



**Executive Committee Meeting Minutes
June 28th, 2013 from 10:30am – 12:00pm
Dial In: 888-670-3525, Leader: 6415151487**

Attendees: Mark B. Rosenberg, Irma Becerra-Fernandez, Jorge Guerra, Heather Belmont, Andrew Duffell, Casey Lunceford, Jaap Donath, Jennifer Hernandez, Matthias Haury, Susan Webster, Gary Margules

I. Welcome

Dr. Rosenberg: Good morning and thank you all for calling in today. Irma informed me that St. Thomas University has expressed interest in joining Life Sciences South Florida. (Reverend Edward Blackwell, Associate Professor at St. Thomas School of Education expressed interest at the 3rd Annual Seven50 Summit on June 21). I wanted to share with you that, in alignment with our vision for an inclusive initiative in LSSF, I will be reaching out to both Barry University and St. Thomas University to invite them to join the group. I wanted to report that positive information for the upcoming year. **All were in agreement to reach out to Barry University and St. Thomas University.*

II. Review of Meeting Minutes – January 31, 2013

Mark B. Rosenberg

Motioned to approve the Life Sciences South Florida (LSSF) Executive Committee meeting minutes from April 12th and the minutes were approved.

III. Old Business

A. Seven/50 Partnership and 3rd Annual Seven50 Summit

Dr. Becerra-Fernandez: We have completed the signed partnerships between LSSF and Seven50. Also, last Friday, June 21st LSSF was featured on a panel discussion at the 3rd Annual Seven50 Summit. We were able to focus the panel on the LSSF initiatives and developing projects. We also talked about how LSSF initiatives will play a role in growing the life sciences sector in the regional community. The importance of beginning and fostering collaborations with firms, research parks, economic development agencies, and higher education institutions was also discussed. The panel was extremely well received and I think it was the highlight of the event. I want to thank the LSSF members I served on the panel with: Matthias Haury, Jaap Donath, and Jorge Guerra. Thanks to Steve Sauls, our VP for Government Relations at FIU, for moderating that panel.

IV. Subcommittee Reports

A. Shared Technology and Communication Portal

Dr. Margules: The survey that Dr. Webster and Chris developed was very useful and important highlights resulted from it. We will be open to all who want to be included in this initiative. Chris has created a functional design and Dr. Haury has reviewed it. The challenge is now to get the researchers to input their equipment and descriptions. In terms of ongoing maintenance, the subgroup discussed identifying the associated costs and dividing that among the member institutions. Member fees can be different for LSSF



members vs. non-LSSF members. Based on the cost of maintenance, we may decide on the fee amount. We are thinking about having calendaring capability and we want to explore that at a later time. We also want to consider state funding, which I think will be the next phase. I also think that advertising for funding from the EDOs on the site itself will be a good idea. We revised the web content to reflect the outcomes of the survey. The survey results are included in your packets too. There are limitations in terms of resources and in time. I want to have a group meeting that will lead into populating the portal. That's where we stand today.

Dr. Becerra-Fernandez: I invite Dr. Webster to discuss survey results and I also invite Chris to share any updates on technology.

Dr. Webster: In terms of the survey results, access to equipment seemed to be most important function. I would like to highlight developing a plan for costs, particularly labor costs and membership fees. For this project to move forward the organization needs to think about how to fund this and manage the portal moving forward. How we will manage the portal is critical to it moving forward and it being useful.

Dr. Becerra-Fernandez: We would like each university to enter their own equipment data, either through different centers that own the equipment or through their university office of research. What we do need to identify is how to best maintain this resource moving forward. In the Dresden model that cost is shared among the institutions. I know that Dr. Kenyon mentioned there may be opportunity for funding the portal through the state. In addition, if we each invest in maintaining the portal ourselves and then we get funding from the state we can return the money to each institution or invest it in another LSSF project.

Dr. Webster: Chris is working on numbers for cost and maintenance.

Dr. Becerra-Fernandez: We will report to the committee with the cost and ask Dr. Kenyon if she can help with identifying funding at the state level.

Dr. Haury: I think we should include a banner with sponsors on the portal. That could be an additional idea that will encourage and reward funding.

Dr. Margules: When we get the group together who volunteered to input data I think Irma should be there and I think it should be an eye-to-eye meeting. We should convene the representatives in a face-face meeting with the VPs for research. If we give them enough time I think they will be prepared. I think we need to pull together ideas and make a commitment to get the data inputted at least 50%.

***The launch meeting of the portal will be held at FIU- IBF and Margules will work together to coordinate.

B. Asset Map and Cluster Analysis

Mr. Duffell: I reported at the last meeting that we had received three proposals from external companies. Two of them were not options because the cost was over \$200,000. The plan was for me to redraft the proposal and submit it internally. Dr. Becerra has found an alternate option for the asset map called "Map Your Start Up." We are working on investigating how that model could work for us and are also redrafting the RFP to submit internally to faculty. However, if the institutions do not participate in the initiatives of LSSF we will fail and I invite and encourage our members to take action on our projects.



Dr. Becerra-Fernandez: With Map Your Start Up, instead of having someone collect data, we can create an asset map visual through the firms mapping themselves. This will provide a creative and interactive visual. This method will achieve what we want and cost significantly less than the other proposals.

**Further investigate the potential and costs of Map Your Start Up

C. STEM K-20 Student and Workforce Development

Dr. Becerra-Fernandez: Before I turn the floor over to Dr. Belmont, I want to point out the budget document in your materials. The budget sheet shows that this past March we had a surplus in funds of \$1,571 for the LSSF STEM Undergraduate Research Symposium. That surplus will be used to contribute to funding for the second conference. I will turn it over to Dr. Belmont now for a very brief update on the plans for the 2nd student symposium.

Dr. Belmont: Good morning everyone. As the first chairperson I would like to introduce Dr. Susan Webster who will be the leader for the 2nd symposium. I would like the executive committee members to appoint the representatives as they did last year. *Dr. Webster was officially appointed and FIU will be the official host. Jenesis, I will ask you to send out an email asking the executive members to appoint committee members. (We will try to keep the same members.)

D. Talent Recruitment

Dr. Becerra-Fernandez: We have resent our regional internships survey to economic development organizations. Isabel Cosio Carballo, from Seven50, was helping us with this since they have an extensive contact list for the EDOs. The plan is to then have the EDOs pass the survey on to their firms to try and gauge the obstacles firms in the community are facing when it comes to hiring interns. We want to learn what their perspective is on internships. From the academic perspective we have a clear lens through which we view internships, but firms view them differently. We want to know how they feel about internships. Internships are a hot topic now because attorneys are being aggressive about contacting students who have participated in unpaid internships and suing those companies.

E. Regional Conferences and Webinars

Dr. Becerra-Fernandez: Before I turn it over to Jaap or Jennifer Hernandez for a brief update on the BioFlorida brochure, I would like to let you all know that we will not have webinars in July or August. Our next one will be on September 21, 2013 and our speaker is Andrew Ripps, CEO of AssureImmune. As always, I ask that you help promote the monthly webinars. I would also like to ask for suggestions from you on how we can grow our participant pool and get more people to attend these monthly sessions. If you all have any suggestions to share now that would be great. We will also send out an email to everyone requesting feedback.

Concerning BioFlorida, I would also like to propose that we purchase a tabletop display for the event (Sept. 15-17 in Tampa). I have been quoted by two companies, one that our External Relations team at FIU works with and Bluewater Display, which is the company that Beacon Council works with. Bluewater display quoted us \$1,400 for a tabletop display. FIU External Relations' company quoted us at just \$600 and since this is significantly cheaper for the same project I suggest we go with them for an LSSF tabletop display for the BioFlorida conference.



*There was agreement to purchase the tabletop display for BioFlorida from FIU External Relations.

I will now turn it over to Jaap or Jennifer Hernandez for a brief update on the BioFlorida brochure.

Dr. Donath: We want to make sure the brochure is straight forward and we want it to reflect our life sciences industry in South Florida. We want to give enough information to encourage people to look at our region and not too much so that they actually take it with them. We want to make sure to identify research happening at universities and research parks and firms in the region. We want each partner to provide us with a 200 word description that sets you apart and highlights what's going on. FAU will work on the design and Beacon Council will work on the content.

Ms. J. Hernandez: We have a call with Enterprise Florida and think they will provide a good start from where to get content and develop a cluster of research and technology in the region.

Dr. Becerra-Fernandez: I think it is important to include the initiatives of LSSF in the brochure. From my perspective my goal is to share with all these companies that we have been creating opportunities that help them and we want them to participate. We want the companies to come to our student conference, we want them to visit our portal and use our equipment, we want them to participate in the webinars and we want them to get involved with internships.

Dr. Belmont: If this is really about LSSF I see what Irma is getting at. Jaap, I think your approach is what the EDOs should be doing in their brochures, but I think we should be advertising LSSF and what we do and how it can be useful for all those who are represented at LSSF.

Dr. Rosenberg: I don't think we will decide the content of the brochure on this call. Jaap, give it some thought and let's discuss it again in one week. We want to attract job creators and also have a brochure that describes what we are doing and encourage people to get involved with us.

Dr. Donath: We can create a flip brochure – on one side we can describe the LSSF and on the other the economic development going on in our region.

Dr. Rosenberg: We can also include a web interface. Also, let me remind you that we started this initiative with a strong impetus and I am confident that we will continue to create a solid foundation. We are coming closer to approaching the state and requesting funding. I have spoken with the interim president at FAU and he is on board and Ron Toll is also very happy with the progress of LSSF. I really look forward to hosting the STEM symposium at FIU next year. If there is not further business I will adjourn.

Action Items:

1. President Rosenberg will reach out to Barry University and St. Thomas University with an invitation to become part of LSSF. He will also reach out to Torrey Pines with a formal invitation to the next LSSF meeting on September 27th at 10am.
2. FIU Office of Engagement will coordinate a meeting between the representatives of the Shared Resources Research Portal representatives and each institution's VP for research, including Dr. Margules, Dr. Webster, Chris Mootoo, and Dr. Becerra. The goal of the face-to-face meeting will be to determine how to best reach the goal of at least 50% data/equipment entry.



3. Chris Mootoo will report back on average cost of maintaining the Shared Resources Research Portal. He will also ensure the capability of advertising the logos of the supporting companies and institutions on the site itself. There should be a banner at the top of the portal featuring sponsors.
4. Dr. Kenyon will assist with finding state funding for the Shared Resources Research Portal.
5. The FIU Office of Engagement will send out an email to all LSSF members asking for their input on how to create more excitement and higher attendance for the webinars.
6. The Office of Engagement will gather funds from all LSSF members to purchase the tabletop display for BioFlorida from FIU External Relations team and to cover the cost of creating the BioFlorida brochure.
7. The BioFlorida brochure committee (Dr. Donath, Amy Ellis, Jennifer Hernandez, and Dr. O’Flannery) will create a flip brochure that features both LSSF initiatives and regional life sciences industry.
8. Mr. Duffell will further investigate the potential and costs of Map Your Start Up as an option for creating the asset map and cluster analysis.
9. FIU Office of Engagement will send out an email asking the LSSF executive members to appoint committee members for the LSSF STEM Undergraduate Research Symposium. We will try to keep the same members. They will collect a 200 word description form each LSSF institution to highlight research and activities happening at each partner institution.