

Academic Senate
Meeting of December 12, 2012
University Club, Scriptorium Room
University Park Campus

MINUTES

Present: R. Ben-Air, D. Blaine, L. Carver, G. Clark, S. Curran, C. Dieterle, P. Ethington, R. Flick, C. Gomer, S. Gupta, J. Kagan, R. Labaree, J. Lerner, S. Levin (alternate for D. Brooks), R. Lin, M.V. Marx, O. Mayer, J. Moffett, K. Murphy, J. Orr, M. Parks, J.P. Platt, J. Silvester, D. Sruijt-Mertz, J. Steele, A. Trope, M. Weinstein, W. Wolf

Absent: P. Cannon, P. Conti, R. Davila, Y. DeClerck, G. Ehresmann, R. Girandola, J. H. Greenwald, L. Hunt, A. Lakoff, D. Larsen, V. Marmarelis, E. McCaffery, E. McCann, P. Pattengale, P. Riley, K. Venegas, C. Wang,

Guests: M. Campbell, C. Drayton, K. Howell, E. Garrett, R. Friedman, R. Hall, C. Lane, M. Levin

Vice-President Gomer called the meeting to order at 2:01 pm.

1. Discussion re Safety Enhancements Planning

Charles Lane was introduced:

The plan is to see a much more secure campus by January 14th. There are currently 27 entrances to campus that are open throughout the day. Beginning January 14th, private security will be at 15 of these gates beginning at 4pm, providing a visual presence. The number of open gates will reduce from 15 to 8 between the hours of 9pm and 6am. There will be a private security officer at each of those gates checking ID's.

Temporary fencing will be erected along open areas (especially Jefferson) with permanent fencing to follow. We plan to offer increased security in libraries and computer labs after hours. We will also be installing additional cameras and license plate recognition cameras on campus. 12 campus entrances will have these devices. We will also install 38 additional cameras.

Mary Campbell was introduced:

This has been a rapid-fire process. We have worked with a very broad number of groups across campus, including student leaders and members of student affairs. We are working on a way to manage guest lists for people coming to campus between 9pm-6pm. Any member of the Trojan family will be able to register guests online.

Chief Drayton was introduced:

We are looking for a paperless visitor management system while trying to create a process to increase security. We are working feverishly to meet the 1/14 deadline. It is important for faculty members without USC ID's to obtain one. There are approximately 1500 members of the USC faculty who do not have an ID.

C: I am a residential faculty member at Parkside. We have not been contacted. We have families who live here with cars, children, etc. It would be helpful for you to know us and we may be able to provide some valuable input.

C: Be sure to include retired faculty and staff who carry gold cards.

C: The best way to tap into 22 faculty masters is through Michael Jackson. We are the most invested since we live on campus.

Q: What is being planned for HSC?

A: Nothing as of yet. It may be version 4 down the road. We use HSC as a model since many if not all people at HSC wear ID's.

Q: I am from the School of Social Work. I know USC is reaching out to the neighborhood. How are we communicating this to the neighborhood, or are we?

A: We have almost 1,000 'Kidwatch' volunteers. We will use the community we work closely with to come up with an ID card that has no privileges attached. These will include School principals, staff, etc.

Q: What is the objective that you're trying to accomplish and how will you know you've succeeded?

A: The objective is to prevent people coming to campus with a gun. We are taking interim steps to discourage such people from coming in. On the extreme side, we have 8 places with metal detectors. We have secured residence halls to prevent 'piggy-backing' and have since had only one theft. We are hoping for a dramatic reduction in criminal acts. The fences will create a choke space to reduce flow. There will be a fast lane for people with ID's.

Q: What is your theory regarding fences and walls. There is a great deal of variation – 10 foot in some places and 6 foot walls with spikes in others.

A: That is why we need cameras. Otherwise we would need fences to be 10 feet tall with razor wire.

Q: Statistics show that for an urban campus, crime rate at USC is low. All of this will make us feel like we are in an armed camp. Did anyone seriously make the case for watchful waiting? It is not clear to me that we need all this.

A: It was very clear that the people who live on campus agree. But the parents didn't feel that way. The fact that 6 shots were fired in front of Tommy Trojan indicates that something needs to be done.

Q: Who is able to register a guest?

A: Any faculty, staff or student.

2. Approval of the October Minutes

The October minutes were approved with 20 'yes' votes and 1 vote of 'no'.

3. Update re January 25-26 Senate/Provost Retreat

Vice-President Gomer: The planning of this retreat has been a working group with Patti Riley, Martin Levine, Susan Metros, the Executive Board and others. It will be at a different hotel this year – the Loews Hotel in Santa Monica. Be sure to RSVP as soon as possible and in doing so, let Connie know whether you will require a room. The retreat will be on the technology of learning – what is going on and what is planned at USC.

Martin Levine was introduced:

This is a very exciting opportunity for us to see what other universities are doing, MOOC's, etc. We need to figure out what it is that we want to do and how to make it useful to your schools. Several people are being invited to make quick presentations. The retreat will include a great

deal on emerging technologies; how to exploit them to the advantage of USC and enhance learning.

Q: Is the retreat only open to members of the Senate or can other faculty involved in this area attend as well?

A: Please suggest people – send their names to Connie. In the past years total attendance has been circa 100 people. 150-180 people are usually invited.

4. Announcements

Tonight is the Senate Holiday Dinner at the Magic Castle. Cocktails at 5:30pm, dinner at 6.

C: There is still a concern regarding parking. A policy was issued by a mid-level administrator without following rules that policies have to be issued by the Provost or one of the senior administrators. The current situation is not conducive to exchange between campuses.

A: The Executive Board believes that this has now been taken care of in the right way.

Pat Haden will be here in January, along with his assistant to talk about academics with student athletes.

One of the spring meetings will be at Children's Hospital, the third USC campus. We will be welcomed by the CEO and will have some tours available for those who would like to see what is going on.

5. Dialogue with the Provost and update re USC Stevens Center

Provost Garrett was introduced:

We were asked to discuss things Rick Friedman is doing in overseeing the USC Stevens Center as interim Executive Director. We are in the process of a search for a new Executive Director of Stevens and have a strong pool of candidates. This person reports to Randy Hall. Rick has been doing a great job.

Rick Friedman was announced:

(The following is a transcript kindly offered by Prof. Friedman)

The USC Stevens Institute for Innovation was formed in 2007 as a university-wide office with the mission of helping USC innovators make impact with their ideas. The Office of Technology Licensing was folded into USC Stevens upon the formation of the office.

The first five years of USC Stevens' operations were filled with experimentation and innovation across a broad range of activities under the umbrella of helping USC innovators make impact with their ideas. While we continue to foster a culture of experimentation and innovation, of late we have significantly sharpened our focus on providing the best possible service to faculty to support and accelerate the translation of their inventions into startups and licensing opportunities.

There are two dimensions we are specifically stressing: First, we are working to make it easier for industry to work with the university. USC Stevens joined the Provost's Office of Research in order to provide stronger linkages between research advancement, industry contracting, technology licensing, and new ventures. In order to be more responsive to the needs of industry in sponsored research agreements, we have developed a set of alternative intellectual property terms for industry research agreements to provide more flexibility for partnering with sponsors.

In a similar vein, we are currently working with the Clinical Research Organization, the group formerly known as HRA, to establish more lenient IP provisions for sponsor-initiated clinical trial agreements to expedite the contracting process for them. We continue to look for ways to encourage industry/university collaboration and break down barriers to that collaboration

Second, we are increasing efforts to enable USC researchers to participate in technology translation. We are increasing faculty access to technology translation professionals. We have reorganized to increase the number of senior professionals dedicated to startups, licensing and business development and increase specialization of our staff. In 2012, we hired three senior technology managers, all with significant industry experience, we launched an Entrepreneurs-in-Residence program, and we welcomed on board our first three EIRs. The EIR program brings successful entrepreneurs to campus to work with interested faculty and their graduate students to develop new startups.

We are providing increasing support for commercialization of non-patented works, such as software and digital media, research materials, and health care compliance programs and interventions. We are increasing efforts to provide guidance to researchers about engaging in patent, commercialization, startups and other innovation activities and to provide more transparency around the technology translation process.

We are looking for opportunities to automate and take advantage of emerging online platforms for competition management, startup mentoring, and crowd funding, as well as providing our researchers with online access to information about their innovations, including patenting and marketing information. We are developing an accelerated licensing program for faculty spinouts that will provide a clear roadmap of the process and pre-defined terms. We will continue to support and grow our translational funding and mentoring programs.

Our Ideas Empowered program provides a unique blend of coaching, mentoring and proof-of-concept funding to bring university innovations closer to real world application. In this its third year, we received 50 responses to our university-wide RFP and just last night 11 finalist teams delivered their fast pitches before an audience of over 100 people from the community. Together with yesterday's winners, the program has awarded nearly \$1.5 million across 19 projects. The program has been a success on many levels. It has introduced entrepreneurs, investors, and industry to our faculty and their innovations, and it has helped familiarize our faculty with industry and industry's requirements.

We are working in partnership with Viterbi, Keck and the CTSI on the USC Coulter Translational Research Partnership program, which is designed to increase the number of effective collaborations between biomedical engineers and physicians to create solutions that will save, extend and improve patient lives. Like Ideas Empowered, the Coulter program provides mentoring and proof-of-concept funding that is closely tailored to increasing the prospects for successful translation.

We are expanding our reach through collaborations. One way we're doing this is by working with firms that invest in patents. Intellectual Ventures is probably the most well known of them. The business models for these firms vary, but the general theme is that they acquire rights in patents (and sometimes develop their own patents) and monetize these rights through different mechanisms including non-exclusive licensing, and occasionally litigation. They may also

engage in exclusive licensing for the purposes of creating a startup or providing a commercial partner incentive to invest in product development. We have entered into an arrangement to license USC technologies to one of Intellectual Ventures' funds. We will use this as a tool for our inventors in cases where USC Stevens does not see a startup or licensing opportunity for a particular technology and we will only include inventions in the program if USC inventors agree to inclusion. In those circumstances, this new relationship can bring additional investment to patenting university innovations and provide a financial return to USC and our inventors based on use of the university inventions.

We have recently entered into a collaboration with a firm called KeraFAST to offer our researchers the opportunity to charge a fee for sharing biological research materials developed in their labs, like antibodies, plasmids, and animal models. Today, these materials are usually provided for free and the lab absorbs the cost of producing and shipping the materials. KeraFAST will list the materials on its web site for licensing by academic and industrial research laboratories for research use for a fee. We will begin the rollout of this relationship to our researchers in 2013.

Finally, in order to make sure that we're addressing the needs of the faculty, we have formed a Faculty Advisory Committee on Technology Translation to provide ongoing input on our technology translation services. The initial members of this committee are Peter Beerel, Peter Conti, Tracy Fullerton, Steve Goodman, Peter Laird, Ellis Meng, Nicos Petasis, Kathy Rodgers and Dmitri Williams.

Jack Lerner, IP Liaison was introduced:

The arrangement to deal with Intellectual Ventures was very controversial. They are the most feared and reviled company in the tech world and have begun litigating in their own name since 2010. My role is to flag issues for the Senate and research any IP questions in my work with the Stevens Center. Rick has thought about many issues very carefully.

The biggest issue is reputational since we are dealing with a controversial organization. USC has been an investor in their company. Other universities that work with Intellectual Ventures include Cal Tech, U of Texas, ASU, New Jersey Institute of Technology, UCLA, UCSD, Virginia Tech, WSU, UCI, Rochester Institute of Technology. Overseas there is a long list of Asian and Canadian universities as well.

Provost Garrett was introduced:

2015 will be the first class for the Kaufman School of Dance. The inaugural dean will be Rob Cutietta who will be dividing his time between two schools. We have identified someone to provide academic vision for the school. Dance classes in drama will move to Kaufman in the next academic year. Faculty involvement will take place as curriculum is designed, etc. The new building will be begun sometime in the spring and will be where the old Student Health Center is. On the same lot will be a room for a venue for performing arts.

For next year's class we are 7% ahead of where we were last year. We are very strong on SAT's of 2100 or higher. We are running strong on minority students with big gains in the south and

221 New England. All admissions people are now reading files, running three shifts and will be
222 working very hard over the break. We expect the freshman class size to be about the same.
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224 Q: We just had a presentation on the increased security measures on campus and reports of
225 parental concerns. Has there been a huge outpouring of people panicking?

226 A: No, but we feel it is extremely important to have a secure campus. Our freshmen are only 4
227 years out of junior high. We always get questions when people are here for orientation. We are
228 an urban campus and life is unfortunately full of guns. It is better to have a safe urban campus.

229 Q: How are things going with transfer students? Some students are struggling.

230 A: Statistics indicate that they graduate at the same rate and time; international students may
231 struggle, and if you noted this, please reach out to academic support. Many of our biggest
232 donors (Marshall, Tutor, etc.) were transfer students. The typical case is of someone in their first
233 semester, who has a long commute, may have daycare involved, who were getting all A's in
234 community college before and don't know why they are struggling. But they are very motivated.
235 We are taking a 360 degree look at this.
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237 There was no new business.
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239 The meeting was adjourned at 3:45pm
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243 Respectfully submitted,
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246 Lucinda Carver, D.M.A.
247 Secretary General of the Academic Senate