By Pam Goins [1]
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Recent data collected by the Association of University Technology Managers indicates a positive correlation between money spent on research and success in economic development. As states and localities compete for industry investment and jobs in an uncertain global economy, they need greater access to experts to provide guidance on the expected benefits and costs of economic development projects to make sound decisions.

Presented by CSG’s State Pathways to Prosperity initiative, this webinar focused on a variety of advanced analytical tools to help academic executives, industry scientists and policymakers make better evidence-based decisions on key research strategies. Speakers showcased the Michigan Corporate Relations Network, a unique collaboration of six research universities and Michigan’s University Research Corridor, and the University Experts Portal, a searchable research networking system that profiles every researcher at public higher education institutions in Michigan. The portal allows industry scientists and small and mid-sized enterprises to quickly identify individuals with very specific expertise in order to engage in collaborative research. The portal also serves as a one-stop shop listing all state programs, as well as innovation programs sponsored by the state of Michigan.

Connecting Higher Education and Industry for Economic Development

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