



### Office of Innovation and Corporate Partnerships

Igniting and Catalyzing Excellence in Research to Change People's Lives

"We Change Lives"

#### Our Values

Collaboration with Respect  
Excellence with Integrity  
Service by Communicating  
Diversity through Inclusivity  
Impact through Knowledge  
Boldness in Leadership

Our Behavioral Competencies - TBD

#### Priority Legend

- Near Term - Complete next 6 months
- Mid Range - Complete next 12 months
- Long Term - Not Scheduled or Ongoing

#### Positions

Chief Innovation and Corporate Officer (John)  
Senior Counsel (Michael)  
Budget Director (Stephanie)  
Administrative Coordinator (Dawn)  
HSC Administrative Coordinator (Melissa)

Managing Director, OTC (Andrew)  
Tech Director - HSC (Gina)  
HSC Tech Manager - HSC (Backfill TBD)  
HSC Tech Manager - New (SPF Request)  
Non EE Tech Manager - (TBD)  
EE (OADI/ARRC) Tech Manager - TBD  
Director of Intellectual Property (Chris)  
Technology Transfer Administrator (Regina)  
Law Interns

Director, Corporate Partnerships (Joyce)  
CP/ED Manager (TBD)  
HSC CP Manager (SPF Request)  
Tulsa CP Manager (TBD)  
Director, Venture Development (TBD)

Graduate Assistant/Intern - Web  
Graduate Assistant/Intern - OTC  
Graduate Assistant/Intern - CP/ED

Other OU Resources (inc. iHub) Y/N  
Status

Legend

Status: Green, Yellow, Red

### OICP Imperatives in Support of OU/VPRP/HSC Strategies

#### Tech Transfer

Moving technology into the marketplace

#### Corporate

Engaging with companies/institutions and economic development

#### Venture

Aiding researchers in putting their technology to work

### Strategic Objectives

Efficient (streamlined) Disclosure and IP Policies (5.5.5) (Clarify and codify; Consistency between campuses)	Participating											
Best Path Forward Process/Disclosure Meetings	Participating											
Disclosure Campaign (Reasons Why, ...)	Participating											
Build staff strength - HSC tech mgr(s) & Norman tech mgr(s)	Participating											
Consistency of Conflicts Policy between Norman and HSC	Participating											
Institute rapid and unique solutions to accelerate progress and create wins (ARRC)	Participating											
Growth Fund Optimization and Alignment with New Objectives	Participating											
CRM Implementation/Expand Network (develop metric) 5.1.6 - SEE TACTICAL PROJECTS	Participating											
Update NDA, CDA, Consulting, MOU and Teaming/RCA procedures	Participating											
Clarify Roles of Internal Resources - (e.g. OAS, ORS, Export Control); see Update... procedures	Participating											
Build staff strength - esp. HSC and Tulsa	Participating											
Identify strongest HSC partnerships (Raskob request)	Participating											
Determine appropriate Corp/Ret metrics post-Salesforce	Participating											
Meet/ Lab Incubator Space (5.6.8.)	Participating											
Creation of OICP Website Portal - Integrate with existing VPRP site 5.5.7/see Blogs objective	Participating											
University Equity Holdings - Is portfolio management necessary?	Participating											
Determine optimal legal structure to enhance commercialization efforts (501(c3)?)	Participating											
Aggregation of External Resources (e.g. iHub)	Participating											
Innovation Pathway Program	Participating											
Plan and Host Awards Event: Inventors, Corporates, Investors	Participating											

Directly Responsible

Participating

Needs to Know

### Daily Management and Integration Functions

Research Base	Current Metrics <small>(reference 11/1/22 Email re Norman Metrics)</small>	Future Metrics	Tactical Projects
Educational Interventions, Lunch & Learn, Etc.			
Participation on Deans & Center Directors Leadership Teams			
IP Status (ie. iHub) meetings			
Become Content Creators - A "Go To" source for researchers - BLOG schedule			
Create a deliberate focus on the 4 verticals			
3.3.7 Meet with Amy Noah to define this			
Disclosures (Norman): From 25 in FY 2022 to 35 in FY 2023			
License (Norman): From 1 in FY 2022 to 3 in FY 2023			
Income (Norman): From \$561k in FY 2022 to \$948k in FY 2023			
Disclosures (HSC): From 36 in FY 2022 to 41 in FY 2023			
License (HSC): From 5 in FY 2022 to 7 in FY 2023			
Income (HSC): From \$548k in FY 2022 to \$1.62M in FY 2023			
Corporate - New Corporate Contacts			
Corporate - Partnership Touchpoints			
Corporate - Deans-level communications			
License and Notarized Status - Norman and HSC (12m)			
IP Protected (12m) or call it USPTO Office Actions as function of Research \$\$			
New Strategic Research Partnerships (5.1.6) - Corporate			
Partnership Touchpoints - New/Existing duplicated by Center/Vertical (CRM)			
Investor Connections (5.4.8) (CRM)			
Marketing of Related Successes (5.5.7)			
Create and publish monthly newsletter			
Active participation on VPRP and HSC Provost Leadership Teams			
Institute CRM System - Corporates, Investors, Community, Talent Partners - SEE CORP OBJECTIVE			
Develop regular Blog schedule integrate with Newsletter			
"Hits" on new Website 5.5.7/Blog Analytics			