



Technology Management Training Group, Inc.

**“ HBCUs - LEADING THE WAY
THROUGH BRANDING AND NETWORKING”**

U S DEPARTMENT OF DEFENSE
PROSTATE CANCER RESEARCH PROGRAM MEETING
Department of the Army
U S Army Medical Research and Material Command
“Innovative Minds in Prostate Cancer Today (IMPACT)”

September 8, 2007
Hyatt Regency Hotel
Atlanta, Georgia

Dorothy W. Huston
President/CEO, TMT Group Inc.



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Objectives

- How to Network Effectively
 - Internal Affairs
 - Partnerships
 - Capacity
 - External Affairs
 - Marketing
- Understanding Branding
 - Certifying Capabilities
 - Strategic Alliances
- Best Practices





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Internal Preparation

- Host Workshop on Site for Faculty and Administration
- Invite Consultants and Experts to Assist
- Invite Business Partners who have Worked with HBCU-MSIs
- Engage the Local, State, Regional, and National Technical and Business Community
- Involve the Right People





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Internal Programs

- Annual Research Day
- Researcher of the Month
- Researcher of the Year
- Annual Research Report/Journal/Report/Abstracts
- Annual Symposia
- Invite Funding Agency and Industry Partners
- Stop grumbling internally and externally about what we do not have! Use all available resources.



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Internal Outreach Initiatives

- Establish a Small Business Outreach Center
- Link it with a local, state Chamber of Commerce
- Invite business and industry partners to conduct seminars on “How to do Business” with them.
- Invite them to serve on Advisory Boards, Center of Excellence, Institutes, etc.
- Invite them to serve on “Red” teams
- Request Invitations to participate in Industry sponsored training and professional development
- Establish a Business/Industry Cluster or Partnership



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Grow a “PARTNERSHIP” Culture

- Encourage and Empower
- Remove or Reduce Obstacles
- Establish Policies and Guidelines; make them readily available
- Know the Strategic Plan; be able to speak to it
- Encourage internal and external collaboration
- Encourage Creativity
- Build on Successes and Failures
- Market and Publicize
- Reward Successful initiatives





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Capacity

- Same as infrastructure
- Facilities
- Equipment
- Personnel: faculty, staff, students
- Travel resources
- Resources for business development, consultants, experts
- Training resources





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Organized Outreach Program & Agenda

- Related to University's Strategic Plan
- Research Relevant Federal Agencies
- Establish a Federal and State Relations Program
- Educate Your Elected Officials: Local, State, and Federal
- Center of Excellence Focused
- Economic Impact
- Collaborate: business, industry and majority institutions, minority serving institutions
- Include your Students!



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Organize to Collaborate

- Investigate Mentor Protégé Opportunities
- Investigate SBIR and STTR Opportunities
- Research
- Review
- Email
- Call
- Visit
- Invite
- Pursue, Positively!





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Existing Relationships

- Acquire Knowledge of Agencies, Organizations, Companies
- Study Web-Sites
- Determine Nature of Existing Relationships
- Gain Knowledge about their existing Customers
- Know your Capabilities and Their Needs
- Determine Potential Technical, Business, Scientific Matches



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Establishing New Relationships

- **Research Company or Agency**
- **Set up a Meeting with the SADBUI (large companies)**
- **Set up a Meeting with the HR Director (small companies)**
- **Ask Someone to Introduce You**
- **Get Involved with the Business, Industry, Technical Organizations**
- **Attend Local, State, Regional, and National Business Events**





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New Relationships

- Use your Career Development Center
- Invite Representatives to CDC to visit with You
- Be Visible – Call Often
- Invite, Invite, Invite to your Campus
- Involve the Appropriate Campus and Community Personnel



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Marketing Materials

- Develop a Professional Briefing and Brochure
- Use Technology, Color, Appropriate Graphics
- Be Honest about Your Niches
- Do Not Try to be All Things to All Agencies/Companies





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Branding

- Builds perception
- Awareness leads to preference
- Preference leads to business
- Business leads to growth
- Growth leads to success!





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Certifying Capabilities

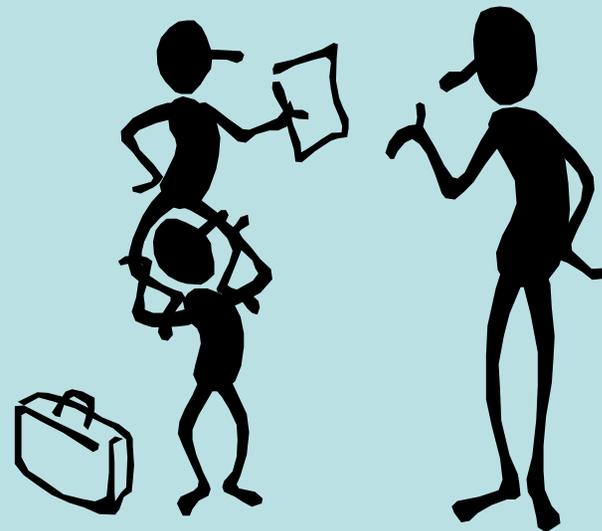
- **Gather Resumes of Relevant Faculty and Staff: Science, Math, Engineering, Technology, Business, Education, Agriculture Faculty**
- **Invite Other Faculty to Submit Resumes who are Interested in Training**
- **Analyze for Trends**
- **Develop Capability Statements for Various Units**
- **Develop University Capability Briefing**



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Strategic Alliances

- Teaming Agreements
- Non-Disclosure Agreements
- Memoranda for Understanding
- Cooperative Education/Internships
- Loaned Executives
- IPAs
- Summer Faculty Contracts
- Visit, Visit, Visit





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Issues to Understand

- Security – Personnel and Facility
- Involve Students – Graduate & Undergraduate
- Time and Effort
- Deliverables
- Internal Infrastructure
 - Accounting and Invoicing
 - Project/Contract Management



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Best Practices

- Research
- Visit and Observe
- Design and Develop
- Initiate and Imitate
- Collaborate
- Execute





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Activity

- Identify and Certify your Personal Capabilities
- Identify and Certify your Department's or Unit's Capabilities
- Identify and Certify Your Institution's Capabilities
- See Examples for an Education Department, School and University (next slides)



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Example – Personal Capabilities

- **Education and Training**
 - **B S Secondary Education – Science**
 - **M S Curriculum and Instruction**
 - **PhD Educational Policy and Leadership**
- **Areas of Expertise**
 - **Science Education**
 - **Curriculum Design, Evaluation**
 - **Leadership Development**
 - **Diversity**
- **Relevant Experiences**
 - **Over 25 years in Teaching and Training**
 - **Successful Grant Writer – Over \$3 Million in Funded Projects**
- **Customers/References**
 - **U S Department of Defense: Army, Navy**
 - **NASA**
 - **NSF**



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Example – Department/Unit

- **Education and Training**
 - **15 Faculty Members with Terminal Degrees**
 - **6 Faculty Members with Masters Degrees**
 - **Over 100 Combined Years of Teaching**
 - **Over 30 Years of Business/Industry Experience**
 - **2 Eminent Scholars**
 - **2 Endowed Chair**
- **Areas of Expertise/Capabilities**
 - **2 Advanced Technology Laboratories**
 - **Smart Laboratory**
 - **3 Centers of Excellence: Teaching and Learning, Leadership Development and Training, and Speech and Hearing**
 - **Relevant Experiences**



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Example – Department/Unit

- Relevant Experiences
 - Hosts more than 50 Training Seminars and Sessions Annually
 - Over \$ 8 Million in Funded Projects
 - Internationally Known for Speech and Hearing Research
- Customers
 - City of Huntsville
 - State of Alabama
 - U S Army Medical Research and Materiel Command
 - US AID
 - Private Citizens



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Example – College/University

- Education and Training
 - Mission
 - When Founded
 - Location
 - World Class Faculty (some demographics here)
 - World Class Research Facilities
 - Outstanding Alumni
- Areas of Expertise
 - Niche Areas of National and International Recognition
- Relevant Experiences
 - Funding Success with other Federal, State and Local Agencies
 - Placement of Graduates
- Customers
 - Existing Partnerships
 - Relevant Win-Win Stories



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Conclusion

- Know Yourself !
 - Develop a Brand
- Market Well
 - Know Your Potential Customers
 - Know Your Existing Customers
- Understand Strategic Alliances
- Clear 'issues' Internally
- Understand what Others are Doing
- “Just Do It”





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Contact Us

- www.tmtgroupinc.com
- Telephone: (256) 536-9717
- Fax: (256) 536-9718
- Mobile: (256) 651-9028
- Mailing Address: 204 Lowry Street, P.O. Box 18274, Huntsville, AL. 35804