

Submitted by:

**Ned Staebler, Vice President  
Economic Development**

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## **Business-based Economic Development**

### **The Front Door – Corporate Engagement**

#### **Entrepreneurial Activity**

##### **The Importance of Business Mentorship Event**

The Front Door and Detroit Venture Partners teamed up with WSU Alumni House recently to host a meeting on mentorship for those with business experience/education and an interest in learning about high technology start-up business development in metro Detroit.

Ted Serbinski, a partner with Detroit Venture Partners, spoke about his efforts to support seed and early-stage technology companies with venture capital funding in the Detroit area and the critical role business mentors play in business and economic development.

#### **Student-related activities:**

##### **BEST program**

The National Institutes of Health (NIH) has seen the need for a new educational model to explore career options outside academia. To develop this model, it has initiated (and funded) a new program to provide graduate students with opportunities during their studies to meet with experts outside academia and experience the work environment in industry, government and entrepreneurial sectors. This program (BEST, or Broadening Experience in Science and Technology) is a five-year program that presents a structured educational program that will provide students with gradual introductions to other biomedical experts outside the university. Wayne State was the only Midwestern university to win this award, receiving \$1.8M over five years.

The Front Door has been working closely with the BEST program to develop industry ties for student internships this summer. The program has seen overwhelming interest from students in working with industry during their PhD training here. In addition to providing information on Front Door contacts, the office has also initiated discussions with the biotech industry trade group, MichBio, to reach out to their statewide membership for additional connections.

**NSF NRT Application** - Similar to the NIH BEST program above for life sciences, the National Science Foundation (NSF) has appreciated the need to offer graduate students an introduction to non-academic careers during their training. This new program NSF Research Training (NRT) fellowship will introduce our students to experts from industry, investment and governmental sectors for discussions about career potential. The NRT program will include coursework with outside speakers and eventual internship opportunities with these sectors.

Wayne State is requesting nearly \$3 M for this five-year program. (Applications are due June 24). Our focus will be on advanced manufacturing and sustainability, in the urban environment.

The Front Door is working closely with the grant developers to provide industry connections and input into the design of the program. If successful in this pilot, the program will provide students

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rewarding career opportunities, companies with a skilled workforce of WSU alumni and opportunities for sponsored research by these firms with our faculty experts.

### **Google Community Leaders Program (CLP)**

The Google Community Leaders Program is a yearlong program that works with students from universities across the city to improve the web literacy of Metro Detroit. The CLP is dedicated to providing small business owners and community organizations online tools training. Google's Community Leaders will work for one year to empower businesses, build community, and bridge the web literacy gap that exists in Metro Detroit. The program works with university students to facilitate training and interaction in the community. CLP requests a 10-hour/week commitment from students for coursework and business engagement.

The Front Door and Blackstone LaunchPad were able to find interested and qualified WSU students to take advantage of this great opportunity to work with a major IT company, to develop our students' technical skills, and to enable them to help Detroit's business and civic communities. Our students have begun the CLP training module this summer with students from top Michigan universities and Google.

### **Alumni Engagement:**

The WSU Alumni Association has created a new program to help connect Warrior alumni in business with our students. This "Creating Connections Career Series" will help showcase career resources available to students, and will give our alumni a chance to give back via their interactions with students.

Recently, we participated in the program with a webinar on the Front Door, its history and function as well as some of the resources available via our office. The webinar was helpful to introduce the office to the students and provided a good opportunity to communicate with alumni about our potential to work with them.

### **Industry activities:**

**TARDEC Faculty Tour** - At US Army Tank Research facility was held on April 17. Eighteen College of Engineering faculty, along with Dean Fotouhi, met with Chief Scientist Dr. David Gorsich to learn about their technology needs and to identify areas that WSU can work more closely with them. Dr. Gorsich shared with the WSU group that there may be opportunities for student internships, faculty summer assignments, and technology partnerships with Wayne State. The group also had the opportunity to meet with a number of WSU alumni (and current graduate students) at the facility, many who are leaders in their technical areas.

The Front Door is following up with our academic and technical connections with TARDEC on the opportunities we discussed.

**Tanhas** - A China-based automotive parts supplier visited the College of Engineering on May 13. Their Chairman of the Board, President, and several other top officers attended a technology review of relevant COE faculty research capabilities.

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The Front Door organized the meeting and is following up with Tanhas leadership on the technology and student opportunities discussed.

**General Dynamics Land Systems (GDLS) MC2 Innovation Center Tour** - Fifteen College of Engineering faculty and Dean Fotouhi visited their Sterling Heights headquarters. GDLS leadership including Director, Rock Marcone, attended to discuss their technology challenges. Their academic and technical managers talked about their top technology needs and how our WSU faculty can submit ideas through their unique on-line system. Similar to the TARDEC visit, our group also had the opportunity to meet with a number of WSU alumni & graduate students at the facility, many who are leaders in their technical areas.

As follow-up, the Front Door is planning a technology networking session at WSU for their scientists to meet with faculty and tour our labs.

**NSF eDesign Center** – The NSF has funded and designated WSU as an eDesign Center of Excellence. This center works on a variety of topics to apply structured design methodology to create and evaluate design concepts before their construction. eDesign has the potential to help industry rapidly bring ideas to market at reduced costs and with enhanced reliability. This center model works via a corporate subscription and sponsored research. It is actively working to seek firms to develop industry projects.

The Front Door supports the center by identifying industry member targets, preparing for presentations and assisting in industry-related aspects of this program.

**NSF CELDI** – Wayne State University has considerable experience, and an international reputation, in the areas of supply chain management and logistics. WSU received approval and funding by the NSF to plan a Center for Excellence in Logistics and Distribution in collaboration with other major US universities. Similar to the eDesign model above, WSU is seeking corporations with an interest in subscribing to the center.

The Front Door is working with faculty to plan an upcoming Industry Planning event that will be attended by the NSF CELDI director.

### **Big Data: From Analysis to Action**

The newly created Wayne State Big Data group has been developing a coordinated research center at Wayne State University. The group's vision is to be a premier center of innovation in Big Data Science and Business Analytics with a strong focus on solving real-life business problems in active collaboration with regional industry.

Recently, the Big Data group held a conference with 250 attendees, the majority of which were attendees were from various types of industry. As follow-up to the meeting, the group is actively working with attendees and their firms to seek opportunities for collaboration and student engagement. For example, the group recently met with Domino's Pizza to talk about their logistics challenges at the corporate and store-level.

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The Front Door was a co-organizer of the event and is now engaged with helping the group to recruit industry support and student involvement.

**Block at Cass Park: Formerly, the Michigan Center for High Tehnology (MCHT)**

The Block is a major asset managed by Wayne State. The former HQ for Kresge Corporation on Cass Park has the available space and location to be an attractive location for Wayne State researchers and small business.

The Front Door has been working with researchers in auto safety to create a laboratory to assess driver distractions with new and emerging auto technologies. The National Highway Traffic Safety Administration (NHTSA) has published requirements recently to measure driver distractions while driving. Wayne State University has particular expertise in this are with key scientists in behavioral measurement and auto technology. The WSU group has viewed MCHT is in the process drafting a proposal for creating an automotive assessment center in the facility that will allow OEMs to bring current and advanced models into the center for evaluation.

**Michigan Corporate Relations Network (MCRN)**

The Front Door represents Wayne State in the Michigan Corporate Relations Network (MCRN), a statewide university network designed to create partnerships to connect Michigan's corporations to university assets to promote innovative research and grow Michigan's economy. Six universities: MSU, U-M-Ann Arbor, U-M Dearborn, Western, Michigan Tech, and WSU make up the network.

As of May 25th, the MCRN was approved for renewed funding for operation in 2014-15 (\$1.45M). This funding will allow the Front Door to expand operations, add additional small company internships and develop sponsored research programs with matching funds.

**Activities with Economic Development Organizations**

**Integrated Manufacturing Community Partnership (IMCP)**

The Federal Economic Development Agency recently announced a program to promote communities that foster and support manufacturing via partnerships between higher education, industry and economic development agencies. This EDA program designates 12 manufacturing communities nationwide, a designation which will give preference in future federal opportunities (estimated to be over \$1.2 B).

On May 28<sup>th</sup>, the Southeastern Michigan group was awarded with this designation for its work in advanced manufacturing, improving automotive efficiency (via material and emissions improvements), and developing safer automotive vehicles with advanced electronics and communications. Wayne State University has considerable strengths in all of these areas. This designation helps our future grant applications by demonstrating our potential to develop technologies and workforce as our research can get commercialized.

The Front Door worked in close cooperation with the URC and local economic development agencies to produce strong letters of support by office at Wayne State University, promoting our research and innovation. In addition, the office helped garner letters of support from many of our

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strategic and community partners (TechTown, NextEnergy, DC3, TechShop Detroit, AutoHarvest). With this designation, we expect to be active in promoting the IMCP in upcoming grant applications this year.

**Business Leaders of Michigan / URC / MCRN**

The Business Leaders of Michigan (BLM) has been working with the URC leadership to promote more university-industry interaction. Earlier this summer, Wayne State and Front Door organized and participated in a forum to promote research and education in material science. The Front Door has also been working with URC and BLM to promote more placements of the universities' interns in industry, with the longer-term goal of getting the graduates hired within the state.

The Front Door co-organized an event to bring together three Western Michigan firms to talk about the topic of 'Manufactured Aesthetics'. Wayne State University faculty also participated in another recent industry event. The firms, Steelcase, Faurecia and Whirlpool, face many industrial challenges of building better products, with more customization, in a more socially responsible manner. WSU faculty from Engineering and Fine Arts were present for this 'Instant Innovation' session. These industry teams met to determine their priorities and their desire to work with the universities.

The response to our initial discussion has been positive and the Front Door is working closely with the URC, UM and MSU to provide a structured response for our next steps.

**Michigan Initiative for Innovation and Entrepreneurship (MIIE) grant**

MIIE was established in 2008 to help jump-start the Michigan economy by leveraging the enormous intellectual resources existing at the state's universities. The program has funded \$6M for projects to help universities work more productively with industry.

Recently, the Front Door applied for funding from MIIE to expand its operation. The office is seeking to expand its coverage of the extensive lifescience research the university is involved with and healthcare-related industries. The BEST program, with its internships, is one facet of additional industry interaction. With this funding, the office can grow capacity and provide potentially more university-industry connections.

**Upcoming activities -**

**Business Matchmaking - Mentors to Money and More! (June 24<sup>th</sup>)**

This is a first-ever event to bring together the Detroit high tech start-up community to connect entrepreneurs with area leaders who support business growth and development. Technology businesses, venture and angel investors, interested mentors, business resources, and student talent will gathered at TechTown to talk about growth, area resources for entrepreneurs and leveraging connections with Wayne State. The Front Door, Detroit Venture Partners (DVP) and Wayne State University's Alumni Office will host this event.

**75 years of excellence in injury research: Biomechanics, prevention, diagnosis and treatment - August 14-16, 2014**

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Biomechanics, prevention, diagnosis and treatment conference will be held at the Detroit Marriot at the Renaissance Center in August. The symposium celebrates the 75th will feature nationally and internationally renowned speakers addressing topics such as Recent Developments in Active and Passive Safety and Collision Avoidance, Mechanisms, Diagnosis and Treatment of Traumatic Brain Injury, Biomechanics and Prevention of Blast Trauma in the Military, Regenerative Medicine and Tissue Engineering, Sports Injuries/Concussion, Motor Vehicle Safety Injury Biomechanics. The Front Door is active with the Chair of Biomedical Engineering and the organizers to coordinate industry participation in the symposium.

### **MichBio Expo & Conference – September 30 – October 2, 2014**

MichBio is the lead industry trade representative for the state's biotech industry. The organization, whose membership includes most of Michigan's major firms, has as its goal to address concerns of Michigan's bio-industry and advance the industry through the development of a strong network of university, corporate, governmental and civic partners.

This year is the 10th anniversary of the annual MichBio Expo & Conference, an Expo that is Michigan's premier bioscience event. The conference includes seminars on; Strategically Building Bioscience in Michigan, a Manufacturers & Suppliers Forum, an Emerging Biosciences Showcase and Bioscience & Service Provider Exhibits

The Expo this year is in Detroit. The Front Door is working closely with MichBio to include the region's life science industry and Wayne State University research. We are currently planning an additional day for high school students to visit campus and talk to our experts about educational programs and career opportunities.

## **Place-based Economic Development**

### **Anchor Strategy Refresh**

In 2009, Wayne State began working with the Detroit Medical Center and Henry Ford Health System to develop an anchor strategy aimed at revitalizing Midtown and its surrounding neighborhoods. The University provided an array of data to U3 Ventures to be aggregated with data from the DMC and HFHS. This information was used to establish a baseline of our efforts and identify opportunities for increased collaboration among the three anchors, including the Live Midtown program and Source Detroit, an effort aimed at buying more goods and services from Detroit-based businesses.

The University is working with U3 Ventures again to refresh that data, track progress on our collaboration over the last five years, and identify new partnership opportunities with HFHS and the DMC.

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### **Midtown Public Safety**

The Office of Economic Development submitted two grant applications in April 2014 to support the work of the Wayne State University Police Department (WSUPD). The first grant was for \$450,000 through the City of Detroit's Community Development Block Grant program (CDBG). The CDBG process was highly competitive, with 80 applications for \$2.6 million. Wayne State received \$75,000 in funding; the first CDBG funding the University has received. These funds will be used to support WSUPD's hot-spot policing efforts, as well as the canine narcotics unit.

The second grant application was for \$1 million over three years through the U.S. Department of Justice's Byrne Criminal Justice Innovation program. WSUPD, the Center for Urban Studies, and Midtown Detroit, Inc. submitted a joint proposal to help target persistently high crime areas within WSUPD's service area, as well as types of crime that have remained high despite significant overall drop in crime. Grant awards are expected to be announced by mid-summer.

### **Association of Public & Land Grant Universities' Innovation & Economic Prosperity Designation**

The University submitted its application for the APLU's Innovation & Economic Prosperity designation on May 12. OED, in partnership with the Provost's office, administered a survey to internal and external stakeholders to get feedback on how the University is having an impact on the region's prosperity. The study team reviewed the survey responses and compiled a 30-page application that laid out the University's increased economic engagement efforts over the last decade in the areas of place, business, and talent, along with encouraging results from these efforts. It also highlighted areas where the University has room for growth - including better communication of its efforts to external and internal stakeholders and creating a more supportive, inclusive culture for faculty to participate in these efforts - and charted a course for achieving its full potential. Designation awards are expected to be announced by early summer 2014.

### **Economic impact study**

OED has contracted with the Anderson Economic Group to conduct a study on Wayne State's economic impact in Detroit. As the only urban public research university in Michigan, there are a number of additional costs that the University incurs. Such costs include developing real estate, maintaining a police force, and financing off-campus street lights. These are costs that other universities in Michigan do not have to pay. Additionally, Wayne State produces significant benefits to the City of Detroit as an anchor institution that attracts businesses, restaurants, residents, and visitors to Midtown. The study will examine these factors as well.

### **Detroit bike share**

OED submitted an application for \$1.36 million for Transportation Alternatives Program funding to the Michigan Department of Transportation (MDOT) and Southeast Michigan Council of Governments (SEMCOG). The City of Detroit Department of Public Works submitted the application on behalf of the Downtown Detroit Partnership, WSU's nonprofit partner on this project. The Detroit Department of Transportation has indicated an interest in supporting bike share, too, and has identified a possible source of funds to contribute to the project.

### **Placemaking Initiatives**

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On May 20<sup>th</sup> the Office of Economic Development convened a meeting of internal stakeholders to explore a placemaking strategy at Wayne State. The group agreed to explore this topic further and will meet again in June to discuss a strategy for one-off events / short-term interventions to experiment new ideas and collect feedback from the campus and neighboring community. Among those ideas considered are Park(ing) Day, Inside Out Art installations, additional seating for the WSU Farmers Market, a participatory mural, and the use of Neighborland, and online community engagement platform. Ongoing evaluation of these activities may inform a longer term placemaking strategy.

### **Van Dusen Urban Leadership Forum**

In early March the Office of Economic Development convened a meeting of the Van Dusen Advisory Board to present a draft plan for this year's series. All but two Board members were in attendance to review the 2013 series and discuss this coming year's events. The 2014 series will include two events (e.g., Fall and Winter) with a very similar format to last year. Our office continues to research and reach out to potential speakers for this coming year, including Dave Eggers, author and founder of 826national; Theaster Gates, Chicago artist; and other social innovators.

### **Wayne State University Mobile App Competition**

The Office of Economic Development and the Blackstone LaunchPad program continue to promote the first ever campus-wide mobile app competition announced February 21st. This competition is open to all WSU students, faculty, staff, and alumni, though each team must include at least one undergraduate or graduate student. A total of \$5,000 is available in cash prizes for the top three teams that create apps to improve the Wayne State experience. Sponsors for this competition include DTX (Detroit Technology Exchange), Detroit Labs, and The Front Door at Wayne State University. Competition entries are due at the end of May and winners will be announced in mid-June.

Since the competition's launch, 18 individuals and teams have registered their mobile app concept. On April 9th we will host a Matchmaking and Q & A event on campus to pair individuals looking for teammates with specific skills and offer additional help in identifying resources in app development. The Mobile App Competition has received mention in 9 different media outlets, including the Detroit Free Press, Xconomy, CBS Local, Bloomberg Businessweek, MI Tech News, the Lansing State Journal and Detroit City And Press.

### **Campus Transportation Survey**

On March 25th the Office of Economic Development and WSU's Parking and Transportation Services launched a campus-wide survey about the travel habits, modes, and preferences of the campus community. Students, staff, and faculty were asked to complete an 11-question survey to be eligible to win a free iPad. The survey remained open for 2 weeks and collected over 7,000 responses for a ~20% response rate. Our office has since shared relevant findings with community partners and is actively following up with respondents regarding their preferences for electric vehicle charging stations to be installed later this year. This survey has also informed our



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discussions with DDOT's leadership regarding partnership opportunities; we will likely be able to offer our on-campus residents free transit passes for the month of September 2014.

## Talent-based Economic Development

### The Detroit Revitalization Fellows Program

Wayne State University's Detroit Revitalization Fellows Program (DRFP) prepares talented mid-career professionals to lead Detroiters into a more collaborative and prosperous shared future. During their two years of full-time employment at an organization committed to the city's transformation, each cohort of Fellows is nurtured through professional development that includes executive-style leadership education, professional coaching and mentoring, and essential 'Detroit Dialogues' with other leaders of business and community. Together these emerging leaders are building a network that will connect the city's boardrooms and its street corners while pushing critical community and economic development efforts forward. DRFP has been made possible through the generosity of the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Skillman Foundation, DTE Energy Foundation, the Max M. & Marjorie S. Fisher Foundation, the PwC Charitable Foundation, Rock Ventures and Wayne State University.

DRFP's recent programming has included:

- The April 2014 Fellows' Session on ***Real Estate & Neighborhood Development*** featured a diverse array of activities:
  - a. A Detroit Dialogue titled 'Who Lives in Detroit & Why?' brought Steve Tobocman, Executive Director of Global Detroit, Erica Raleigh, Director of Data Driven Detroit, Dr. Michael Stone-Richards of College for Creative Studies, and Ozzie Rivera, Director of Community Engagement at Southwest Solutions into an engaging conversation.
  - b. A neighborhood development tour in southwest Detroit exposed the Fellows to a range of approaches to development originating from the business community, neighbors living and working in their own communities and nonprofits.
  - c. Fellows met Midtown developer George Stewart and his family for a tour of the Woodward Gardens development, and dinner in the Garden Theater.
  - d. Leadership Development programming focused on building the Fellows' abilities to maintain a professional image and become a more impactful presenter.
  - e. A second Detroit Dialogue focused on the ins and outs of actually getting development done in Detroit, which brought WSU's own Dr. Robin Boyle and representatives from The Roxbury Group, Cooley Enterprises, Hosey Development, Corporate & Community Affairs at Flagstar Bank and the New Markets Tax Credit Group at JPMorgan Chase into the conversation.
  
- In the second week of May 2014, the cohort traveled to Portland, Oregon to connect with local professionals engaged in revitalization efforts and share their work in Detroit over the course of five days. The foundation for the trip's exchanges between professionals in both cities was a series of 'Portland Dialogues' modeled after DRFP's Detroit Dialogues

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programming. These four conversations, moderated by professors from Portland State University, were on the themes of city and regional governance, transit-oriented development and trends in affordable housing development. Other activities included a walking and transit tour that ended with a presentation and discussion about gentrification in Portland with more than a dozen community members, which was hosted by the Portland African American Leadership Forum. Fellows spent the better part of a day in smaller groups that fanned out across the city to have more informal discussions with locals about the topics covered in Dialogues and to experience the issues raised themselves. Finally, Fellows hosted a series of presentations and discussions about their work in Detroit for the folks they'd met in Portland – as a headline in news outlet *The Oregonian's* piece about the trip read, "What can Detroit teach Portland?" Joining DRFP Fellows and staff for the trip were WSU Professor and Chair of the Department of Urban Studies and Planning, Robin Boyle, and WSU Vice President for Economic Development, Ned Staebler.

- On May 17, 2014, Fellows participated in a volunteer event with The Greening of Detroit and Detroit Institute of Technology at Cody Rouge High School to beautify the school grounds with 15 new trees, spiral and vertical gardens, an outdoor classroom and raised planting beds for use by wheelchair-bound students and neighbors. As part of DRFP's efforts to convene other leadership programs in and around Detroit, participants and staff from Challenge Detroit, Leadership Detroit, Strong Cities Strong Communities and Venture for America also participated in the planning and execution of the day's activities. The entire event, which brought together more than 50 volunteers including both students and staff of the school, was organized by DRFP Fellow Mike Madej, Community Engagement Manager at The Greening of Detroit.

Upcoming DRFP programming will include:

- In June 2014, Fellows will explore **Public Safety** in Detroit. The session will feature Dialogues on safety from the perspectives of youth at local high school followed by residents and nonprofit leaders and, finally, on trends in crime prevention and law enforcement with leaders in the city and at anchor institutions. The Dialogues will include the participation of two individuals from the WSU community: Dr. Bradley Smith, Interim Chair & Associate Professor, WSU Department of Criminal Justice, and Chief Anthony Holt of the WSU Police Department.
- June's activities will be supplemented by several Fellows' participation on a *Talent Attraction, Development & Retention* panel at the Association for Community Design's annual conference. The panel will be co-moderated by DRFP Director Graig Donnelly and Challenge Detroit's leadership. In Detroit for the first time since its founding in 1977, the national conference will be hosted by the Detroit Collaborative Design Center and will bring in over 100 community development and design professionals from across the country.
- In July 2014, Fellows will focus on **Public Health** issues in Detroit. Planning for the session is being aided by WSU's Public Health Program, and will feature a presentation and discussion between the Fellows and WSU President Dr. M. Roy Wilson.