

Bobbie Walthall

To: Diane Stoddard
Subject: RE: Request for City to work with our team on a 'Statement of Interest' for an NEA grant

From: kirkendall1@gmail.com [mailto:kirkendall1@gmail.com] **On Behalf Of** Eric Kirkendall
Sent: Tuesday, February 22, 2011 12:33 PM
To: Diane Stoddard
Subject: Request for City to work with our team on a 'Statement of Interest' for an NEA grant

Dear Ms Stoddard,

As we discussed today, I am a member of a Lawrence/KU group that is working together to plan and develop a Science, Technology, and Art (STArt) Incubator in Lawrence.

I request that the City work with me and a 501 (c) (3) organization to submit a "Statement of Interest": to the National Endowment of the Arts (NEA) for a small grant to assist in planning and implementation incubator.

Background:

- The "Statement of Interest" would be submitted by the City, but would not commit to expenditure of any funds or anything else.
- The "Statement of Interest" could, if viewed favorably by the NEA, lead to an invitation to apply for a grant. That grant application would, of course, require city approval.
- I am currently working with the Lawrence Art Center to gain their concurrence to be a partner in the grant. The "Statement of Interest" will not be submitted without their partnership
- Core members of the Lawrence/KU group working on this initiative include:
 - Barbara Kerr, Williamson Family Distinguished Professor of Counseling Psychology, School of Education
 - John Hachmeister, Associate Professor of Visual Art, School of Art and Design
 - Ruth Ann Atchley, Department Chair and Associate Professor, Department of Psychology
 - Mark Landau, Assistant Professor, Department of Psychology, Department of Psychology
 - George Paley, Paley Properties, Board of Directors, Lawrence Chamber of Commerce
 - Eric Kirkendall, Whirled Art, and organizer of Final Friday Lawrence Art Party events

In planning the incubator, we are working with a number of others, including Susan Tate of the Lawrence Art Center; and Kathy Porsch and Jane Alexander of the Lawrence Cultural Arts Commission.

- The core team is currently working with those listed above and others to develop a KU Strategic Initiative for a Center for Innovation, which would include the incubator, as well as other initiatives.
- Plans are to apply for National Science Foundation grants that would fund very important research related to creativity and innovation, and involve members of the incubators in training and other activities that would be very beneficial to them and the community.
- We wish to build on Lawrence's significant resources in the arts, innovation, and creativity, to help artists and others build businesses and develop products, and to help drive economic development in Lawrence.

- George Paley has donated the use of a building for the incubator, which will provide us with a good location, and the matching funds needed for the NEA grant.

Thank you,
Eric Kirkendall
946 New Jersey Street
Lawrence KS 66044
785-550-3408

Draft Text for KU Strategic Initiative

1. *Describe succinctly the escalating or emerging grand challenge that this initiative addresses. In which multiple ways will this initiative address this challenge/need? Identify the goals and outcomes of this initiative over a span of 5–10 years and more.*

As President Obama emphasized during his State of the Union Address on January 25, one of America's greatest challenges is to “out-innovate, out-educate, and out-build the rest of the world.”

Just two days later, on January 27, Chancellor Bernadette Gray-Little defined the University of Kansas strategic planning focus as “energizing the educational environment, driving discovery and innovation, and engaging scholarship for public impact.”

The Center for Innovation will address these challenges by using state-of-the art University of Kansas scholarship, research findings, and practical skills in partnership with community and other partners to develop the human and organizational infrastructure needed to address the economic challenges faced by the City of Lawrence and the State of Kansas.

The Center for Innovation will have not only a physical, but a robust leading-edge virtual presence, and will combine University of Kansas research and educational capabilities with community and other resources to drive creativity, discovery, and innovation, and foster the development of new businesses and jobs.

It will have not only Statewide reach, but with a strong focus on virtual interaction, will be able to bring together top innovators, researchers, and business people from throughout the world in its quest to develop new products, services, and businesses.

By focusing the scholarship and research resources of KU and associates throughout the world on innovation and the creation of businesses and jobs, the Center for Innovation will deliver benefits to the University of Kansas, students, the local community, and state.

The goals of the Center for Innovation are to:

1. Build partnerships with community members, other funding agencies, foundations, and Federal state and local government to combine and leverage available resources to harnessing creativity and innovation to create businesses and jobs, and drive economic development.
2. Develop and operate a regional technology and arts incubator with shared facilities and services, and a state-of-the-art virtual presence as a gathering place to bring together scholars, practitioners, and creative people and match aspiring innovators with established creators.
3. Drive and engage KU interdisciplinary scholarship for public impact by applying knowledge and skills from throughout the University to engage with business leaders and other members of the community to develop a sustainable world-class infrastructure for fostering and supporting creativity and innovation.

4. Assist KU engineering, design, arts and other students and graduates, and members of the community in transforming and commercializing KU and community research, creativity, and innovation into new products, services, and businesses, and provide improved employment opportunities.
5. Provide an exciting, creative environment for KU faculty and students to conduct research, develop and improve techniques and methodologies for fostering innovation in engineering, art, and business; identifying, training, guiding, mentoring, and counseling creative people; and for business management, economic analysis, and other academic and professional disciplines.
6. Provide career counseling, mentoring, training, and other professional development services to increase skills, business development, and employment by KU engineering, design, art and other graduates, and by other members of the community.
7. Through its virtual presence and dynamic working relationships with researchers, creators and innovators throughout the world, enhance the reputation of the community and state as a center for innovation and creativity, and improve the scholarly stature of the University.
8. Foster economic development in the community and state by encouraging and developing creativity, innovation, and business, product, and services development, improving business creation, employment, and retail productivity.
9. Focus on results and use metrics to drive continuous improvement of services and impacts. Identify Key Performance Indicators, and develop metrics. Develop a baseline prior to development of the arts and technology incubator, manage to improve results, and measure and report on economic and other results and impacts of the Center for Innovation on the community and region. Monitor and track Return on Investment.