

Alliance for the Commercialization of Canadian Technology (ACCT) &
Association of University Technology Managers (AUTM)

Letter of Understanding
regarding
Development of New Metrics

ACCT and AUTM share the goals of defining and establishing metrics and surveys, and desire to collaborate and coordinate to increase the effectiveness of both parties' activities, for the benefit of our members and communities. The parties desire to help our members achieve their goals. Some of the common goals of our members include use of measures which allow them to more effectively manage their activities, and availability of information for their constituents about their activities in a fashion which enables proper evaluation.

ACCT and AUTM intend that, as a result of our collaboration, more ACCT institutions will participate in AUTM's existing and new licensing survey activities, and that the AUTM survey(s) will be more responsive to both AUTM and ACCT member needs.

ACCT and AUTM are aware that evaluation of innovation exists within an international context, and AUTM is collaborating with the University Companies Association (UNICO) to address similar issues. Both ACCT and AUTM desire coordination with other parties as appropriate as validation of new approaches to metrics will assist all organizations and users.

The parties desire to share information to build consensus where possible, while preserving the occasional need for short-term confidentiality of certain items.

Thus, the parties agree to:

1. Keep each other informed with regard to activities and initiatives with regard to creation or development of new metrics.
 - a. For example, ACCT is planning a small workshop to bring together Canadian parties, such as Statistics Canada and the Association of Canadian Universities and Colleges, to discuss common interests and activities in the development of new metrics. ACCT would keep AUTM apprised of the progress and activities of this common group.
 - b. For AUTM, AUTM is working with the National Science Foundation, and is planning on coordination with other national metrics activities, such as with the Department of Commerce. AUTM will keep ACCT aware of these activities and the results.
2. AUTM and ACCT intend to analyze definitions, surveys, reports and other instruments used in the U.S. (for AUTM) and Canada (for ACCT) throughout the innovation ecosystem. The parties desire that the result of such analysis will be information on how definitions and terms differ; what items are analyzed in these reports; and what items are missing. The parties will share the results with each

other, and with other interested parties, so as to further the discussion of what items are already captured, and who the parties may desire to collaborate with in the future. The parties hope that this activity will be primarily complete in March 2007.

3. AUTM and ACCT intend to form focus groups of ACCT/AUTM administrative leaders, policymakers, and funders, to discuss the plans, desires and resources available for metrics and communication about effectiveness of metrics. ACCT will work toward defining an initial set of questions and an initial framing for these focus groups, and share this information with AUTM and UNICO. ACCT and AUTM will coordinate the scheduling of these focus groups and invite members to attend their focus groups, at their own expense. The parties hope that this activity will be primarily complete in June 2007.
4. The parties intend to collaborate on other new metrics activities, and maintain communication with each other regarding metrics activities we undertake for the benefit of our members. For AUTM, the primary representative for communication is the AUTM Vice President for Metrics and Surveys, who may delegate this responsibility as needed. For ACCT, the primary representative is the chair of the ACCT Metrics and Surveys Committee (currently, Angus Livingstone).
5. AUTM has designated U.S. \$100,000 for new metrics activities to date. ACCT has approximately C\$30,000, with the Canadian organization Westlink Innovation Network having C\$ 50,000 available for metrics projects on behalf of its membership. ACCT will coordinate with Westlink to maximize resources on the new metrics projects.

Respectfully,

By:

Patrick Jones

President-Elect, AUTM

Chair, Working Group on New Metrics

By:

Angus Livingstone

President, ACCT

Chair, Metrics and Surveys Committee