in Maryland business community for USM institutions

**In FY11, 189 companies sponsored 375 projects at UMB totaling \$35 million**

**Top 20 Industry Sponsors in FY 2011**

<b>Company</b>	<b>Amount</b>		<b>Company</b>	<b>Amount</b>
Aeolus Pharmaceuticals	3,569,526		Merck & Co. Inc.	466,810
Novartis	1,523,592		Sanofi-Aventis	443,703
Pfizer	1,112,808		Beckman Coulter	443,250
Westat Incorporated	1,015,620		Jarvik Heart	410,236
Bayer HealthCare	931,552		SAFE bt, Inc.	391,399
GlaxoSmithKline	904,614		CircuLite	381,258
Wyeth Pharmaceuticals	878,972		Gliknik	375,755
SAIC-Frederick, Inc.	693,527		Sigmovir Biosystems	369,281
Evolva SA	617,321		Actelion	336,838
Intuitive Surgical Operations	481,136		Philips HealthCare	329,710



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UMB Clinical Trial Master Agreements

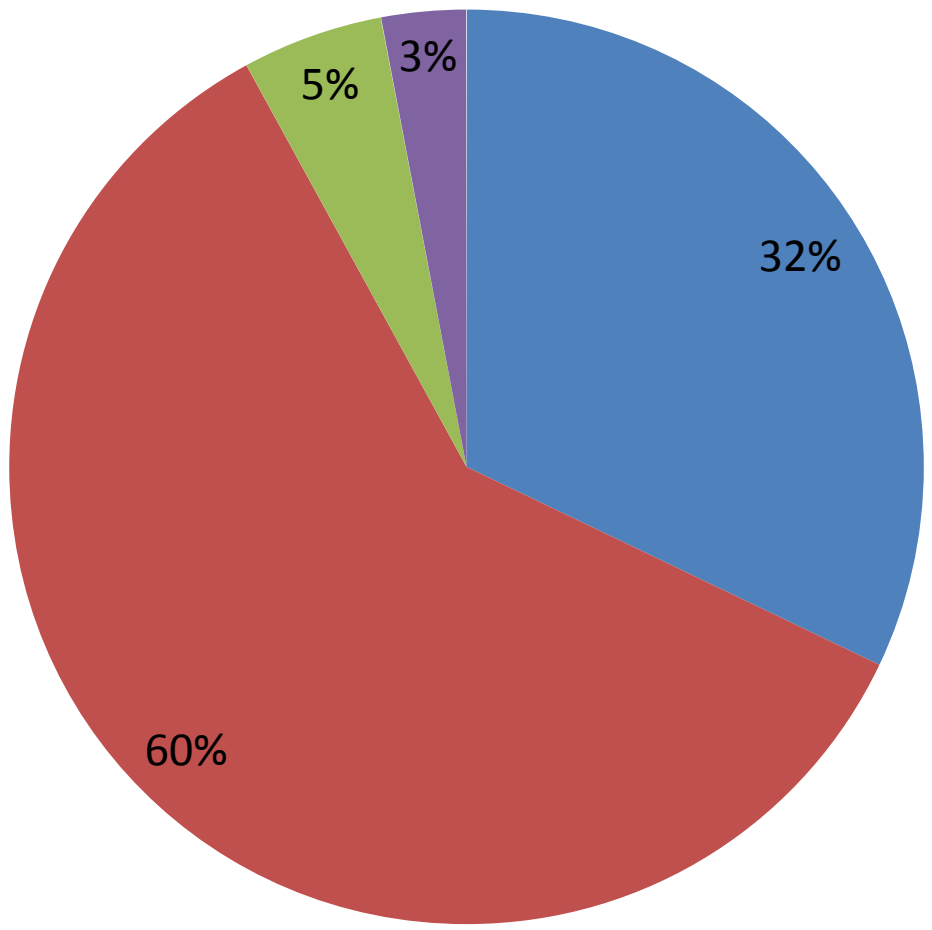




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UMB industry activities  
By Dollar Amount



- Clinical Trials
- Research
- Services
- Other



# Contracts

- Standard Research Agreement Templates for all USM Institutions
  - Intellectual Property ownership
  - Publication
  - Export Controls
  - Indemnification
- Extend single-Institution Master Agreements to all USM Institutions
- Master Inter-Institutional Agreements for Technology Transfer
- Tax-exempt Bond Issue

# Challenges

Federal Funding	Industry
Researcher-driven scope	Industry-driven scope
Multi-year term	1 year-term (average)
\$250,000 per year	\$40,000 (average)
Standard process	Highly variable
Dependent on Federal Agency budget	Dependent on economic cycle Credit Risk

**Industry funding is rarely counted in ranking universities**

e.g.; US News and World Report – Top Research Medical Schools

-30% of ranking based on NIH Funding, no value for industry funding





# Core Issues

- Incentivizing Faculty, Departments, Schools
  - APT/Appointment Letters
  - Center/Department Goals
  - Concern – how do we evaluate quality of the work?
- Training Faculty and Staff
- Marketing
  - Joint effort – Shady Grove Office
  - Research Park and Incubator Companies
  - Leading Maryland Technology Companies



# Core Issues

- Performance
  - Quality Assurance/Quality Control
  - Timeliness/Hitting Milestones
  
- Quick ramp-up
  - Management
  - Procurement
  - Personnel
  - Flexible Space/Surge Space

**Additional staffing required for marketing, relations, internal training, and managing industry projects**