

A New Take on LSU Research and Economic Development

Samuel J. Bentley, Vice President

Professor and Billy and Ann Harrison Chair in Sedimentary Geology

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

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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

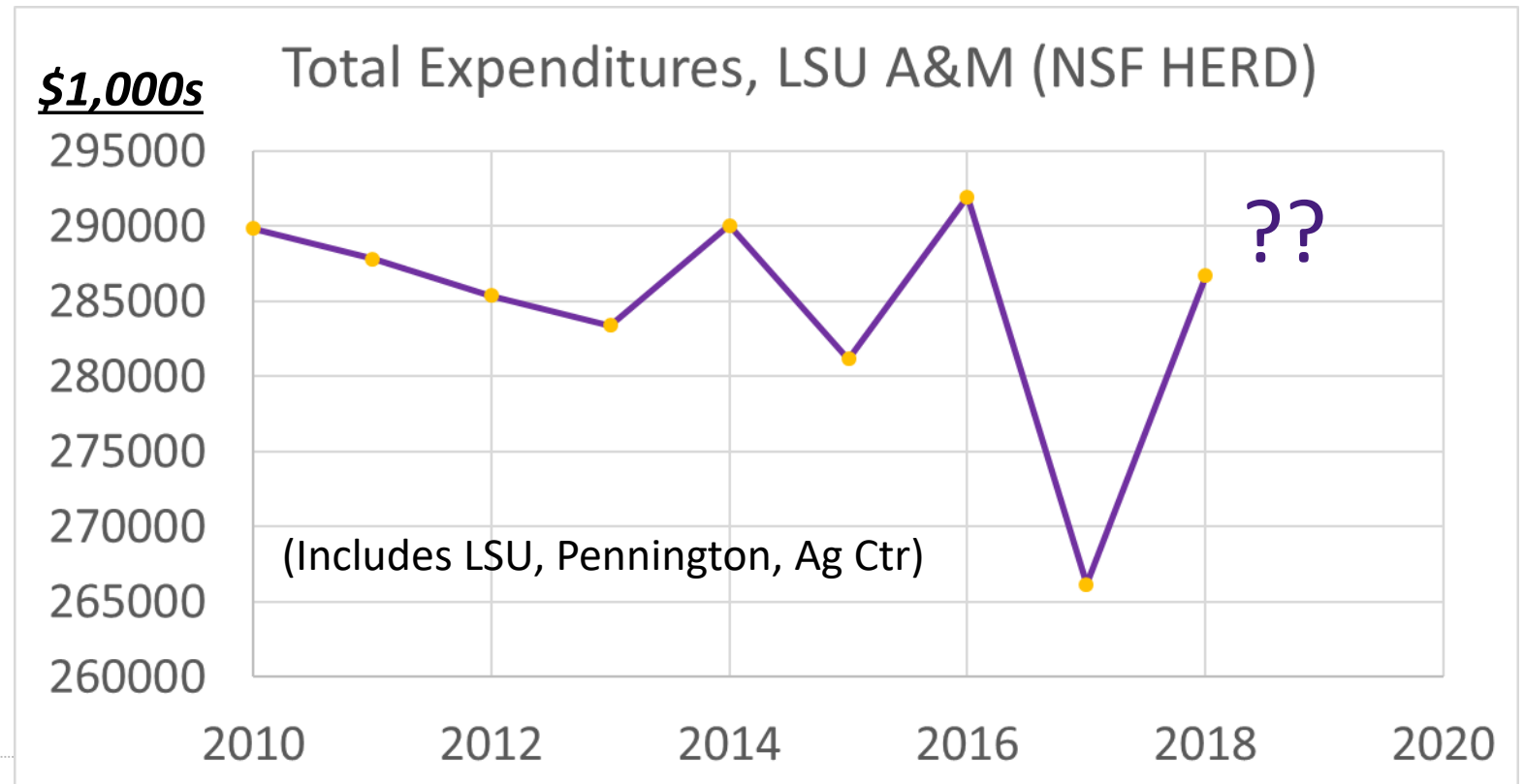
Intellectual Property: promising, expensive

Tech parks, incubators: promising, expensive

ORED funding programs not responsive to diverse faculty needs

Need to improve, expand communication and dialog

How do we measure scholarly success??



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:

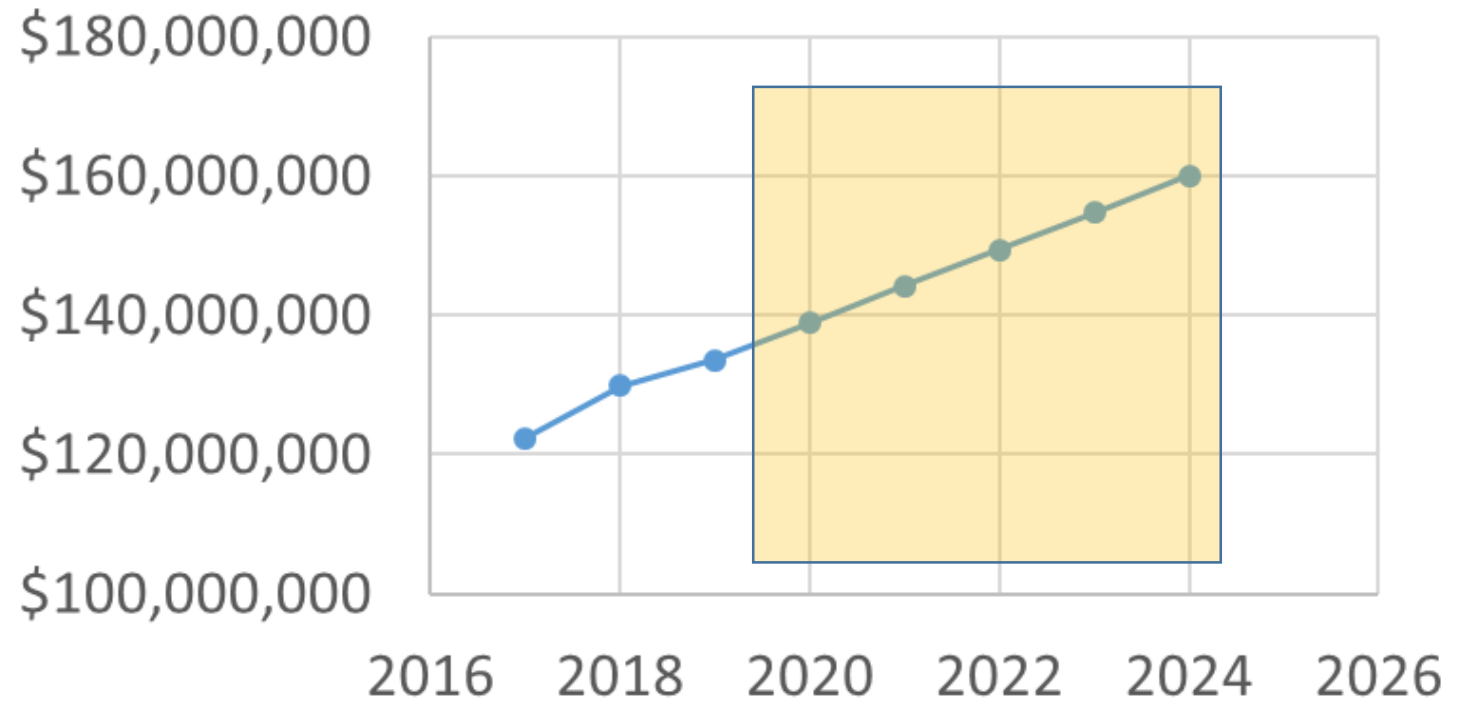
Proposals submitted, funded
\$\$ Awarded

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

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

*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?

Laissez Les Bonnes
Idées Rouler!

LSU | Office of Research & Economic Development