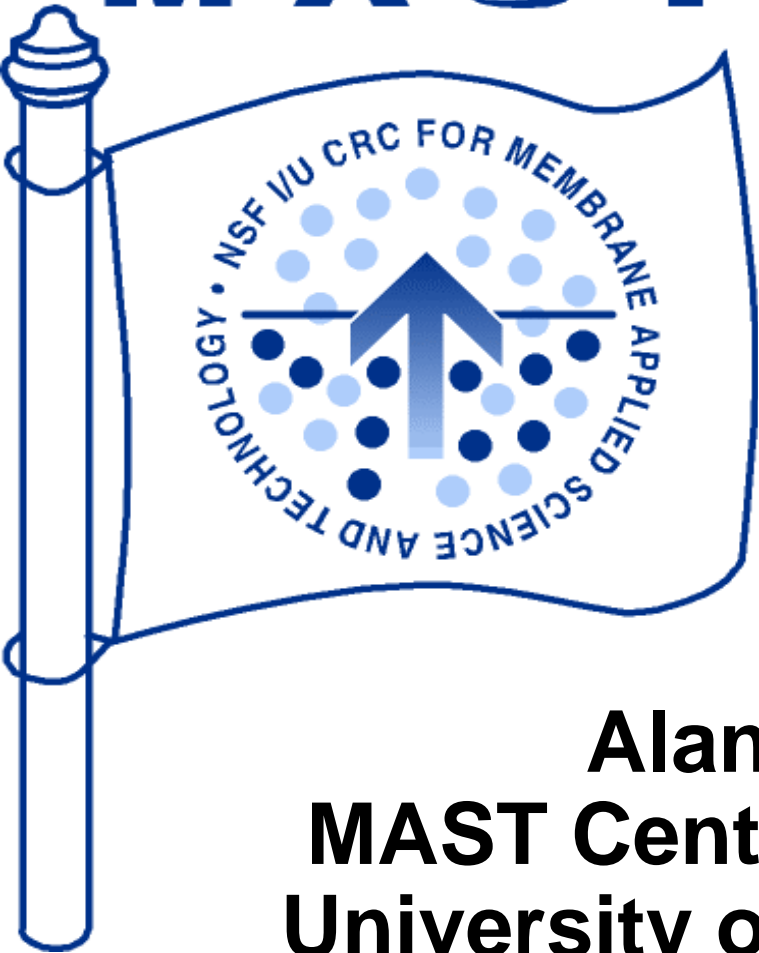


MAST



Managing Your IAB Relationships

**Alan R. Greenberg
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University of Colorado at Boulder**

**Concurrent Session
NSF I/UCRC Directors' Meeting
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Sponsor Retention Strategies

Premise: Easier to retain a current member than recruit a new sponsor.

Starting Point: Initiate and maintain an ongoing assessment of sponsor satisfaction.

Best Practice: Cast a wide net using formal and informal feedback to determine sponsor appreciation and concerns .



Sponsor Retention Strategies

**Best Practice: Create Real
Intellectual & Financial Leverage**

Multiple Center Projects & Spin-Off Research



**Center provides
MAXIMUM benefit
for sponsors,
faculty & students**



Sponsor Retention Strategies

Encourage strong connections between Center and Sponsors.

Make IAB leadership positions desirable and meaningful.

MAST Center Example: IAB chair has significant responsibilities and is frequently consulted.



Modify existing Center policies or create new approaches.

MAST Center Examples: Project selection protocols (modified);
Between-meeting information dissemination (new).

Enhance visibility of Center and IAB member organizations.

MAST Center Example: Organizing and sponsoring the major national technical meeting in membranes.



Technology Transfer & IP

Reality: IAB members may view IP as a complication rather than a benefit; company and university bureaucracy can be problematic.

Thus, sponsors may be more inclined to use research project results internally and without specific attribution, **BUT**

The IAB views research results with a strong sense of ownership.

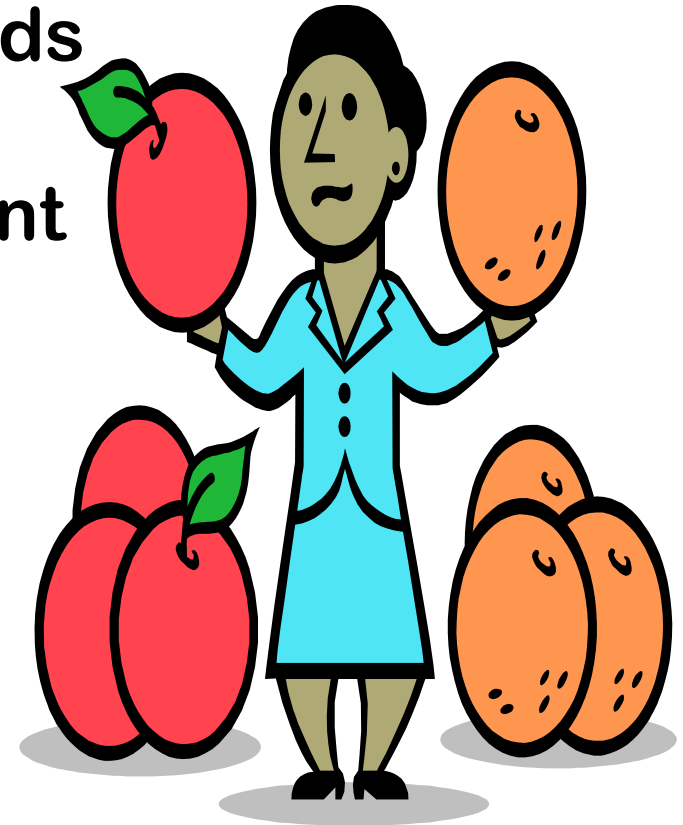
Best Practice: Ensure that ensure public disclosure protocols are followed to protect IP and provide IAB with time-advantaged access!



Small Business Members

Unique characteristics and needs make small business IAB members fundamentally different than large-company sponsors

- Relatively resource limited: People and funding.
- Results more urgent; Project timeline more critical.
- IP issues more important.



Best Practices: Take time to fully understand small company needs and help make connections with faculty and other IAB members who are able and willing to work with them for mutual benefit.

