Checklist: 7 steps to sparking innovation & research collaborations among government, higher education & industry

Objective:
Create fruitful partnerships and connections between industry, higher education and government.

How:
Bring visibility into the knowledge, social and workforce capital existing in academic institutions through a portal that captures, tracks and shares research experts and resources.

7 steps to consider and questions to answer:

1. Identify key players
   - Assemble the right group to discuss and plan the portal.
     - Which academic institutions and which leaders?
     - Determine involved government entities
     - What industries?

2. Choose the right technology
   - Visibility requires robust and centralized data management, capable of aggregating deeply complex refereed information.
     - Who manages the data?
     - What does the platform need to do?
     - Who manages the training needs?
     - How much support is required?

3. Understand (and align on) the benefits
   - Define the vision
   - Who manages the data?
   - What does the platform need to do?

4. Secure buy-in
   - Promote understanding
   - Define the approval steps necessary to introduce profiles

5. Plan for push-back & feedback
   - Even after buy-in is achieved, obstacles, challenges and unthought-of questions occur during implementation.
     - Establish a forum to share and communicate your plan’s progress.
     - Set up an advisory board to organize and support goals
     - Hold regular, face-to-face meetings with key players to address detractors.

6. Plan for growth & sustainability
   - A portal is a living center of the ongoing activities at a university—it is never completely finished.
     - Understand the database inventory and scope
     - Measure user experience with usage, traffic, pages visited, social media mentions, etc.
     - Collect anecdotal information about collaborations

7. Plan for change
   - Contacts come and go at all levels.
     - Build solid processes and infrastructure to weather changes without disrupting the community.
     - Build solid relationships with key entities and contacts.

A portal is an important step towards gaining a clear view into your university’s assets—not only for essential internal interests, but also to encourage productive academic and industry partnerships.

Download our white paper “7 steps to sparking innovation & research collaborations among government, higher education and industry” for an in-depth review of the steps outlined in this checklist.

Go to Research with NJ to see a knowledge exchange portal powered by Elsevier’s Pure in action.

If you’d like to know more about Pure, please contact us.