

In brief

Economic Development



UMASS SUPPORTS DEVELOPMENT OF NEW STATE ECONOMIC STRATEGY

To Friends and Supporters of the University
of Massachusetts:

In 1993, Governor William Weld released "Choosing to Compete: A Statewide Strategy for Job Creation and Economic Growth." That strategy heavily influenced the Commonwealth's economic development policies throughout the 1990s. The University of Massachusetts was pleased that its partnership with the Executive Office of Economic Affairs resulted in a sound vision for the Commonwealth.

This year, Governor Jane Swift announced her intention to develop a new state-wide economic development strategy that will help shape the state for the next decade. The University appreciates the confidence that the governor, along with Department of Economic Development Director Elizabeth Ames, are showing in our talented and dedicated faculty and staff.

Our system-wide involvement will be coordinated by the Donahue Institute, the public service and outreach arm of the UMass Office of the President, and overseen by Dr. Lynn Griesemer, executive director of the institute. Faculty from our Amherst, Boston, Dartmouth, and Lowell campuses will examine various regions of the state as well as key economic issues facing the Commonwealth. Our campuses will serve as sites for several of the regional meetings planned to give citizens opportunities to be heard.

I am confident that this partnership between Statehouse policy-makers and the University's policy researchers will produce another well-researched, well-informed economic strategy for the Commonwealth by the spring of 2002.

Sincerely,

William M. Bulger
President
University of Massachusetts

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“I am pleased that the Department of Economic Development is leading a strategic planning initiative to address the needs of the Commonwealth’s modern economy in the 21st century. An important part of this process will be utilizing the intellectual resources of UMass, our state’s public university, to help us better understand and shape our economic future.”

GOVERNOR JANE M. SWIFT

UMass Collaborates with the Commonwealth of Massachusetts to Develop a Statewide Economic Strategy

The Commonwealth of Massachusetts, in collaboration with the University of Massachusetts, is launching a strategic planning initiative to address the needs of the Commonwealth’s economy in the 21st century. The plan will focus on enhancing the state’s long-term economic competitiveness and providing concrete steps to maximize economic progress in all regions of the state. The planning process, which will be managed by the Massachusetts Department of Economic Development and the UMass Donahue Institute, will include data gathered from economic and policy research, topical focus groups, and regional forums. The University’s work will be led by Dr. Lynn Griesemer, executive director of the Donahue Institute and the University’s associate vice president for economic development. She will be assisted by Dr. Michael Goodman, director of economic research and analysis at the institute. The state’s work will be led by Jack Troast, director of policy at the Massachusetts Department of Economic Development.

Specific components of the project to be completed by spring 2002 include:

Economic Profiles of the Commonwealth’s Regions

Faculty from the Amherst, Boston, Dartmouth, and Lowell campuses are compiling comprehensive economic profiles of the state’s seven regions. Authored by *Massachusetts Benchmarks* regional analysts — UMass faculty members from Amherst, Boston, Dartmouth, and Lowell — the profiles will become a key component of the new strategy.

Regional Conferences at UMass Campuses

Over the next several months, seven regional conferences will be convened to facilitate public participation in the creation of the state’s updated economic strategy. Conferences will be held at UMass campuses in Amherst, Boston, Dartmouth, Lowell, and Worcester and at Berkshire Community College and Cape Cod Community College.

Analysis of Economic Issues

In collaboration with DED and the UMass campuses, the Donahue Institute is identifying leading experts in a wide range of policy areas to author public policy white papers in support of the Commonwealth’s updated economic strategy. These studies will provide a systematic and objective analysis of a wide range of policy alternatives and will critically discuss their costs and benefits. Authors will include a number of UMass faculty as well as leading scholars from other Massachusetts research institutions.

Contact: Lynn Griesemer, UMass Donahue Institute, Office of the President (617) 287-7045; Jack Troast, Department of Economic Development (617) 727-8380

Analysis

f o r m a s s a c h u s e t t s

Fall Benchmarks to Be Released

The fall issue of *Massachusetts Benchmarks* will be released in early October. In this issue, Alan Clayton-Matthews of UMass Boston provides his quarterly analysis of trends in the state economy. UMass Lowell Professor Robert Forrant discusses the strained economic conditions in the Commonwealth's Northeast region, and Professors Randy Albelda and Donna Haig Friedman of UMass Boston examine the reasons many low-income Massachusetts families have failed to benefit from the past decade's prosperity. Past issues of *Benchmarks* can be found on the Web at www.massbenchmarks.org.

Contact: Michael Goodman, UMass Donahue Institute, Office of the President
(617) 287-7040

Knowledge Sector Powerhouse Analysis Published

Commissioned by the Massachusetts Department of Economic Development, this study documents the transformation of the Commonwealth's economy from one based largely on manufacturing to one that is increasingly dependent on knowledge-based services, such as software and financial services. The report, authored by UMass Lowell Professors Robert Forrant, Philip Moss, and Chris Tilly, draws on a variety of data sources to paint a portrait of employment in Massachusetts by key industry. It includes a critical evaluation of the strengths and weaknesses of the Massachusetts export economy.

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UMass Recruits New Economic Research Director

Michael Goodman, Ph.D., recently joined the UMass Donahue Institute as the director of economic research and analysis. He will work with clients, staff, and faculty to develop customized studies of the Massachusetts economy, with the goal of making university-level research available and accessible to local and state policy makers and business and labor leaders. He will be the project manager of *Massachusetts Benchmarks* and the new Massachusetts economic development strategy. Prior to joining the Institute, Dr. Goodman was the research manager for the Massachusetts Alliance for Economic Development's Research & Information Service, which provides support to companies evaluating Massachusetts as a business location. Dr. Goodman received an M.A. and a Ph.D. from Boston University.

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(617) 287-7045

A list of UMass regional analysts is provided on page 7.

UMassOnline Adds Degrees and Certificates

UMassOnline continues to expand its program and course offerings at the graduate and undergraduate levels. UMass Amherst is now offering online master's degrees in public health and in nursing. UMass Lowell has added a master's degree in educational administration and graduate certificates in clinical pathology, photonics, and optoelectronics. At the undergraduate level, Amherst has launched a bachelor's degree in hotel, restaurant, and travel administration and an RN to BS in nursing. In addition, UMass Boston has introduced 20 new undergraduate courses. With more than 6,000 students already enrolled, UMassOnline is the largest online university in New England.

Contact: Jack M. Wilson, CEO,
UMassOnline: www.UMassOnline.net
or (617) 287-7160

495 Center Expands Programming in IT and Local Planning

The I-495 Center for Professional Education is now offering information technology training courses in conjunction with UMass Boston. Courses include Microsoft Certified Systems Engineer (MCSE) 2000, Oracle 8i Certified Database Administrator, Webmaster Certificate Program, Business Communication Skills with Microsoft PowerPoint, Security in an Internet/Network World, and Business On-Line: An Introduction to E-Commerce and E-Business. In addition, the Institute for Local Officials, housed at the I-495 Center, is providing three separate tracks of activities in regional growth management, technology, and legal issues. Courses include Understanding Developer Issues, Making Sense of the Census, GIS Tools for the Community Using ArcView, and Strategies to Comply with Phase II Storm Water Regulations.

Contact: Barbara Macaulay, Director,
I-495 Center for Professional Education:
www.umass-i495.net or (508) 616-7909

Dartmouth Strengthens Leadership of Continuing Ed Program

Chancellor Jean MacCormack recently demonstrated Dartmouth's commitment to expanding and strengthening its continuing education program by recruiting and hiring two new senior managers. Dr. Susan Lane has been appointed Associate Vice Chancellor for Continuing Education. She comes to UMass with experience in continuing education at both Lesley University and Mass College of Art. She has also held educational policy positions with the governor's office, the Board of Regents, and the Department of Education. Dr. Antone Vieira has

been named Director for Corporate Programs and Partnerships. He comes to UMass after a career in continuing education at Mass Bay Community College, where he developed successful partnerships with companies including EMC and Intel.

Contact: Antone Vieira, Division of Continuing Education, UMass Dartmouth
(508) 999-8744

UMass Boston Hosts Camp Telecom for High School Students

UMass Boston hosted the third annual Camp Telecom in partnership with the Massachusetts Telecommunications Council, Metropolitan School to Career Partnership, and Tech Boston. The three-week summer camp provided students in grades 10 through 12 with an opportunity to learn about computer animation, java programming, and Web development, design, and implementation. Twenty-five students from the Greater Boston area learned valuable individual and teamwork skills. They were introduced to career opportunities in the telecommunications field through site visits to Massachusetts Telecommunications Council companies. Sponsors for Camp Telecom included Verizon, RSA Security, Fidelity Investments, Brooktrout, C-Port, and Deloitte Touche.

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(617) 287-7893

**UMass Lowell Sponsors
DesignCamp for Middle School and
High School Students**

A unique series of summer DesignCamps has been developed at UMass Lowell's Francis College of Engineering. DesignCamp's mission is to get middle school and high school students excited about science and engineering in a fun, hands-on, problem-solving learning environment. The program commenced in 2000 with 55 students and expanded this past summer to include 300 students in grades 5 through 10. Eight teachers from around the state were recruited to help develop and conduct the program, which consisted of 16 one-week sessions and one two-week session. Funding for the camp was provided, in part, through grants from Raytheon, the Massachusetts Department of Education, and the Commonwealth Corporation. More than 40 students were awarded scholarships. The success of DesignCamp has led to an after-school camp program and future plans for pilot programs at other campuses.

Contact: Krishna Vedula, Dean of Engineering, UMass Lowell (978) 934-2576

**Engineering Collaborative to Host
Meeting on Engineering Pipeline**

The Engineering in Mass Collaborative is a partnership of business, government, and academia that focuses on developing a pipeline of students to pursue college majors and, ultimately, careers in science and engineering. The collaborative, developed under the leadership of UMass Lowell engineering dean Krishna Vedula, will hold its next semi-annual meeting at the Sheraton Needham on October 29. Dr. Linda Rosen, senior vice president for education at the National Alliance of Business in Washington, D.C., will be the keynote speaker.

Contact: Pamela Jahngen-Provençal, EiMC, UMass Lowell (978) 934-2571

**President Bulger Hosts High-Tech
Workforce Panel**

On September 12, UMass President William M. Bulger hosted a blue-ribbon panel of business and academic leaders to discuss the state's ongoing workforce development challenges. The meeting was part of the Massachusetts Technology Showcase, held at the World Trade Center in Boston. Panelists included Dr. Jo Ann Gora, chancellor, UMass Boston; Paul Guzzi, president, Greater Boston Chamber of Commerce; Tripp Jones, executive director, MassInc.; Joyce Plotkin, president, Massachusetts Software and Internet Council; Jack Troast, director of policy, Massachusetts Department of Economic Development; and Jeff Taylor, CEO, Monster.com. Mark Mills of Business 1060 Radio and New England Cable News moderated.

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"I challenge
business leaders
to think like
gardeners. Plant
the seeds of your
future workforce.
Nurture them.
Don't let this
garden lie fallow
in the economic
downturn. The
Commonwealth's
children deserve
to be part of
the technological
innovation in
future years."

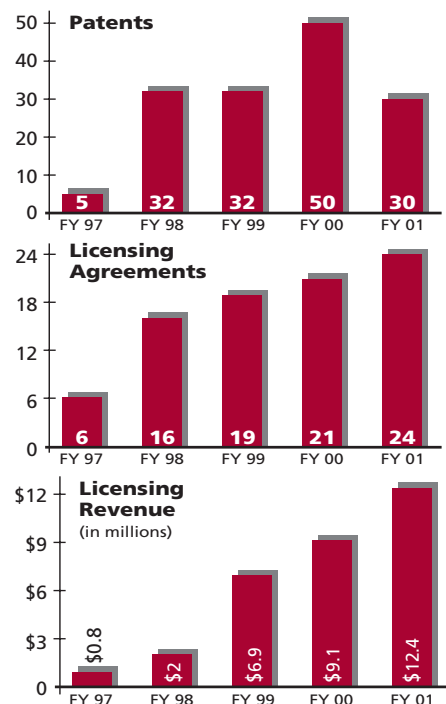
KRISHNA VEDULA
Dean of Engineering
UMass Lowell

Technology Commercialization

Another Record-Breaking Year in Technology Commercialization

The University of Massachusetts completed another record-breaking year for commercializing technology. During FY 2001, the University executed 24 licensing agreements and earned \$12.4 million in licensing income — the largest number of deals and revenue in the University's history. During the past year, the University produced 111 faculty invention disclosures, filed 81 US patent applications, and had 30 patents issued. Technology commercialization is administered by the office of Commercial Ventures and Intellectual Property.

Contact: Joe McGuirl, Executive Director of CVIP (508) 856-1626



Worcester Patent Ranked Among Five Most Important in United States

The US Patent Office issued 182,223 patents last year. According to the prestigious journal *The MIT Technology Review*, five are most likely to "transform business and technology." One of those is held by UMass Worcester for the work of Dr. Charles Vacanti, an internationally recognized pioneer in tissue engineering. Vacanti's work offers the potential for growing human tissue — even whole organs. Among his recent successes has been the restoration of movement to rats whose spinal cords have been severed.

Contact: William Rosenberg, CVIP, UMass Worcester (508) 856-1626

Lowell Launches Another Start-up Company

UMass Lowell is adding to its stable of start-up companies developed around university technology. The latest is Konarka Technologies, based on the solar-cell technology of the late Dr. Sukant Tripathy at Lowell. The technology offers the potential for producing tremendous cost efficiencies and environmental benefits in solar manufacturing. The company has received an initial round of financing from Zero Stage Capital. It will be housed at the UMass Lowell Commercial Development Center.

Contact: Louis Petrovic, Research Foundation, UMass Lowell (978) 934-2577

Amherst Technology Licensed to Lowell Start-up Company

CVIP has licensed technology developed by Dr. James Watkins of the UMass Amherst College of Engineering to Xtalight, a start-up company at UMass Lowell's Commercial Development Center. Xtalight is focused on the optical telecommunications equipment market. The technology will be used to coat surfaces with optical materials used for information transmission through optical networks. In exchange for licensing this cutting-edge technology, the University will receive a licensing fee, royalties on sales, over \$500,000 in sponsored research, and equity in the venture-backed company. This is the second license in recent months from the laboratory of Dr. Watkins.

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ECONOMIC DEVELOPMENT

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This and past issues of *In Brief*
can be found on the Web at
www.umassp.edu/admin/news/inbrief

Upcoming Events

October 29 8:30 AM, Needham Sheraton Hotel, Needham

Engineering in Massachusetts Collaborative (EiMC) Semi-Annual Meeting

This meeting will focus on the Commonwealth's growing need for a skilled workforce in the fields of science, engineering, and technology, and how industry can be more aware of its role in preparing the future workforce. For information, call Pamela Jahngen-Provencal, EiMC (978) 934-2571.

November 7-8 Campus Center, UMass Amherst

Food Science Symposium

Hosted by UMass Amherst's Department of Food Science, this symposium, titled "Food Science and Health: Towards a National Rational Health Policy" features leaders from industry, the US FDA, and health and safety organizations from around the country. Find more information or register online at www.umass.edu/foodsci/fspolicysymp.html.