



TIP Strategies
EDD Board
Meeting
January 4, 2012

Agenda

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- Update
- Discussion of Talent report
- Sample indicators from Economy report
- Vision statement
- Summary of the working groups
- EDD Input
- Next steps

Recent activities

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- Conducted opportunities workshop
- Submitted draft Talent report
- Making revisions based on feedback
- Begun drafting Economy report
- Facilitated two rounds of working group meetings
- Updated RESTAG on December 7

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Talent report discussion

Why an occupational approach?

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- “Industries” don’t reveal the jobs people work at and the skills they possess.
- Skills are mobile across industries.
- We need to understand what makes the regional economy tick.
 - ▣ What makes our companies competitive?
 - ▣ What ensures their continued success?
 - ▣ What is the role of innovation?

Revised approach

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- ❑ Eliminate confusion between talent clusters and industry clusters
- ❑ Narrow occupational groupings
- ❑ Highlight occupations that support multiple industries
- ❑ Adjust terminology and structure
- ❑ Incorporate feedback into analysis

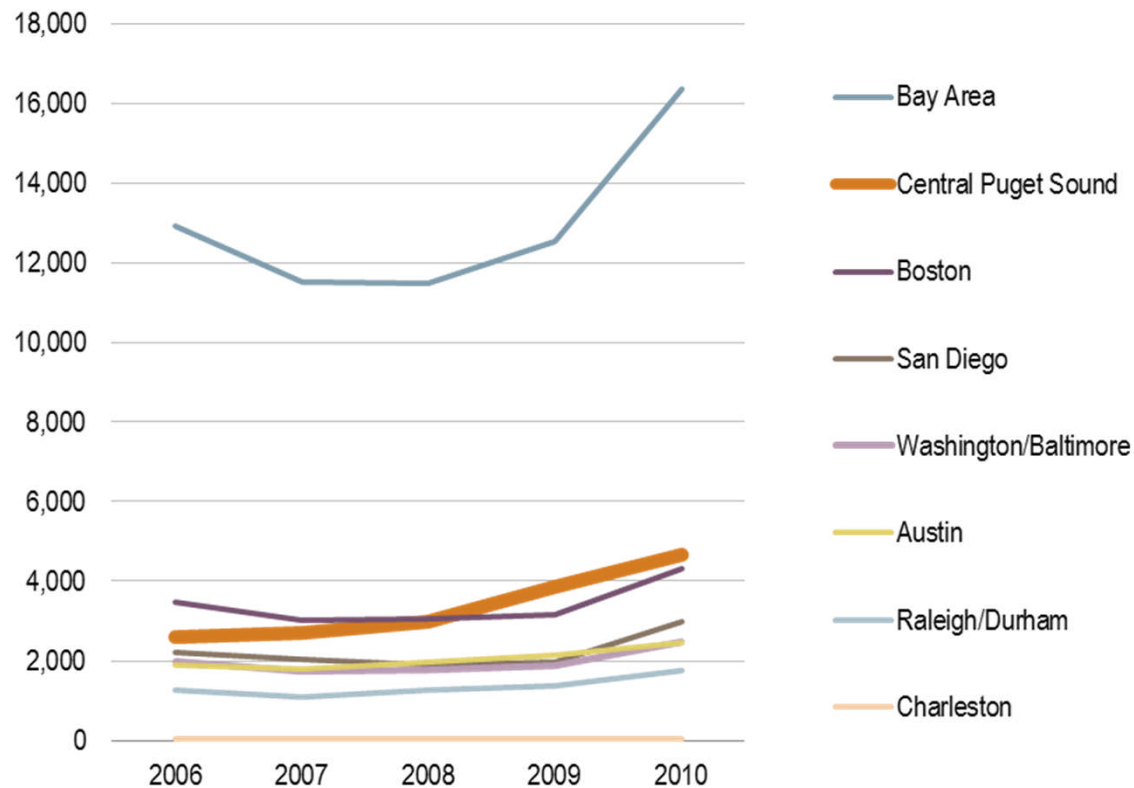
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Sample Competitiveness Indicators

Peer regions: Patent filings

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New utility patents filed by peer regions



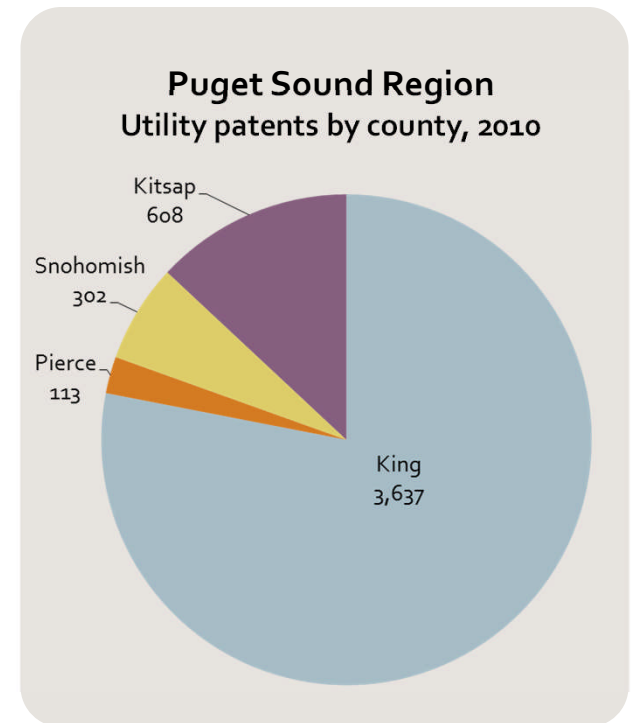
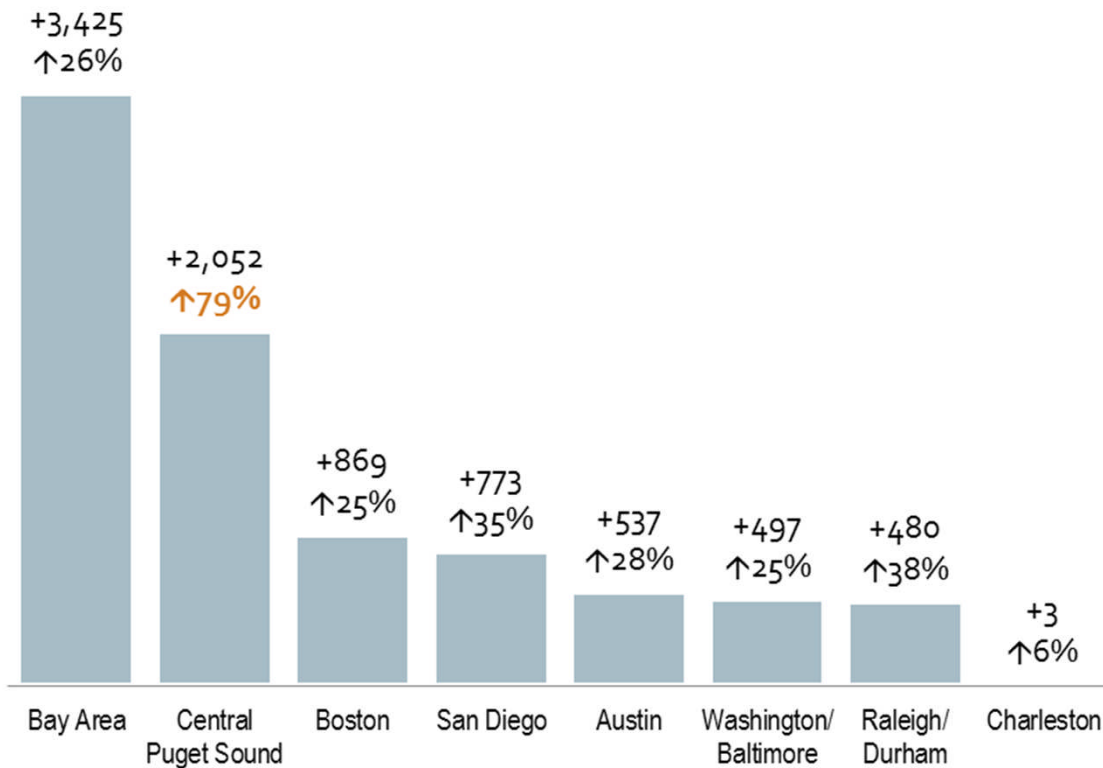
Source: US Patent & Trademark Office (calendar year data)

The four-county Central Puget Sound region is second only to the Bay Area in terms of utility patents filed during the period analyzed.

Peer regions: Patent filings

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Change in new utility patents issued , 2006 to 2010



Source: US Patent & Trademark Office (calendar year data)

Peer regions: University rankings

OVERALL RANKINGS

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Universities overall

	Top 10	Top 25	Top 50	Top 100	Top 500
Central Puget Sound		■			
Austin			■		
Bay Area	■ ■	■			
Boston	■ ■			■	■ ■ ■ ■ ■
Charleston					■
Raleigh/Durham			■ ■		■
San Diego		■			■
Washington/Baltimore		■	■		■ ■ ■ ■ ■
Amsterdam/Rotterdam			■	■	■ ■ ■ ■ ■
Shanghai					■ ■
Singapore					■ ■
Tel Aviv					■ ■ ■
Vancouver			■		■

Source: Shanghai Jiao Tong University's 2011 annual ranking of top 500 universities worldwide and the top 100 universities by academic field of study

Note: The tiers shown above do not double count. Each consecutive tier includes the balance missing from the previous tier, e.g., the top 25 includes rankings of 11-25 but excludes anything already counted in the Top 10.

Peer regions: University rankings

CLINICAL MEDICINE & PHARMACY

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Clinical medicine & pharmacy

	Top 10	Top 25	Top 50	Top 75	Top 100
Central Puget Sound	■				
Austin					
Bay Area	■	■	■		
Boston	■		■ ■ ■		
Charleston					
Raleigh/Durham		■ ■			
San Diego		■			
Washington/Baltimore	■			■	
Amsterdam/Rotterdam			■ ■	■ ■	
Shanghai					
Singapore				■	
Tel Aviv					
Vancouver					

Source: Shanghai Jiao Tong University's 2011 annual ranking of top 500 universities worldwide and the top 100 universities by academic field of study

Note: The tiers shown above do not double count. Each consecutive tier includes the balance missing from the previous tier, e.g., the top 25 includes rankings of 11-25 but excludes anything already counted in the Top 10.

Peer regions: University rankings

MATHEMATICS & NATURAL SCIENCE

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Mathematics & natural science

Top 10	Top 25	Top 50	Top 75	Top 100	
	■				Central Puget Sound
		■			Austin
■ ■					Bay Area
■ ■			■		Boston
					Charleston
			■	■	Raleigh/Durham
	■				San Diego
		■ ■			Washington/Baltimore
		■		■	Amsterdam/Rotterdam
					Shanghai
					Singapore
			■	■	Tel Aviv
			■		Vancouver

Source: Shanghai Jiao Tong University's 2011 annual ranking of top 500 universities worldwide and the top 100 universities by academic field of study

Note: The tiers shown above do not double count. Each consecutive tier includes the balance missing from the previous tier, e.g., the top 25 includes rankings of 11-25 but excludes anything already counted in the Top 10.

Peer regions: University rankings

LIFE SCIENCES

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Life sciences

	Top 10	Top 25	Top 50	Top 75	Top 100
Central Puget Sound	■				
Austin					
Bay Area	■ ■	■			
Boston	■ ■			■	
Charleston					
Raleigh/Durham		■	■		
San Diego		■			
Washington/Baltimore		■			
Amsterdam/Rotterdam					■ ■ ■
Shanghai					
Singapore					
Tel Aviv					
Vancouver			■		

Source: Shanghai Jiao Tong University's 2011 annual ranking of top 500 universities worldwide and the top 100 universities by academic field of study

Note: The tiers shown above do not double count. Each consecutive tier includes the balance missing from the previous tier, e.g., the top 25 includes rankings of 11-25 but excludes anything already counted in the Top 10.

Peer regions: University rankings

ENGINEERING & COMPUTER TECHNOLOGY

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Engineering & computer technology

Top 10	Top 25	Top 50	Top 75	Top 100	
		■			Central Puget Sound
■					Austin
■ ■					Bay Area
■		■		■	Boston
					Charleston
		■	■		Raleigh/Durham
■					San Diego
	■				Washington/Baltimore
				■	Amsterdam/Rotterdam
			■ ■		Shanghai
			■ ■		Singapore
				■	Tel Aviv
					Vancouver

Source: Shanghai Jiao Tong University's 2011 annual ranking of top 500 universities worldwide and the top 100 universities by academic field of study

Note: The tiers shown above do not double count. Each consecutive tier includes the balance missing from the previous tier, e.g., the top 25 includes rankings of 11-25 but excludes anything already counted in the Top 10.

Peer regions: SBIR/STTR awards, 2010

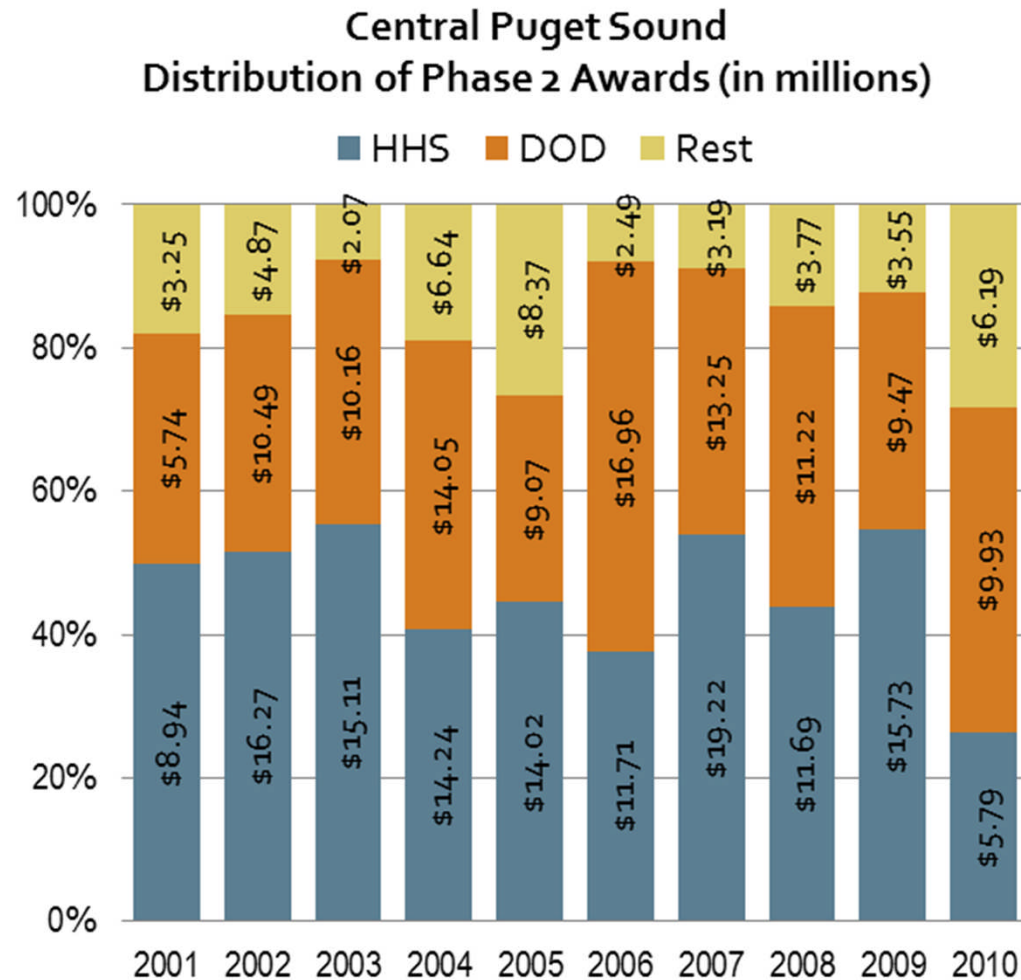
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	Phase 1	Phase 2	
Boston	\$64,439,779	\$209,113,763	Small Business Innovation Research (SBIR)
Washington/Baltimore	\$46,435,977	\$150,810,860	
Bay Area	\$42,296,886	\$100,270,582	Small Business Technology Transfer (STTR)
San Diego	\$23,081,127	\$61,892,500	
Raleigh/Durham	\$9,404,080	\$30,386,702	
Austin	\$8,183,808	\$25,616,586	
Puget Sound Region	\$13,850,715	\$21,903,910	
Charleston	\$1,655,065	\$5,618,943	

Source: U.S. Small Business Administration, Technet, TIP Strategies

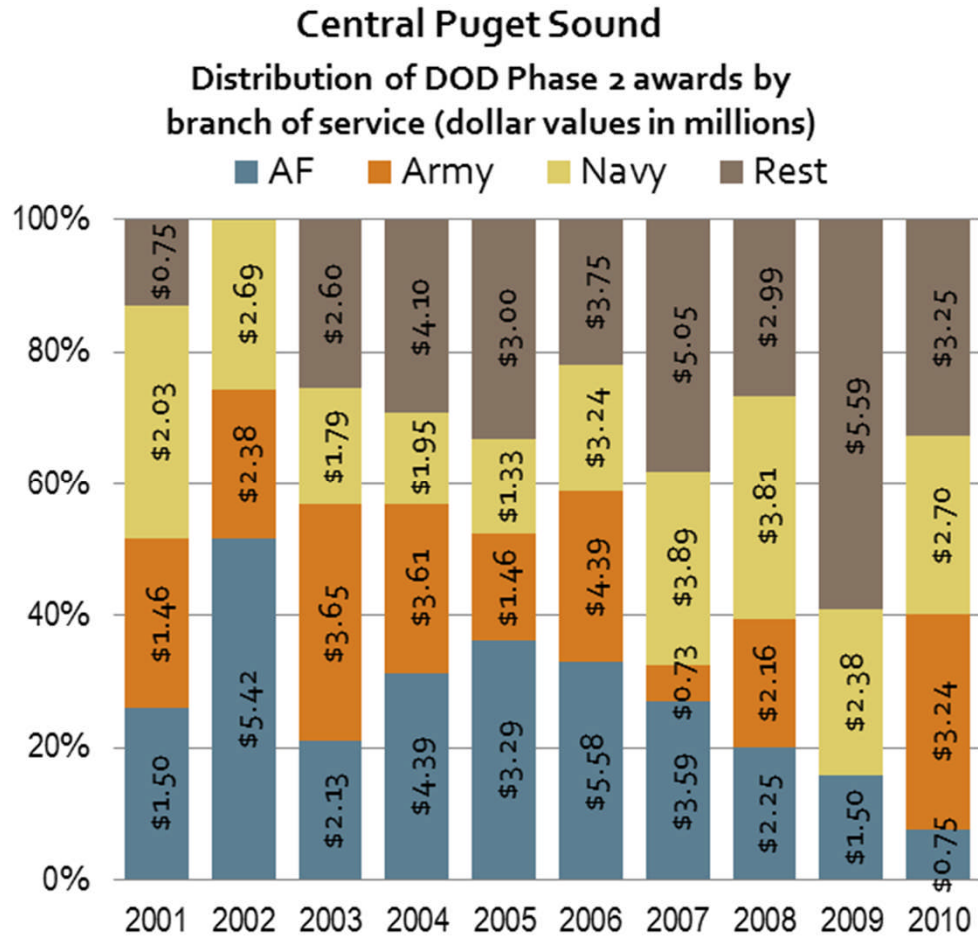
Awards by selected agency

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Source: U.S. Small Business Administration, Technet, TIP Strategies

DOD awards by branch



Source: U.S. Small Business Administration, Technet, TIP Strategies

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Vision

Vision Statement

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- TIP's first cut
 - ▣ Ensuring the global competitiveness of the Central Puget Sound region.
- RESTAG feedback
 - ▣ Needs to be more ambitious
 - ▣ "Building a healthy economy"
 - ▣ "An entrepreneurial, prosperous, and sustainable economy that consistently grows globally-competitive companies and family-wage jobs."

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Working Group Summary

Working group schedule

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- First round – Nov. 2-4
 - Purpose: review opportunities and assess them in a larger context
- Second round – Dec. 5-6
 - Purpose: prioritize strategies to be recommended for inclusion in the final strategy based on:
 - Regional impact
 - Existence of a lead organization
 - Resource needed to implement
 - Expected results
 - Measures of success

Topics

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- Higher education & workforce
 - ▣ Chair – John Powers
- Business climate
 - ▣ Chair – Bruce Kendall
- Entrepreneurship & innovation
 - ▣ Chair – Jeff Marcell
- Infrastructure
 - ▣ Chair – Troy McClelland
- Aerospace
 - ▣ Chair – Bob Drewel

Business climate highlights

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- New regional incentive fund
 - ▣ Privately supported
- Does the region need to market itself to attract new talent?
 - ▣ Yes, but not at the expense of developing our own.
 - ▣ We can't always assume the region will naturally attract outsiders.
 - ▣ Leveraging tourism
- Regional best practices in regulations/permitting

Infrastructure highlights

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- Regional economic development criteria for evaluating infrastructure projects
 - ▣ Impacts multiple systems
 - ▣ New economic measures (e.g., export growth)
 - ▣ Comments on PSRC Transportation 2040 Prioritization Measures
- Protection of industrial lands & connecting them

Higher Ed/Workforce highlights

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- Can the region increase higher education capacity?
 - ▣ Adequate funding of existing institutions is paramount
 - ▣ Support the transformation of 2-year schools into 4-year campuses
 - ▣ Emphasis on quality, not just quantity
- Career development pathways
- Increasing degree programs in high demand occupations
- Increasing R&D investments in target clusters
- Better coordination between higher ed and business
 - ▣ ensure tighter linkage between supply and demand

Aerospace highlights

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- Regional aerospace marketing/branding consortium
 - ▣ Internal and external
 - ▣ Target K-16 touting aerospace careers
 - ▣ Promotion of STEM education
- Funding for aerospace education & training
- Replicating Aerospace High School
- Aerospace education curriculum for the state
- Expansion of local engineering graduates
- Talent pipeline of military veterans

Entre & Innovation highlights

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- Regional entrepreneurship resource map
- Marketing/public awareness
 - ▣ Internal & external
- Regional best practices in entrepreneurship support
 - ▣ Monthly seminar or roundtable
- New sector focuses
 - ▣ Aerospace, social innovation, healthcare delivery

Next steps

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- **Jan 17:** *Revised Talent report*
 - *EDD comments due by Feb 2*
- **Jan 31:** *Draft Economy report*
 - *EDD comments due by Feb 16*
- **Feb 21:** *Draft Strategy report*
 - *EDD Comments due by March 9*
- **March 26:** *Revised Strategy report*
- **April 4:** *Special EDD Board Meeting to ADOPT Strategy*



THANK YOU

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