

Creativity, Discovery, and Innovation: Meeting Notes – April 26, 2022

Agenda Item	Discussion	Ideas/Action Items
Introductions	<ul style="list-style-type: none"> • Whitney thanked everyone for being willing to serve. Emphasized that today will just be a starting point to the conversation. We will get a lot of feedback which will help inform the conversation moving forward. • Workgroup members introduced themselves and described connection to UND and interest in the specific work that this committee will be focusing on. • Whitney: As Chairs, we really tried to get a good cross section of campus representation, community and alumni that can help us with this work. 	
Questions to Consider	<ul style="list-style-type: none"> • Whitney: these next conversations are ‘brain dumps’ – intended to get a lot of ideas on the table. We will start to focus and converge on key themes in subsequent meetings. • Chairs sent the group a few questions to consider before the meeting, which they want to go over today and also in the Open House on May 4. All responses will be kept on the online Mural Board. Questions for the group: <ol style="list-style-type: none"> 1. Why is ‘creativity,’ ‘discovery,’ and ‘innovation’ important to UND? <ul style="list-style-type: none"> ○ Innovation is critical to UND- especially in terms research. It leads to new discoveries, patents, and wealth creation. Can bring students into the process: experiential learning. Allows students opportunities to invent, patent and commercialize. We need to integrate this with Arts, Humanities so it can be more holistic. ○ Innovation, creativity, and research are fundamental parts of a university. From a market perspective, creating a research culture that is conducive for scholars to do research is critical. For UND to recruit and retain top talent of people advancing the frontiers of their disciplines we need to create an ecosystem that supports research, innovation, and discovery. ○ We need to create an environment where these faculty members will be recruited, retained, and supported in their work at UND. Important to also get these faculty in front of our students. ○ Education is being interrupted by technology. How do we engage the world and bring the world to UND? How do we collaborate with faculty from other universities and partner with other institutions that can help us in terms of research and teaching? UND needs to change mindset of what education means and how it is delivered. ○ If we don’t keep creativity, discovery, and innovation top of mind then we will not be a strong institution. This is our path forward. We need to be innovative on how we deliver curriculum and connect with students and others in terms of education and research. ○ Research is part of being human- to progress and discover. It is central to what a university is. Need to continue to progress 	<ul style="list-style-type: none"> • Group provided feedback both in person and online. All ideas will be kept, and can be added to at any time, on the CDI Mural Board: https://app.mural.co/t/centerforinnovation9539/m/centerforinnovation9539/1650993581574/8b91ae40a0476f40bb1337f6651a6d0b86bd4578?sender=ubb3ce53f3c45611b2fd99758 • Group encouraged to continue thinking on these questions, and to add to the Mural Board when they have other thoughts • These will be taken to the Strategic Planning Open House on May 4, and we will continue to collect feedback on them. • We will continue with these questions at the next meeting.

education and innovate and prepare for the future. We cannot emphasize enough the challenges that we are facing ahead.

- Change is the only thing that is constant, and we need to be prepared for change and allow our students to be prepared for this as well.
- Themes that we are seeing so far: student outcomes, reaching students and community. These themes really show the spirit of the work we are doing here and the spirit of what UND does. We are a research institution, but we are also part of a community.

2. If you're internal to UND, how does your department, unit, or division currently implement creativity, discovery, and innovation?

- Important to think about how we account for creativity, discovery, and innovation in our contracts, agreements, and what FTE help support faculty to secure awards. Providing faculty and staff space and time to secure relationships and dive into research, outside of other requirements in your portfolio is vital.
- Resources for faculty to succeed, but also how we engage our students. Promotion and tenure guidelines that encourage this.
- With these new contracts everything is turned into percentages. But true creativity involves positive risk taking. If you want to tackle important problems, that will be transformative, we cannot quantify these things in simple percentages. If we just do the easy things to fulfill contractual obligations, we will not have the time and space to do the big things that can really move us forward. May take a few years to write major proposals or papers that can be transformative.
- Think about where we are in terms of marketplace. We have resources that we dedicate to research. Of those resources that are dedicated to you what kind of outputs do you generate? Do the outcomes meet the expectations of the research? You need to have a metric of what is good performance and what is not. Need to think about who our competitors are in the market. What resources do they have and what kind of expectations do they have? It becomes a benchmark to think about how we can be competitive.
- When comparing UND to other institutions, one of the challenges UND faces is that we are geographically isolated. We need to look at resources and outcomes that can help overcome geographical isolation so that it doesn't turn into intellectual isolation for our faculty. Need to find resources but also need to intentionally bring experts in. Technology has helped change things in our favor. But we need to compare where we are with where our competitors are and provide resources that level the playing field for our researchers and have evaluation processes that treat our researchers fairly in benchmarking them against the industry.

	<ul style="list-style-type: none"> ○ At EERC we are forced to be innovative. Our clients come to us with unique problems and challenges. We have diverse staff (from engineers, economists, scientists, communication professionals)- we all come together to solve problems- interdisciplinary in terms of backgrounds and staff from all over world that bring perspectives to challenges we face. ○ When you are self-funded it drives innovation because our positions depend on it. 	
Next Steps	<ul style="list-style-type: none"> ● The Strategic Planning Open House will be on May 4 from 9-10 am (Memorial Union 233 and Zoom). Please attend if you are able. ● Conducted a Zoom poll to find best reoccurring date (bi-weekly) for the group to get together- starting week of May 9. <ul style="list-style-type: none"> ○ Tuesdays from 9-10 am worked the best for majority of group ○ An Outlook invite will be sent to the group starting May 10 ● Next meeting will be on May 10 	<ul style="list-style-type: none"> ● Workgroup members asked for suggestions of people that would be helpful for the group to hear from or any data they would like to see. Please email these to the Chairs (Amy Whitney, Patrick Henry, Vamegh Rasouli).

In attendance – Patrick Henry, Vamegh Rasouli, Amy Whitney, Becca Baumbach, Sandy Braathen, Kevin Fickenscher, Surojit Gupta, Sarah Heitkamp, Paul Korus, Beth Kurz, Soizik Laguette, Dan Laudal, Michael Mann, Madhavi Marasinghe, Nuri Oncel, Scott Sandberg, Shawnda Schroeder, Robert Stupnisky, Chi Ming Tan, Stephanie Walker, Bailey Bubach, Casey Ozaki, Anna Clark, Taylor Hanson Wald, Amanda Moske, Meloney Linder, Rob Carolin