A New Take on LSU Research and Economic Development

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What does ORED do for LSU?

• Proposal development: support, training, workshops . . . . (new AVP)
• Internal funding grants: Steve Beck
• External funding searches, notifications, competitions (new AVP)
• Your ideas to business development: Innovation Park, incubators: Dave Winwood
• Securing and marketing intellectual property: Andy Maas
• Compliance: human and animal subjects, research integrity, government regulations (Steve Beck)
• Managing major research infrastructure: Shared Instrument Facility, Center for Computation and Technology, CAMD, other Centers and Institutes (new AVP)
• Other duties as assigned . . . . (me!)

Biggest Challenge: Campus Connections
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Primary Two Objectives:

• *Establish our value to all of LSU*

• *Build sponsored research and economic development in all aspects of our creative and scholarly enterprise.*

*How? Dialog, and more effective use of our excellent resources*
**Condition of Research and Economic Development (RED) at LSU**

**LSU Challenges: there are many**

Much LSU infrastructure on borrowed time, renovations are slow

Financial metrics for LSU sponsored programs static at best

- Possible recent rebound
- But internal costs up

Intellectual Property: promising, expensive

Tech parks, incubators: promising, expensive

ORED funding programs not responsive to diverse faculty needs

Need to improve, expand communication and dialog

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**Total Expenditures, LSU A&M (NSF HERD)**

- $1,000s
- 265000
- 270000
- 275000
- 280000
- 285000
- 290000
- 295000

(Requires $1,000s)

(Includes LSU, Pennington, Ag Ctr)
Why do we need to grow the RED enterprise?

• Part of our mission as Flagship
• Growth in RED brings resources to other components of LSU
• Direct:
  - Graduate education (research assistantships, project and travel funds)
  - Faculty and Staff support
• Indirect:
  - Faculty and Department discretionary financial resources/ (overhead return, IP revenue)
• New LSU financial model requires that RED be more self-sustaining
• Unfunded mandates (and aspirations, like IP support) increase cost of RED activities (such as compliance)
• To meet these needs and better serve the campus, ORED needs to help grow the campus-wide RED enterprise
• In other words, we either grow, or shrink. *Standing still is not sustainable.*
LSU Campus Research Expenditures: Past and Targets

Target: >25% growth over next five years
Proportional extrapolation of FY19

About 5% of 2019 per year per unit

Other metrics of success:
# Proposals submitted, funded
$$ Awarded
Federal, State, Private, Industry
Creative works
Students Graduated

LSU A&M Total Expenditures: FY17-19, and Targets to FY24
LSU A&M Research Expenditures (total): Growth Targets

Research and Economic Development at Public Universities:

Target: >25% growth over next five years
Proportional extrapolation of FY19

$6.7m/y or 67 new proposals at $100,000 each

About 5% of 2019 per year per unit

<table>
<thead>
<tr>
<th>Unit</th>
<th>% of 2019 total</th>
<th>5% of 2019 $$</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNCSRT</td>
<td>27%</td>
<td>$1.81m</td>
</tr>
<tr>
<td>Science</td>
<td>19%</td>
<td>$1.24m</td>
</tr>
<tr>
<td>Engineering</td>
<td>18%</td>
<td>$1.23m</td>
</tr>
<tr>
<td>Veterinary Medicine</td>
<td>10%</td>
<td>$668,000</td>
</tr>
<tr>
<td>Coast and Environment</td>
<td>5%</td>
<td>$345,000</td>
</tr>
<tr>
<td>~20 Remaining units ≤3% each</td>
<td>21%, $28m</td>
<td>$1.4m</td>
</tr>
<tr>
<td>Smaller unit of about 1%</td>
<td>1%= $1.33m</td>
<td>$66,500</td>
</tr>
</tbody>
</table>

Building success in units with more modest funding is critical to overall success. $$ Targets can be met with mix of small, medium, and large awards from across campus.
Focus Areas and the ORED Strategic Plan

LSU and ORED Strategic Plans

**LSU 2025 Strategic Plan:**
Exciting, Incomplete
Augmentation presents Opportunity

**ORED Strategic Plan:**
Vision: “To enhance, expand and positively impact the intellectual enterprise, cultural resources, and economic activities within the State of Louisiana, the Nation, and the world.”

Mission: “To support a holistic, university-wide environment in which advanced research, effective scholarship, creativity, and economic development can thrive and support the LSU Strategic Plan 2025.”

*If we can complete the mission, we will do well.*
Is support for existing focal areas all that we need?

No.

Focal areas are good to start with.

Other needs:
- Emerging areas
- Research areas with intellectual strength, but little sponsored support
- Balance of Arts, STEM, Social Sciences and Humanities

Objective:
Bring support resources for sponsored projects to areas in need.
Where and how can we grow?

Expand proposal submissions across all units. How?
• Identify units that are ripe for increased submissions
• Target appropriate funding programs
• Provide mentoring, staff support for proposal development

*This could be transformative for some units.*

Increase success rates for small to mid-sized proposals. How?
• Target impactful programs, like CAREER, Young Investigator (ongoing effort)
• Provide faculty mentoring for content
• ORED support for style

Increase submission and success for larger center-type proposals. How?
• Help develop project teams (example: Center for Collaborative Knowledge
  Convergence study)
• Seed Funding (Faculty Research Grants)
• Proposal development support (ORED)
Thanks and Geaux Tigers!
Questions?