

Day 2 Breakout Session—

2. *Sustainability*

- What are likely to be the key characteristics of sustainable partnerships?
 - Committed stakeholders at all levels
 - **Self-interest of all parties important with both short and long-term return**
 - **Champions (organizations & people) for long term**
 - Private base and investment
 - Need to have all components ... private investment
 - Build a regional ... strategy
 - Networking: getting value-added support
 - Need effective communications among all groups
 - Effective exit strategy
 - Look forward to own obsolescence
 - Flexibility and openness in what is done and who is involved

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- What means are available for developing these characteristics?
 - Clear, achievable measures
 - Include measuring relationships
 - Networks – Positive feedback, joint ventures
 - Results/ROI
 - Get community buy-in that supports/stakeholders
 - Frequent meetings with stakeholders
 - Overcome fragmentation/isolation, mobilize organizations and resources
 - Identify and develop your audiences
 - Provide opportunities to tap resources (human, financial capital)
 - Have community objectives that recognize that no one can do it by themselves
 - Celebrate success stories

Day 2 Breakout Session— 2. *Sustainability*

- What are the key challenges or barriers to their emergence, and how can they be overcome?
 - Turf battles
 - Burn out
 - Marketing and telling the story
 - Institutionalizing the organization, the process and benefits
 - Clash with university cultures (Rigid policies: IP, startups) and private sector engagement
 - Learning from participants and have humility
 - State and regional politics

Day 2 Breakout Session—

2. *Sustainability*

- What roles can NSF play in reducing or eliminating these challenges and barriers, and encourage sustainability?
 - NSF stamp of approval/bless working with industry
 - Use NSF role of honest broker
 - Facilitate publicity with elected officials
 - Good features of program: Time-limited/non-entitlement/diversity of institutions funded
 - Build better partnerships...proposals plan for sustainability
 - Facilitate information sharing and communication among grantees
 - Provide more support to small institutions without large IP portfolios