Center for Applied Research and Development (CARD)

Presented by

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About me:

– Proud graduate of OU

– Spent most of professional career in defense industry
  • Including federal agency and private industry

– Serial entrepreneur
Analysis of research expenditures at OU for the past several years indicate a dominance of funding by three federal agencies: *NSF, NIH* and *Department of Commerce.*
Analysis also indicated a persistent trend of relatively small amounts of funding from DOD, and even smaller amounts from other Federal mission agencies including DHS, CIA, NASA, DOE, FAA and DOI.
Background

Trends in R&D by Agency
in billions of constant FY 2011 dollars

FY 2011 and FY 2012 figures are latest estimates.
1976-1994 figures are NSF data on obligations in the Federal Funds survey.
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When compared to institutional peers, OU is an “anomaly” in the sense that there is a lack of balance in the research portfolio.
There is an opportunity to balance the Norman Campus research portfolio and increase faculty research opportunities with federal agencies and private industry.
Basic research, which is the cornerstone of a comprehensive research university, can and should be complemented by capabilities and opportunities in applied research and development via support of grants and contracts from mission agencies.
...to complement existing Norman campus strengths in basic research and outreach via the addition of an organization that focuses on applied research and development across all disciplines.
Strengthen and increase OU’s role as an economic engine and driver for our region, state and nation.
In order to accommodate applied R&D and to develop special relationships with federal agencies:

– Some universities have created “arms-length” non-profit organizations (Syracuse Research Corporation)

– Other universities have created *University Applied Research Centers* - or UARC’s (Penn State, University of Texas/Austin)
A careful analysis conducted by the administration indicated that an ideal structure for applied research and development at OU is the development of a center, administered wholly within the academic fabric – similar to the UARC model.
Expected Outcomes

CARD will:

– Identify and capture new applied R&D projects for OU
– Maintain staff of non-faculty PhD researchers and professional staff
– “House” contract vehicles (ID/IQ, etc)
– Provide a consulting home for faculty involved in applied R&D consulting
CARD will also:

– Increase the value of OU’s IP portfolio by raising the technology readiness level (TRL) of basic research results

– Increase the visibility, relevance and prestige of OU as a comprehensive research university

– Provide employment opportunities for students (undergraduate and graduate)
CARD will **NOT** replace any aspects of the Office of Research Services which will continue to support all pre- and post-award activities and processes for University grants and contracts in both basic and applied research.
Although CARD is an important component of OU’s Strategic Initiative in Defense, Security and Intelligence (DSI) Research, its activities will not be confined to the DSI arena.
CARD is intended to be a resource for all disciplines, particularly the social and behavioral sciences as well as humanities.
Currently, we are:

• Developing SRI structure for CARD
• Developing decision criteria for identifying “what fits” in CARD
• Developing the process for engagement with academic departments and researchers
• Developing the support staff and CARD infrastructure
Please visit me!

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