

Submitted by:

**Ned Staebler, Vice President
Economic Development**

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program

The Goldman Sachs 10,000 Small Businesses program launched its 4th cohort with 36 small business owners from Detroit, SE-Michigan, Kalamazoo and Ohio, representing creative, lifestyle, science, education, retail and services industries. There was such a high demand for participation from the community that we were able to place participants into the cohort 5 class. Having completed the six-month survey from the Cohort 1, the growth in revenue and employees are on par with the national average for the program – 65% seeing revenue growth and 45% adding new jobs within six-months of graduating. Many 10kSB/WSU alumni are receiving national recognition and funding i.e. Marvel Apps received \$2M in funding for launch of new product, WMEnergy Services as keynote speaker for Governor’s Economic Summit, Sweet Potato Sensations was featured on ABCs “The Chew” television program.

The Front Door – Corporate Engagement

Radiology Society of North America (RSNA) Meeting

As a follow-up to RSNA, the largest global medical imaging/diagnostics meeting, at the end of last year Front Door has been working with the Chair of Biomedical Engineering (BME) (Dr. Juri Gelovani) on a number of projects.

- We recently met with Endra, a local medical device firm, to discuss the research expertise at Wayne State University and our potential to develop a new line of s/w products with the company. The firm has developed a novel diagnostic device that can better characterize tissues and disease in the body as well as offer platform technology to create new pharmaceutical compounds. The BME department recently hired two faculty who are experts in this technology and is well poised to become Endra’s lead research institution.
- We have had ongoing discussions with a Michigan company, Block Imaging, about a number of topics in research and education with them. The firm has an extensive presence in the medical imaging aftermarket (i.e. maintenance, upgrade and reselling of large pieces of equipment) and need talented engineers for the state-of-the-art medical devices. In January we met their team to define an educational program to address their needs and their support for a new WSU program. For our students, this could be a valuable relationship to connect our students with the growing medical imaging industry and to bring their engineers on campus.

BizGrid Live!

The Front Door and GS10k Small Business programs are on the program committee with the Detroit area BizGrid core team begin plans for a bigger fall 2015 event. Our team is looking at additional organizational support from the Detroit community and to expand the concept of the business support matrix into other formats.

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Corporate-Citizenship Center: Center for the Study of Citizenship

Update: The Corporate Citizenship working group has been expanding to include more representation from the region's corporate community and to define a project scope that leads to the creation of a unique Wayne State center for the study of this area with small business. This working group has recruited 5-10 small businesses who are interested in corporate social responsibility and how to build it into their businesses.

Michigan Corporate Relations Network (MCRN)

Update: The Front Door office has received \$45k in new funding for office operations for 2015-16 from the MEDC sponsored MCRN program. This funding has enabled the office to expand and add an industrial liaison to focus on industrial relations with our healthcare researchers and clinical programs.

The Front Door is actively seeking Michigan based small businesses (<500 employees) to engage with the university. Through our Small Company Innovation Program (SCIP) the office can offer matching funds up to \$40k for firms that collaborate with Wayne State researchers on a project that accelerates the firm commercialization effort. Our Small Company Internship Award (SCIA) program is looking for small Michigan firms to hire Wayne State students as an intern for STEM-related activities.

NSF Industry/University Cooperative Research Centers (I/UCRC)

The Front Door has been on the grant development team to assess the potential for a large NSF center. An NSF award would fund a multi-institutional center (UM & WSU) to study health and transportation needs across the lifespan. This broad topic area would allow researchers to participate in the area of transportation/mobility and healthcare needs from infant through gerontology. The Front Door has been working with the principal investigators to identify key industries interested in the topic and who may be willing to be corporate partners in the development and translation of technologies and other research findings.

Michigan Clinical Trials Network

Margaret McCammon, Portfolio Manager for Business Development, from the MEDC is investigating the potential to expand the number of clinical trials at Michigan universities. Currently, Michigan is ranked #8 in the country for clinical trial activities, despite any concerted effort to promote the state's medical expertise and clinical populations. Given the concentration of pharmaceutical companies along the West and East coasts, the current trials tend to be biased away from the Midwest. With a strong promotion of our capabilities, there is an expectation of additional new clinical trials (and funding) here in the state and university.

The Front Door is active with this effort and MEDC to identify current Wayne State University expertise, experience and potential to do more clinical work.

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Student-related activities:

College of Engineering Design Day / Capstone development

The first annual College of Engineering Design Day is scheduled for May 8 at COE. The event will showcase undergraduate engineering senior design projects and the talented students who worked in teams to solve real-world challenges. We are encouraging our industry partners to attend and consider a future sponsorship for an engineering Capstone team.

BEST program

The BEST grant enters its second year at Wayne State and our students have applied for over 20 internships this summer. The Front Door is working with the program's student coordinator to identify other potential industry sponsors for internships. We've also begun a dialogue between the program and the BME department for industry opportunities. Given the initial focus of BEST on the biotechnology areas, engagement with BME and its students will help our interdisciplinary learning programs.

Industry activities:

Big Data: From Analysis to Action

The Wayne State Big Data/Business Analytics program is very active. It is now in the process of developing an academic curriculum for fall classes. In addition, the program is developing a program for the 2nd Annual Big Data/Business Analytics conference on March 10-11. The Front Door is an active member of the program community to organize one day of tutorials and one day of keynotes and case studies. Given the focus on analytics to action, the program works closely with a number of industry leaders to demonstrate how new technologies can improve their business processes in logistics, transportation, healthcare, finance, utilities and government.

Industry Meetings with WSU College of Engineering:

Block Imaging, GM Executive Director of Global Product Development, Dura Automotive Systems Executive Vice President for Global Program Management, Beaumont Health Systems Research Institute, Dowaksa, Fives Machining Systems, Value Integration

The Front Door and several College of Engineering faculty attended the CAR Connected and Automated Vehicles Cybersecurity Threat briefing. Industry from Delphi, IBM, Infineon and others described the need for technical solutions to avoid security threats in advanced wireless vehicles. Faculty from the College and a Front Door representative met with numerous industry representatives to discuss our research and their potential technology needs.

The Front Door is collaborating with the BASF corporate leadership to host a major university showcase this spring for their scientists & engineers. We are in the process of putting plans to host over 200 scientists/engineers at Wayne State to review key needs/opportunities of BASF. Wayne State will be the university lead for the 8 Michigan universities who are expected to attend.

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Community Activity

Engineering Society of Detroit – Future Cities Competition.

The Annual Future Cities competition is an annual program for middle school students to envision a future metropolis where many of today's urban challenges have been addressed with modern technologies. These futuristic cities (50 to 500 years from now), will need address needs of transportation, pollution, nourishment, housing, employment, etc. The ESD hosts the Michigan competition each year.

This year again, the Front Door attended as one of the 50 judges for the competition, reviewing essays by the students, inspecting the model cities and interviewing school groups. The winner from this competition will go on to a national competition. Last year, a metro Detroit school was the national champion.

Place-based Economic Development

Show Your One Card & Save...powered by Larky

Last fall, Wayne State re-launched its Show Your One Card & Save program, powered by Larky, a free mobile website and app that connects Wayne State students, faculty and staff with discounts at local businesses. Since launching, nearly 1,900 students, faculty and staff have signed up for the free program through Larky's iPhone and Android apps. Using the app, people can view all businesses that offer a discount or promotion to Wayne State, as well as sign up to receive notifications each time they are in proximity to a business that participates in Show Your One Card & Save.

To date, 123 businesses – most of which are local – have signed up to offer savings and promotions to the Wayne State community. All participating businesses receive stickers promoting Wayne State and the Show Your One Card & Save program that can be placed on doors and near the cash register. Businesses can sign up for free by filling out a registration form at <http://bit.ly/showyouronecard>.

THE DETROIT ORIENTATION INSTITUTE

The Detroit Orientation Institute engages business, community, media, nonprofit, political, civic and student leaders in immersive events that illuminate Detroit and foster connections. Participants visit the city's neighborhoods and key institutions, interacting with change makers as they dig deep into the region's history and current landscape. Groups are small and participatory, with long-time leaders and newcomers together exploring contemporary issues and opportunities.

The Office of Economic Development continues to plan Detroit Orientation Institute (DOI) programs since our re-launch in late 2014. On February 4th we successfully hosted our first Detroit Dialogue: Education with three conversation catalysts including Sharlonda Buckman of the Detroit Parent Network; Chastity Pratt Dawsey of Bridge Magazine; and Armen Hratchian of Excellent Schools Detroit. The conversation was facilitated by Graig Donnelly, Director of the Detroit Revitalization Fellows, a program of Wayne State University.

Our next Detroit 101 event (previously titled Immerse Detroit) will take place on Wednesday April 15th from 8AM-2PM in with conversation catalysts including Jerome Vaughn, WDET; Maggie DiSantis, Eastside Community Network; and Laura Hughes, Strategic Staffing Solutions. Jeanette

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Pierce of the Detroit Experience Factory will lead the bus tour with stops at the Riverfront, Villages, Eastern Market, Avenue of Fashion, and 8 mile wall. Special guests will be meeting participants at each of our featured destinations to provide greater insights into their work and the local context. The next Detroit Dialogue will focus on transit and will take place on Thursday May 21st.

Van Dusen Urban Leadership Forum

The Van Dusen Advisory Board met in mid-January to review the 2014 season and plan for 2015's events. This was a very productive meeting with full attendance from all Board members. Since this meeting we have confirmed Theaster Gates, a Chicago-based artist and founder of the non-profit, Rebuild Foundation, for a lecture and workshop on October 8-9, 2015 and are exploring opportunities to connect his visit with other local initiatives supported by the Knight Foundation. Gates is known for culture-driven redevelopment in neighborhoods by activating abandoned spaces with arts and cultural programming.

In the meantime, we continue to seek potential speakers for a late-Spring/early summer event. Both the Knight Foundation, Jefferson East Inc. and the Detroit Historical Society have inquired about partnership opportunities between Van Dusen events and other programming in 2015 and beyond.

Placemaking Initiatives

The Office of Economic Development in partnership with stakeholders from across the university is in the midst of a campuswide placemaking initiative that launched in fall 2014. In January, the Placemaking Steering Committee (PSC) met to discuss the implementation phase of this project and agree on Phase I priorities and an implementation timeline.

In response to the most popular ideas gathered, the Committee agreed to seek funding and execute the following ideas in Spring 2015: install a public bike repair stand and air pump; add wayfinding signage to direct the campus community to other Midtown destinations; install public art and paintings throughout campus as part of the DIA's Inside Out program; and provide moveable café seating in our public plazas. Funding has been secured for both the bike repair stand, Walk [Your City] signage, and the Inside Out program participation is free. We are still seeking funding for the outdoor tables and chairs.

We plan to collect feedback on the impact of implementing these ideas in the form of pedestrian counts, in-person surveys, and continued use of the Neighborland platform. Our goal is to create a greater sense of place and community in Midtown, as well as inform future projects, pop-up installations, and capital investments.

Transportation & Mobility

The Office of Economic Development continues to explore opportunities and partnerships to grow mobility and transportation options for the campus community. Following our January discussions with SMART and the UM Detroit Center Connector, we convened several Cabinet members to explore the need for a campuswide survey to gauge interest in transit connections between our Midtown and satellite campuses in Macomb and/or Oakland. We also convened WSU internal stakeholders and Henry Ford Health System stakeholders to gather consensus on our shared priorities for the I-94 reconstruction project (e.g., service drives, freeway exit ramps to access

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university assets, and pedestrian/bicyclist connectivity). We plan to compile our collective concerns and preferences in a letter to MDOT and HNTB.

Talent-based Economic Development

DETROIT REVITALIZATION FELLOWS

Wayne State University's Detroit Revitalization Fellows are talented mid-career leaders stimulating progress within Detroit's civic, community and economic development landscape. This select group of doers engages in a rigorous two-year leadership development program while serving full time at organizations working to further key programs and projects across Detroit and the region. The program 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 John S. and James L. Knight Foundation, the PwC Charitable Foundation, Rock Ventures and Wayne State University.

Detroit Revitalization Fellows opened its application for the next cohort of Fellows on January 26. Applications for prospective Fellows are due February 20 and, after a multi-stage process, 50 Finalists will be interviewed in-person at the Westin Book Cadillac in Detroit on April 30 – May 2. Employers partnering with the Detroit Revitalization Fellows for 2015-17 will make job offers to their preferred candidates on May 15. The process of selecting employers began in October 2014, drawing 45 applications by December, and resulted in 20 Finalists in early January who are featured in the Fellows' application package. Finalist employers are not assured a Fellow and the organization's continued participation is contingent upon satisfactorily fulfilling the program's requirements at every step of the application and selection process.

Recent programming has included the following sessions:

January 2015

The Fellows session on transportation was held over two days at the United Way for Southeastern Michigan offices in downtown Detroit and at the Dossin Great Lakes Museum on Belle Isle. Fellows were given insights into the history of transportation and related in Detroit and the region, as well as the state of Michigan, by experts from the Detroit Historical Society and Transportation for America out of Washington, DC. A dialogue about the future of transportation in Metro Detroit featured local and state leaders Terry Stepanski of MDOT, Carmine Palombo of SEMCOG, Michael Ford of the Regional Transportation Authority, Dan Dirks of DDOT and Megan Owens of Transportation Riders United.

February 2015

The session on Race in Detroit was held at WSU's McGregor Conference Center. Over two days, Fellows reflected both individually and collectively on the city's history with race relations while also examining their own belief structures. The context was set Shirley Stancato, presenting New Detroit's *Metropolitan Detroit Race Equity Report*, and Peter Hammer of WSU's Law School and Detroit Equity Action Lab who presented on the policy history. Kriya Associates from New York City facilitated interactions that included a level playing field exercise and 'world café' conversation training for Fellows, around the Fellows' exploration of Race2Equity's "We don't want them here" exhibit that documents Detroit's history relating to racial equity. Guests that interacted with the

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Fellows included Lauren Hood of Deep Dive Detroit, Fay Beydoun of the American Arab Chamber of Commerce, activist Yusef Shakur, freelance writer Aaron Foley, Miriam Cuevas and Stacey Stevens of the Michigan Roundtable for Diversity and Inclusion and Shea Howell of the James and Grace Lee Boggs Center To Nurture community Leadership.