

# **“Covid 19: The Great Equalizer”**

## **ERC Member Recruiting & Engagement**

*ILO Summit*

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# Agenda

- “Covid-19: The Great Equalizer” – *Industries and Center’s have very similar challenges as all are working from home. What can be done with Recruiting and Retaining.*
  - 15 minute presentation: Chris/Ernie
  - Breakout sessions: 5 groups of 3 people each. Free flow of ideas on recruiting and retain. “Think outside of the box”
    - 30 minutes total
  - Each group report back – 1 person from each group – 5 ideas (or more) on recruiting, 5 ideas (or more) on retain
    - 5 min per team – 25-30 minutes total
- Overview and wrap-up 10-15 minutes. Will send Word document of events.

# Background

# COVID-19 Impacts

- **Business/Economic Conditions**

- 'Great Recession' scale damage (broadly)
- Recovery dependent on vaccine, therapeutic availability – timing uncertain
- Sector analysis – assessing Winners and Losers

<https://www2.deloitte.com/global/en/pages/about-deloitte/articles/covid-19/covid-19-sector-map.html>

- **Institutional Responses**

- Range of approaches
- Fluid situation – fall plans subject to change
- Ongoing assessment of research impacts

- **Outlook**

- Short-term pain → industry specific; academic research adjustments
- Long-term → highly uncertain

# COVID-19 Impacts - Business/Economic Conditions

## *Feedback from Industry:*

- Recession is in play
  - Economic fallout is yet to be determined
- Globalization – What direction is it taking?
- Supply chain issues
- Urbanization: do you need it?
  - Do you want to share a vehicle?
- Automation is accelerating

# COVID-19 Impacts - Institutional Partnerships

## *Feedback from Industry:*

- Still want to partner with Universities
- Long term research is still going on
  - Will not cut off long term research 3-5 years
- If cannot do internally, or too expensive, partner with University- win/win
  
- Collaboration is best way vs. Licensing or small company actuations
- Non-exclusive then route to commercial
- Best practice: Pre define exposure \$ up front

# COVID-19 Impacts – Communication

## *Feedback from Industry:*

- A lot more communications is happening. Better flow of information.
- Use video will help with relationships
  
- More serial meeting
- Follow-up with e-mail – different time versus just happen to run across
- Move video in labs- use to better communicate

# COVID-19 Impacts – How to connect

## *Feedback from Industry:*

- Be proactive: Bring areas of interest to company
- Can get more exposure to company because others can join for 1 hour topic
  - More exposure within company a big change.
- Get message out on Social Media – LinkedIn posts
- Need to prepare to meet people
  - Think about how to reach out
- Be agile, creative, opportunistic



# COVID-19 Impacts - *Virtual Conference*

## *ATA Telemedicine – late June 2020 – one company feedback*

- “Clunky” would be a good word to describe the experience
- Network challenges
  - Conference provided list of attendees – but not by any category
  - Should be more proactive at looking at list and getting person to visit.
  - Request connection thru conference App
- Still had to pay same price for “booth”
  - But high tiers got more PDF, exposure at conference
- Price versus leads was not worth it. But maybe gets better.

# **Recruiting, Retention & Engagement**

*Group Discussions*

# Industrial Members

- **Critical Stakeholders**
  - Invested in, vital to Innovation Ecosystem
  - Advise on ERC strategy, functions
- **Key Partners**
  - Research funding, collaboration
  - Student hiring
  - Support sustainability
- **Commercialization Channel**
  - Broad technology advocacy, adoption
  - IP licensing
  - New product introduction

# ***Recruiting & Retention – Food for Thought***

- **Leadership ‘Moment Awareness’**
  - still business as usual?
- **Current Member Input re: Recruiting and Retention**
- **Navigating High Uncertainty – Best Practices, Applying Lessons from Past Crises**
- **Expert Opinion(s)/Guidance Needed?**
- **Cooperative Agreement Adjustments**
  - strategy for leveraging (or not leveraging?)

# ***Engagement – Food for Thought***

- **In person meetings – off the table? For how long?**
  - member constraints, institutional policies
- **Online Engagement**
  - who's doing it well
  - tools available
  - success stories, examples
- **Membership Value**
  - challenge – maintaining (or increasing?) value for members
- **Students**
  - strategies for student interactions with industry
  - student recruiting for internships, professional hiring

# ***Group Discussions***

- **Propose Strategies, Practices, Approaches for:**
  - Recruiting
  - Retention
  - Engagement
- **No Limit on No. of Recommendations for Each Category**
- **Choose 1 Presenter, 1 PPT Scribe for Group**
- **Present Results to Larger Group**

# Breakout Sessions

- Breakout sessions: 5 groups of 3 people each. Free flow of ideas on recruiting and retain. “Think outside of the box”
- Group #1: CELL-MET – Tom Dudley, CNT – Scott Ransom, POETS – Owen Doyle
- Group #2: ReNUWIt – Kara Baker, PATHS-UP – Chris Finberg, TANMS – Schaffer Grimm
- Group #3: ASSIST – Adam Curry, CMaT – Cindi Sundell, CISTAR – Peter Keeling
- Group #4: NEWT – Ernie Davis, CMaT – Carolyn Yeago, NasCent – Larry Dunn
- Group #5: CBBG – Nasser Hamdan, QESST – John Mitchell, NasCent - Matt Weldon, Current -???
  
- 30 minutes total
  
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# Recruiting ideas – Keep pipeline full

- Target list of companies – Big's are known
- Medium companies are most likely at conferences
  - Old conference company lists - most are still posted from 2019
- Small companies – look at SBIR/STTR, NIH, SECO – awardees past 3 years
- Social Media:
  - LinkedIn Value proposition – Match Tech to need
  - Send to 20 prospects – effective if 20%-40% responds



# Recruiting ideas – Target lists

- **Need “human” contact.**
  - Faculty help
  - Tech alumni at target companies
- Use LinkedIn network to see who is the best person in your network
  - Who can give personal introduction to the CEO or the CFO - They are the decision makers.
  - Need a good introduction to their executive team
    - Need to coach the person who gives the intro.

Example of a proposed simple message for an introduction.

*“This team at Texas A&M is on to something. They received a \$40M National Science Foundation grant to build next generation monitoring platform to lower chronic care cost and improve patient outcomes. **They could help Livongo move beyond diabetes and give Livongo a unique protectable IP position long term. Livongo should check out what they are doing.**”*

# Target List Example:

	Decision maker/Influencer	Title	Hanks Contacts	CJF Contact
Zane Burke	D	CEO	Edgar Carter	
Lee Shapiro	D	CFO, Founder		Pat Dunn – AHA – IPAB member
Jim Pursley	None	CCO	Julie Kling	Gary Holderby Former IPAB member
Amar Kendale	I2	CPO	3 contacts, Cheng-Wei Pei, Mendy Ouzillo, Andrei Pop	Rebecca Gottlieb, Todd Whitehurst
Bimal Shah	I1	CMO	Rupal Shah	Pat Dunn – AHA
Dave Engberg	I2	CTO	PJ Tanzillo	
Glen Tullman	D	Exec Chair, Founder		Gary Holderby Former IPAB member
Chris Bischoff		Board		Gary Holderby Former IPAB member
Karen Daniel		Board		
Sanra Fenwick		Board		
Hemant Teneja	I1	Board, key VC for Glen	11 contacts, Curtis Feeny	Marcie Black-Karty – SECO Grant work
Jennifer Schneider	I1	President, MD	3 Contacts, John Mogford	(Gary Holderby Former IPAB member)
Steve Schwartz		SVP Business		
Stephanie Gutendorf		VP	New VP, likely to connect?	Todd Whitehurst)
Kim LaFontana		VP	Kyle Robertson	
Bobbie James		VP Clinical Analytics		John Harper)
Scott Honken	I1	VP Strategic Partnerships	Edgar Carter	Jason Lebowitz)
Lisa Garvy	I1	VP Commercial Partnerships	!	