



2015 Southeastern Conference Symposium Program

(September 20-22, 2015 ~ Hyatt Regency Atlanta, Georgia)

Creativity, Innovation & Entrepreneurship: Driving a 21st Century Economy

Sunday, September 20, 2015

Registration 10:00 a.m. to 5:00 p.m.

Welcome and Opening Comments (International Ballroom) 1:00 p.m. to 1:30 p.m.

- Torie A. Johnson, Executive Director, SEC Academic Initiative
- Dr. Mark Keenum, President, Mississippi State University (SEC Vice President)

Session One – Economic Impact of University Innovation (International Ballroom) 1:30 p.m. to 3:00 p.m.

Universities are playing a higher profile role in impacting local, state and national economies. This is accomplished not only through the transition of students and research results into the marketplace, but increasingly in universities crafting innovative public/private partnerships. This session will explore how universities are creating new partnership models to stimulate economic impact.

Session Moderator: Erik Sander, Executive Director, FLorida Engineering eXperiment Station (FLEXStation), University of Florida

- Steve Wyatt, Associate Vice Chancellor and Vice Provost for Economic Development, University of Missouri
“Teaching, Research, Outreach and Economic Development: Integrating the Four Pillars of the Land Grant Mission at the 21st Century Public Research Institution”
- Dr. Stacey Patterson, Associate Vice President and Director of Research Partnerships, University of Tennessee System
“A University’s Role in State Economic Development Strategy: The University of Tennessee’s System-Wide Approach”
- Dr. Alison Davis, Director, Community and Economic Development Initiative of Kentucky, University of Kentucky
“The Role of Universities in Creating and Sustaining Economic Development Statewide”
- Alan Bentley, Assistant Vice Chancellor, Center for Technology Transfer and Commercialization, Vanderbilt University
“Public-Private Partnership Model for Economic Development”

Break 3:00 p.m. to 3:15 p.m.

Creativity at the Intersection of the Arts and Other Disciplines

Keynote Address (International Ballroom) 3:15 p.m. to 4:00 p.m.

- Liz Lerman, 2002 MacArthur “Genius Grant” Fellow and 2011 United States Artists Ford Fellow in Dance
“Creativity at the Borders”

Break 4:00 p.m. to 4:15 p.m.

Session Two – Building Partnerships in Creativity (International Ballroom) 4:15 p.m. to 5:45 p.m.
Creativity is foundational to the university education and research experience and spans every discipline. Yet, forming interdisciplinary partnerships focused on building creativity-focused programs can be incredibly difficult when one considers the myriad cultures of a university's academic programs. This session will explore how partnerships can be formed to advance creative thinking and expression across diverse disciplines.

Session Moderator: Dr. Todd Queen, Dean, College of Music and Dramatic Arts, Louisiana State University

- Dr. Sherry Thatcher, Professor of Business Administration, University of South Carolina
“Creativity Lasts More Than a Moment: An Example of Creativity in Action Through Interdisciplinary Partnerships”
- David Biagi, Director, School of Architecture, University of Kentucky
“Challenging Problems - Interesting Partners”
- Lucinda Lavelli, Dean, College of the Arts, University of Florida
“Building Partnerships One Colleague at a Time”
- Dr. Suzanne Burgoyne, Director, Center for Applied Theatre and Drama Research, University of Missouri
“Following a Dream: The Power of Passion, Persistence, and Interdisciplinarity”

Dinner (On Your Own) 5:45 p.m.

Activities for Undergraduate Students 6:00 p.m.

Undergraduate students face many challenges in deciding which graduate programs are best suited to meet their academic and career aspirations. Sometimes, these challenges begin when students are unsure of the best questions to ask and what program elements are vital to the decision-making process. These students-only activities will give students an opportunity to explore these challenges with a panel of university experts and to discuss specific programs available in the Southeastern Conference.

- Graduate School Q&A Discussion (Spring – Atlanta Conference Center)
Panel Moderator: Dr. Don Brunson, Assistant Dean, Graduate School, Vanderbilt University
 - Dr. Ernest Brothers, Associate Dean, Graduate School, University of Tennessee
 - Dr. Lori Mann Bruce, Dean, Graduate School, Mississippi State University
 - Dr. Andrew Goodliffe, Assistant Dean, Graduate School, University of Alabama
 - Dr. John Kiss, Dean, Graduate School, University of Mississippi
- Graduate School Interest Mixer (Embassy Hall – Refreshments Provided)

Monday, September 21, 2015

Registration 8:00 a.m. to 3:00 p.m.

The University Culture of Innovation and Entrepreneurship

Keynote Address (International Ballroom) 8:00 a.m. to 8:45 a.m.

- Dr. Don Millard, Acting Division Director, Engineering Education and Centers, National Science Foundation
“Creating a National Innovation Ecosystem”

Break 8:45 a.m. to 9:00 a.m.

Session Three – Innovation in Education (International Ballroom) 9:00 a.m. to 10:30 a.m.

Today's students often learn in very different ways than previous generations and expect to exercise knowledge and skills virtually as they acquire them. This new paradigm requires universities to innovate and create new educational models. This session will discuss how models are implemented across myriad disciplines to provide unique experiential opportunities that complement traditional instructional models.

Session Moderator: Dr. David Rock, Dean, School of Education, University of Mississippi

- Dr. Ralph Henry, Distinguished Professor of Biological Sciences, University of Arkansas
“IGNITE: Industry Generating New, Ideas and Technology through Education”
- Dr. Melissa Hallow, Assistant Professor, Engineering and Public Health, University of Georgia
“Facilitating Interdisciplinary Learning Experiences Through Strategic Interdisciplinary Faculty Hires”
- Scott Wilson, Head, Jazz Studies, University of Florida
“Creative Architecture and Entrepreneurship in Online Education and Royalty Development”
- Dr. Paulo Lima-Filho, Associate Dean, International Programs, Texas A&M University
“Learning Mathematics in a Digital World: Innovations at Texas A&M University”

Student Entrepreneurial Pitch Competition Preliminary Rounds – Atlanta Conference Center 10:00 a.m.

* Only participating teams and advisors may attend *

Revised: September 17, 2015

Break 10:30 a.m. to 10:45 a.m.

Breakout Session I (Atlanta Conference Center) 10:45 a.m. to 11:45 a.m.

- Best Practices in Use of Technology in the Classroom (Spring – Atlanta Conference Center)
Instruction and learning are no longer limited to delivery of information from the professor to the student in lecture or discussion formats. Today's classrooms leverage leading edge technology to engage knowledge from across the globe delivered real time in multi-modal formats. This session will explore best practices in utilizing technology to engage students in new educational experiences.
Panel Moderator: Dr. Edward Watson, Director, Center for Teaching and Learning, University of Georgia
 - Dr. Kathi Kern, Director, Center for the Enhancement of Learning and Teaching, University of Kentucky
 - Dr. David Schumann, Founding Director, Teaching and Learning Center, University of Tennessee
 - Dr. Andrew Schwarz, Associate Professor, Information Systems, Louisiana State University
 - Michael Seymour, Associate Extension Professor, Mississippi State University
- Best Practices in Teaching Creativity (Piedmont – Atlanta Conference Center)
Creativity is a foundational element of virtually any academic discipline, and yet teaching creativity in deep and meaningful ways has proven to be a great challenge for universities world-wide. This session will explore best practices in teaching creative thought and action across myriad disciplines.
Panel Moderator: Dr. Margaret Portillo, Chair, Department of Interior Design, University of Florida
 - Brent Funderburk, Professor of Art, Mississippi State University
 - Dr. Jamey Grimes, Instructor, Art and Art History, University of Alabama
 - Peter MacKeith, Dean, Fay Jones School of Architecture, University of Arkansas
- Best Practices in Teaching Entrepreneurship (Techwood – Atlanta Conference Center)
The nation has benefited greatly from the entrepreneurial spirit of its citizens, and universities have come to realize the power of teaching entrepreneurial thought and action. This session will explore best practices in establishing and implementing university entrepreneurship programs that have real impact to students, faculty and the economy.
Panel Moderator: Dr. W.D. Allen, Coordinator, Allen Angel Capital Education Program, University of Missouri
 - Dr. Dirk Brown, Director, Faber Entrepreneurship Center, University of South Carolina
 - Jim Corman, Entrepreneur-in-Residence, Auburn University
 - Charles D'Agostino, Executive Director, Innovation Park, Louisiana State University
 - Erik Sander, Director, Engineering Innovation Institute, University of Florida

Lunch (On Your Own) 11:45 a.m. to 1:15 p.m.

Session Four – Building Innovation Partnerships Across Disciplines (International Ballroom) 1:15 p.m. to 2:45 p.m.
True innovation has never been the monopoly of any single discipline as life changing advances have come from virtually every corner of the university. The incredible acceleration of today's innovation economy is being driven by advancements at the intersection of disciplines, and this session will highlight creative models for building innovation partnerships across disciplines.

Session Moderator: Jim West, Dean, College of Architecture, Art and Design, Mississippi State University

- Dr. Michael Morris, Academic Director, Center for Entrepreneurship and Innovation, University of Florida
"Fostering the Entrepreneurial Revolution across Campuses: Lessons Learned and Not Learned"
- Dr. Carol Reeves, Associate Vice Provost for Entrepreneurship, University of Arkansas
"Desperate Times Lead to Desperate Measures: When There's No Choice but Collaboration"
- Dr. Bruce Smith, Director, Research Initiative in Cancer, Auburn University
"Fostering an Interdisciplinary Approach to Cancer Research"
- Dr. Gerald McDermott, Associate Professor of International Business, University of South Carolina
"Innovation and Adaptation to Compete in Global Value Chains: When Experiential Knowledge Trumps Pioneering Knowledge in Emerging Markets"

Break 2:45 p.m. to 3:00 p.m.

SEC Provosts Panel – Innovation and Entrepreneurship: Examples of Campus-Level Initiatives (International Ballroom) 3:00 p.m. to 3:45 p.m.

Innovation and entrepreneurship programs are exploding on campuses around the country, not only within academic units but also as strategic priorities of senior university leaders. This panel of SEC university Provosts will highlight cutting edge examples of innovation and entrepreneurship initiatives that impact students and faculty across campus.

Panel Moderator: Dr. Richard Koubek, Interim Executive Vice President and Provost, Louisiana State University

- Dr. Tim Boosinger, Provost and Vice President for Academic Affairs, Auburn University
- Dr. Jerry Gilbert, Provost and Executive Vice President, Mississippi State University
- Dr. Pamela Whitten, Provost and Senior Vice President for Academic Affairs, University of Georgia

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Break	3:45 p.m. to 4:00 p.m.
Breakout Session II (Atlanta Conference Center)	4:00 p.m. to 5:00 p.m.
<ul style="list-style-type: none"> • Best Practices in Research Partnerships (Spring – Atlanta Conference Center) <i>Universities have traditionally served a three-fold mission of research, education and service, with greater attention being given recently to creating innovative research partnerships with industry, government, entrepreneurs and investors, and other stakeholders. This session will explore best practices in new research partnership models that provide greater flexibility and opportunities for significant economic impact.</i> Panel Moderator: Dr. Rodney Andrews, Director, Center for Applied Energy Research, University of Kentucky <ul style="list-style-type: none"> ○ Dr. Alice Clark, Vice Chancellor for Research, University of Mississippi ○ Dr. Duncan Maitland, Assistant Agency Director, Commercialization and Entrepreneurship, Texas A&M University ○ Justin Patton, Director, Radio Frequency Identification Lab, Auburn University ○ Usha Rodrigues, Associate Dean, School of Law, University of Georgia • Best Practices in Interdisciplinary Design (Piedmont – Atlanta Conference Center) <i>As the accelerating advancement of society is driven more and more by interdisciplinary discoveries that require not only an understanding of design principles but also integration of the human experience, universities are realizing the power of incorporating interdisciplinary design into core elements of their education and research missions. This session will explore best practices in implementing interdisciplinary design programs across academic programs.</i> Panel Moderator: Dr. Gerard Cote', Director, Center for Remote Healthcare Technology, Texas A&M University <ul style="list-style-type: none"> ○ Lynne Baggett, Professor of Graphic Design, Louisiana State University ○ Dr. Zhongyang Cheng, Deputy Director, Detection and Food Safety Center, Auburn University ○ Dr. Scott Nesbit, Assistant Professor of Digital Humanities, University of Georgia ○ Dr. Rachel Raimist, Co-Director, Creative Campus Program, University of Alabama • Best Practices in Arts and STEM/STEAM (Techwood – Atlanta Conference Center) <i>Collaborations among faculty and students from the Arts and STEM (Science, Technology, Engineering and Math) disciplines, now called STEAM, have proven to be both challenging and impactful in preparing students for careers in the new innovation economy where they'll work in teams and environments spanning disciplines and cultures. This session will discuss best practices in bringing these disciplines together in exciting new programs that challenge students and faculty.</i> Panel Moderator: Tim McLaughlin, Head, Department of Visualization, Texas A&M University <ul style="list-style-type: none"> ○ Dr. David Fredrick, Director, Humanities, University of Arkansas ○ Dr. Rob Morgan, Executive Director, Innovation Initiatives, University of Alabama ○ Dr. Margaret Mohr-Schroeder, Associate Professor, Middle/Secondary Mathematics Education, University of Kentucky 	
Break	5:00 p.m. to 5:15 p.m.
Student Entrepreneurial Pitch Competition Final Round (International Ballroom)	5:15 p.m. to 6:15 p.m.
Break	6:15 p.m. to 6:30 p.m.
SEC Presidents, Chancellors and Provosts Reception (Embassy Hall) *Will include student art exhibition and jazz ensemble*	6:30 p.m. to 7:30 p.m.
<ul style="list-style-type: none"> • Remarks <ul style="list-style-type: none"> ○ Dr. Cammy Abernathy, Dean, College of Engineering, University of Florida ○ Dr. W. Kent Fuchs, President, University of Florida 	
Dinner (On Your Own)	7:30 p.m.

Tuesday, September 22, 2015

New Paradigms in Managing Industry Partnerships

Keynote Address (International Ballroom) 8:00 a.m. to 8:45 a.m.

- Dr. Tony Boccanfuso, President, University-Industry Demonstration Partnership, National Academies
“Can’t Universities and Companies Get Along? Efforts to Improve University-Industry Engagement”

Break 8:45 a.m. to 9:00 a.m.

Session Five – Building Partnerships with Industry and the Community (International Ballroom) 9:00 a.m. to 10:30 a.m.

Universities have always played a traditional role in supporting their communities and the industries with which they work. However, today’s university has exciting opportunities to build innovative partnerships that go beyond the traditional model of university research, education and service. This session will explore how forward-thinking universities are redesigning their partnership models to play a substantially greater role in driving the nation’s innovation economy.

Session Moderator: Dr. Jonathan Johnson, Professor of Sustainability, University of Arkansas

- Dr. Walter Chambliss, Director, Technology Management, University of Mississippi
“Building Local and Regional Partnerships in Pharmaceutical Development”
- Steven Devlin, Assistant Dean, Entrepreneurship and Economic Development, University of Missouri
“Leveraging State and Federally-Funded Outreach Programs to Build Full Value Partnerships with Business and Industry”
- Dr. Rhonda Reger, Research Director, Anderson Center for Entrepreneurship and Innovation, University of Tennessee
“Academic Entrepreneurs: Scientists Forging New Relationships with For-Profit Companies and StartUps”
- Dr. Clay Walden, Director, Center for Advanced Vehicular Systems, Mississippi State University
“Engineering Engagement with Regional Industries”

Closing Comments (International Ballroom) 10:30 a.m.

- Torie A. Johnson, Executive Director, SEC Academic Initiative
- Greg Sankey, Commissioner, SEC

Boxed Lunches Available To Go (International Ballroom Foyer) 11:00 a.m.