

**Global Higher Education Technology Transfer Office
Outreach & Marketing Activities**

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QUESTIONNAIRE

INTERNAL AND EXTERNAL MARKETING AND TECHNOLOGY DEVELOPMENT

- 1. How many invention disclosure reports did the office receive from faculty in the following years:**
 - a. 2009?**
 - b. 2010?**
 - c. And expected in 2011?**
- 2. What percentage of the invention disclosure reports was the Office initially contacted by the Faculty member in the following years (as opposed to solicited by the Office itself):**
 - a. 2009?**
 - b. 2010?**
 - c. And planned in 2011?**
- 3. What percentage resulted from strong encouragement by the technology transfer office in the following years:**
 - a. 2009?**
 - b. 2010?**
 - c. And planned in 2011?**
- 4. Are any employees only responsible for internal marketing to faculty? If so, how many in the following years:**
 - a. 2009?**
 - b. 2010?**
 - c. And planned in 2011?**
- 5. Are any employees responsible for only external marketing to Industry? How many in the following years:**
 - a. 2009?**
 - b. 2010?**
 - c. 2011?**
- 6. How many professionals are dedicated to spin out companies only in the following years:**
 - a. 2009?**
 - b. 2010?**

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- c. 2011?
- 7. Does the Office use an outside public relations firm or does it use the university public relations department?
 - a. Outside public relations firm
 - b. University public relations department

DEVELOPMENTS IN PUBLIC RELATIONS

- 8. How often do you send out releases? To whom do you send them? What results have you achieved and what do you recommend?
- 9. Do you use a PR firm? University PR? Both? Why? What do you recommend for peers?
- 10. Do you send electronic releases, paper releases or both? (choose all that apply)
 - a. Electronic
 - b. Paper
- 11. Have you used e-marketing extensively? Google ads, blog marketing, Facebook marketing, opt in email, search engine optimization or ezine advertising? If you have used any of these means what have been the results?
- 12. How much did the office spend on the following in 2010?
 - a. Mass mailings
 - b. Web advertising (Google ads/Facebook/other online marketing)
 - c. Printing of promotional materials
 - d. Trade shows/fairs/Invention fairs – Travel and lodging costs
 - e. Trade shows/fairs/Invention fairs – Booth & attendance fees
 - f. Space ads in publications
 - g. Website development
 - h. Video and media productions

PARTNERSHIPS

- 13. Does the Office partner with any Foreign Universities? If so, how many in the following years:
 - a. 2009?
 - b. 2010?
 - c. 2011?
- 14. Which countries does the office partner with?

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- 15. Does the office partner with any Industry or company groups? How Many? What industries generally? Describe your efforts.**
- 16. Does the office support special research institutes or organizations of technology interest? If so, how? With funding? Advisory services? Explain.**
- 17. Does the office invest in university startup spinout companies with funding or management assistance? Does the office help arrange financing for private sector vendors in its technology?**
- 18. Continued from previous question: Is there a special investment fund with office management and employees? How many?**
- 19. How easy is it for your office to collaborate with other university outreach departments such as the business school, grants and contracts, university outreach, international programs? Are there budget constraints to collaboration?**
- 20. Has your institution merged your office with others or otherwise re-organized the institutional relationship between your office and the Office of the General Counsel, the medical or business schools, grants and contracts or other offices?**

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PARTICIPANTS

Beth Israel Deaconess Medical Center
Boston University OTD
Cardiff University
Case Western Reserve University
City University London
Clemson University Research Foundation
Florida State University
Isis Innovation, University of Oxford
Johns Hopkins University
Joslin Diabetes Center
Michigan Technological University
National Jewish Health
North Carolina Agricultural & Technical State University
Ohio University
Oregon Health & Science University
Oregon State University
REWACO
Rush University Medical Center
The University of Toledo
UH Off of Tech Trans & Econ Dev
University of Aberdeen
University of Guelph
University of Louisville
University of Manitoba
University of Medicine & Dentistry of New Jersey
University of Michigan
University of North Dakota
University of Notre Dame
University of Surrey
University of the West of Scotland
Virginia Tech Intellectual Properties
Wake Forest University Baptist
Wichita State University

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ABOUT THE AUTHORS

The authors are extremely active and knowledgeable with the business and economics of Global Higher Education and Technology Transfer Offices and always welcome comments, inquires, questions and special benchmarking projects for your organization.

Joseph R. Flicek is President of Blake Technologies a New York Corporation established in 1994. Joseph R. Flicek has over 25 years of management experience in all phases of business development, commercialization and intellectual property management in technology and healthcare industries. Mr. Flicek currently works with and advises universities and business on all phases of technology transfer and licensing issues in the United States and globally in Europe, Asia, and the Middle East.

Mr. Flicek established the New Ventures Office of the Science & Technology Ventures Office at Columbia University and served as Director from 1996 to 2002. The New Ventures Office help established over 30 companies. The Columbia portfolio companies have raised almost \$1 billion in venture and public market financings, and have generated more than more than 1,500 jobs. Mr. Flicek's primary responsibilities were to work with faculty members, industry and venture capital groups to start new business ventures based on Columbia University intellectual property from the more than 7,000 faculty members and 2,500 laboratories. Columbia is the number one university with earnings of over \$150 million per year in licensing revenues. Mr. Flicek served as Chief Executive Officer of M2M Imaging, an MRI Medical Device company, and SIPCOMM, a Voice-Over-IP company. Both companies were Columbia University technology spinouts.

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