



Dr. Bardo's January 2015 Newsletter

Message from the President:



Welcome to 2015 at Wichita State.

Ask yourself: What am I looking forward to this semester?

That was an easy question for me to answer when I was a young professor here.

I cherished time with my colleagues, teaching and talking with undergraduates, mentoring grad students, pursuing my research agenda, rooting on the Shockers and watching the campus change from ice and snow to the colors of spring.

Those are still some of my favorite things, but being president adds layers of complexity and takes me off campus more frequently.

So here are some of the things I'm looking forward to from now until June:

- Engaging with folks across campus on the meaning of innovation. It's not just a business, science or engineering concept. No one is excused. Higher education will continue to be successful to the degree that innovation becomes part of the mindset in all teaching, research, student service and business practices.
- While we work on the innovation mindset, we'll begin to see progress this spring on the east side of campus, where we will begin building the physical infrastructure and announcing partnerships to bring the Innovation Campus to life. County government's decision last fall to

continue mill levy funding for 40 years allowed us to sell bonds to insure construction of the Experiential Engineering building.

- We're going to be working with business and government leaders from the 10-county area to identify and enhance innovation clusters to propel the regional economy. We initiated this process, called Blueprint for Regional Economic Growth, to ensure we're properly identifying industries and job categories that can benefit most from the Innovation Campus. That's the Learn-Work side of the Innovation Campus equation.
- We also have a lot of activity on the Live-Play side of the equation. We're seriously studying the possibility of building different types of housing, including apartments that might be occupied by faculty and staff, on the new campus. Also, we asked everyone in November what types of businesses they'd like to see on campus or nearby. We received more than 4,300 responses, including 1,253 from faculty and staff. Bar, dinner theater and comedy club were among the top vote getters. Prof. Charlie Burdsal and his colleagues at the Social Science Research Laboratory will be analyzing the results. It will give us a lot to talk about with businesses interested in serving the WSU audience.
- We just learned that WSU will be honored in April with the Spirit of Wichita award from the Chamber. It recognizes long-standing local institutions that have displayed employment stability, leadership, innovation and community involvement over two decades or more.

Thank you for all you do to make this a special place. I hope you take your own inventory of what you're looking forward to this semester. If you want to share your answers, please send them to: president@wichita.edu

Rewarding Innovation



Discovery, creativity and entrepreneurship are driving forces in the university's future as well as the future of Kansas. There are now at least four university-wide competitions launched or planned to encourage, recognize and reward faculty, staff and students for their innovative efforts. Here are brief descriptions of programs already underway, or planned:

- Winners were announced Friday in the Competitive Innovation Accelerator, sponsored by WSU Ventures and the Kansas Department of Commerce. Seven teams received awards of \$10,000 to \$20,000 each.

The goal of the Competitive Innovation Accelerator is to identify and fund technologies that will create and retain jobs in Kansas. Selection criteria included potential for economic impact, alignment with strategic objectives and student involvement, strength of the partnership, plans for long-term collaboration with WSU and technical merit. A complete list of winners and their innovations can be found here, <http://bit.ly/1w6ejzB>

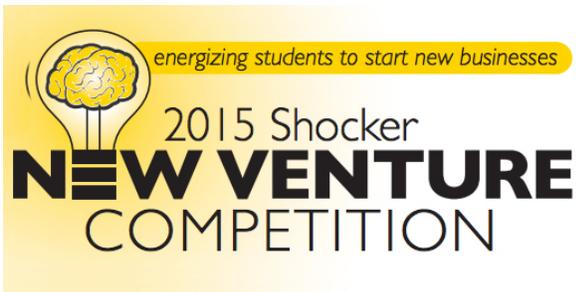
WSU Ventures assists Wichita State University faculty, staff and students in applying and commercializing their collective ideas, intellectual properties, know-how, talents, capabilities, ambitions and energies in ways that benefit the university community, industry and the public.



WSU Ventures, led by Director Cindy Claycomb, is part of WSU's Office of Research and Technology Transfer. It protects and licenses university inventions and innovations, connects industry partners with WSU researchers, and links entrepreneurs and investors with WSU researchers and technologies.

I urge you to like its Facebook page, <http://on.fb.me/1xSyS6y>, and check out the portion of its website for WSU innovators, <http://bit.ly/17jvoS2>.

- The most established student innovation competition at WSU is the Shocker New Venture Competition, hosted by the Center for Entrepreneurship, led by Director Mark Torline. The competition challenges Kansas college students to exercise entrepreneurial spirit by taking key steps towards commercializing a new venture idea. Teams, which consist of 1-5 members, will be judged on their ability to encapsulate a business concept through market analysis, a clear value proposition and a sustainable competitive advantage.



“The teams most likely to succeed will be those who show the best understanding of their potential customers and communicate most effectively about how to finance and run their start-up businesses,” said David Mitchell, one of the founders and chief judge of SNVC.

Winning teams will be awarded start-up capital from a prize pool of more than \$30,000 to aid in the launch of their own business venture.

Intent to Compete and Faculty Adviser registration forms must be filed by Feb. 27. More details are available here, <http://bit.ly/1wVDGnM>.

- In December, the university received its largest corporate/foundation pledge ever, \$11.25 million from Koch Industries and the Fred and Mary Koch Foundation. \$1 million of that will be used to support the Koch Innovation Challenge, an annual program in which WSU freshmen and transfer students compete for funding and scholarships to invent products and technologies.

The College of Engineering will oversee the program aimed at fostering a culture of creativity, innovation, entrepreneurship and teamwork among WSU students. The Koch Innovation Challenge will begin in the 2016-2017 academic year.

“This program will be key to providing an environment for students that ignites curiosity, instills a desire for knowledge, awakens a passion for their chosen profession and inspires an enthusiasm to think big that will carry over into their career,” said Royce Bowden, College of Engineering dean. More information is available here.

- A longtime Wichitan donated \$1 million to the university to provide the John A. See Research Award to WSU faculty and students who are conducting outstanding research or producing other significant work. The prizes were presented for the first time in 2014.



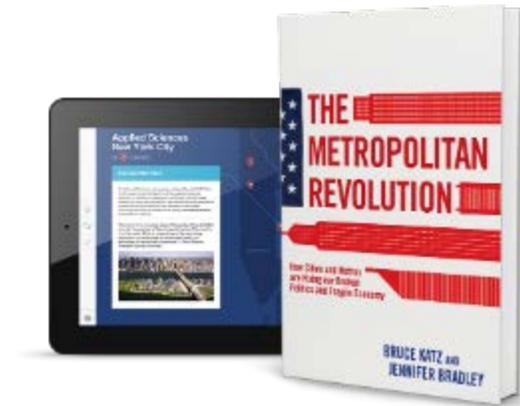
Ramazan Asmatulu, a nanotechnologist who is conducting research on a variety of aerospace, energy and biomedical projects, received a prize of \$10,000 for his study of functionalized zinc oxide nanoparticles used for cancer therapy, mainly breast and prostate cancers.



An additional prize of \$10,000 was shared by James Steck, an aerospace engineer, and Jibo He, a professor in psychology and human factors. They are collaborating on three separate projects intended to improve flight safety. Two of the projects would use Google Glass applications to help pilots cope with situations that could potentially cause flight disasters. Another would allow flight instructors to monitor from the ground the performance of student pilots in the air.

You can learn more about the See awards at the following link: <http://bit.ly/1s6gM1q>

What I'm Reading



Research universities like WSU have become important shapers of what Brookings Institution authors Bruce Katz and Jennifer Bradley call the Metropolitan Revolution. It's a movement of the nation's intellectual and economic momentum to cities and metro areas, often in innovation districts like the one taking shape on our campus.

Katz and Bradley write:

"We are living in a disruptive moment that worships speed, extols collaboration, rewards customization, demands differentiation and champions integrated thinking to match and master the complexities of

modern economics and societies. The metropolitan revolution is like our era: crowd sourced rather than close sourced, entrepreneurial rather than bureaucratic, networked rather than hierarchical."

And also:

"Innovation districts ... create well-defined communities packed with resources for firms, entrepreneurs, innovators, researchers and residents. The theory behind business clusters is that geographical concentrations of interconnected firms and supporting institutions leads to more innovation and production efficiencies, shared inputs, thicker labor markets and collective problem solving; the theory behind walkable urbanism is that dense, mixed-use neighborhoods with cultural, recreational and retail amenities will attract highly educated, innovative, entrepreneurial individuals and benefit the neighborhood's existing residents. Innovation districts are the physical synthesis of these two ideas, a new nexus between innovation and urbanism."

The Metropolitan Revolution: How Cities and Metros Are Fixing Our Broken Politics and Fragile Economy, by Bruce Katz and Jennifer Bradley, Brookings Institution Press, Washington, D.C., 2013.

About this Newsletter

OUR MISSION

The mission of Wichita State University is to be an essential educational, cultural and economic driver for Kansas and the greater public good. The President's Message is a monthly newsletter that highlights the university's progress toward fulfilling that mission.

CONTACT US

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