

**CSU System Board of Governors December 2014 Meeting**

**Recap on NewCo Task Force  
Meeting**

# Today's Line-up on NewCo

- I. What it is
- II. Executive Session
- III. What we would like to accomplish today, and what in the future we propose to present to the Board for approval.

# NewCo = Tech Transfer

**NewCo:** leverage and monetize CSU-Global's intellectual property, and technologies in higher education innovation to provide technology, consulting, outsource services to businesses, government agencies, and other institutions (e.g. online course creation, instructor management, student lead provision, student services, marketing support, technology support).

## **Examples of universities using tech transfer for societal contribution and revenue generation:**

- Stanford University licensed its gene splicing tools for the creation of the biotech industry.
- Columbia University created and licensed its the most advanced atomic microscope in existence.
- Univ. of CA, SF developed and licensed its technology for Magnetic Resonance Imaging (MRI).

# Business Sectors for NewCo

- **Corporate Training:** online, F2F, hybrid
- **Education Facilitation:** e.g., ASU and Southern New Hampshire utilize outsource providers for student lead generation & support
- **Technology licensing:** student, faculty, staff portals; faculty management system
- **Consulting:** all sectors that provide education

# Benefits Generated by NewCo

- **CSU System:** facilitate growth of CSU-Global and that of the System through its services and potential cash flow/dividends.
- **CSU-Global:** allow it to focus on its provision of high quality, regionally-accredited, degree-based education while gaining the assistance of an entity that can drive its ongoing growth & efficiency.
- **Government Agencies & Businesses:** flexible, customized training.
- **Other education providers & institutions:** flexible, customized services for all areas of its educational delivery to students.

# Executive Session

- Legal advice on structure

# Next Steps

- **Today's Approval Request**
  - Approval for Becky and Mike to proceed with the necessary organizational actions to establish a System owned Foundation for the purpose of owning NEWCO.
- **Future Approval/ Reports**
  - NewCo Operating Agreement
  - NewCo Funding plan