

Key Strategy: Make it easier for people to engage with our resources and/or capabilities

Center for Applied Research and Economic Development

CARED provides applied research services and expertise to local and regional businesses, non-profit agencies, and governmental agencies.

Center for Applied Research

CAR	'10-11	'11-12	'12-13	'13-14	'14-15
Projects completed	36	55	25	49	50
Projects in progress	19	19	35	20	21
Indiana counties impacted	14	14	21	27*	32**
Organizations served	42	54	56	66	58
Faculty/Staff involved	43	36	22	83	38
Students involved	128+	62	25	24	27

*27 counties + 5 states and 4 countries in 2014;

**32 counties + 4 states in 2015.

Technology Commercialization

In 2007, USI began collaborating with CRANE Naval Base to transfer military technology to local industry for commercial purposes. The partnership was formalized in 2015 with the signing of a Partnership Intermediary Agreement.

The Technology Commercialization Academy (TCA) was established in 2012 and provides students the opportunity to make proposals on ways to utilize military technology in a business setting or create innovative business plans.

- **60 Students** - Participated in the TCA
- **12 Technologies** - Transferred to 8 new ventures

Southwest Indiana STEM Outreach

The SwiSTEM Resource Center, established in 2009 and housed within the Pott College of Science, Engineering, and Education is the regional leader in the K-12 STEM (science, technology, engineering, and mathematics) community. A key initiative of the Center is its equipment lending service, providing K-12 teachers and schools the opportunity to utilize STEM related equipment for teaching purposes.

In 2014-2015:

- **77 Teachers** – In 17 Indiana counties utilized the lending service
- **2,776 STEM Items** – Circulated through the program
- **8,357 K-12 students** - Impacted

Key Strategy: Elevate our visibility to a level more appropriate to the University's accomplishments and impact in higher education and on the economy

- July 2010: USI hires first AVP for Marketing and Communications
- May 2011: First-ever short-term advertising starts - "USI=Student Success"
- 2013: Branding committee formed and focus groups held with faculty, staff, students, athletes, coaches, and alumni
- April 2014: New branding revealed including a redesign of the USI academic and athletics logos as well as the USI mascot to reflect competitive nature of USI athletics

Key Strategy: Supply collaborative expertise and applied research for issues impacting the region

I-69 Innovation Corridor

USI has served as the catalyst and leader of the EVV I-69 Innovation Corridor Executive Committee, with the vision of developing a culture and environment that supports the innovation corridor.

- **64 Regional Leaders** - Participated in a USI led consortium in November 2013, representing 17 professions and 14 counties.
- **6% increase** – The improvement on the Innovation Index between 2013 and 2015. The index, developed by USI, consists of factors including human capital, economic dynamics, productivity, employment, and economic well-being. The Index measures how well a regional economy translates knowledge and innovation capacity into prosperity.
- **20% increase** - The target increase on the Innovation Index by 2025.

USI continues provide leadership and support for communities within the corridor through partnerships with agencies recruiting brainpower and innovation as well as physical infrastructure and succession planning.

USI Community Health Centers

Since 2012, USI has opened three Community Health Centers. The clinics provides health care for the medically underserved who typically relied on hospital emergency rooms for primary health care needs.

- **2000+** - Number of individual patients seen
- **48% of Patients** - Identify as an ethnic/racial minority
- **50 Students** – The average number from various disciplines (nursing, social work, food and nutrition, etc.) completing clinical, fieldwork and/or research experiences at the clinics each semester.