

LEVERAGING STATE AND FEDERALLY FUNDED OUTREACH PROGRAMS TO BUILD FULL VALUE PARTNERSHIPS WITH BUSINESS AND INDUSTRY

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Presentation Summary (limited to 200 words)

SEC universities have a long history of supporting business and industry in the United States and worldwide. These universities are well known for graduating skilled talent for the workforce and conducting innovative research that is changing the world. But today's economic challenges are forcing state and federal governments to ask more of higher education, demanding closer relationships with business and industry – relationships that will strengthen and expand the economic impact of institutions.

The good news is there are currently some secret (or not so secret), readymade tools at many universities that can be used to provide distinct value propositions to new partners. Programs, such as the U.S. Small Business Administration's Small Business Development Centers, the Defense Logistic Agency's Procurement Technical Assistance Centers, the National Institute for Science and Technology's Manufacturing Extension Partnerships, the Economic Development Administration's Trade Adjustment Assistance Centers and numerous workforce programs already provided education and service to thousands of SMEs. Integrating these programs with traditional education and research faculty can be a powerful means of improving communities, states and countries. Clients see these programs as extensions of their local institutions, providing education that helps business owners and managers solve problems and refine business processes and practices to ensure the long-term competitiveness of their enterprises.