

Inside:

Green GuidePage 2
 Young entrepreneurs . . .Page 3
 In BriefPage 3
 Campus EventsPage 4



THE WHISTLE

FACULTY/STAFF NEWSPAPER

VOLUME 27, NUMBER 17 • APRIL 29, 2002

THE GEORGIA INSTITUTE OF TECHNOLOGY

Tech named top research university for economic development support

Engagement an 'integral, critical component' of Institute's mission

John Toon
 Research News

Georgia Tech has perhaps the most comprehensive program to support state and local economic development among all research universities in the United States, reports a new Southern Growth Policies Board study of higher education economic development best practices. The study, "Innovation U: New University Roles in a Knowledge Economy," profiles the economic development activities of 12 top universities chosen by development experts from among 164 institutions nationwide.

According to the study, Tech relies on a broad range of economic development programs and external partnerships to achieve its goals of boosting Georgia's economy.

"Perhaps more than any other research university in North America," the study reports, "economic development is an integral, critical component of the mission of the Georgia Institute of Technology, and this has been true from its very inception, along with its commitment to exemplary academics."

The study noted that while formal economic development activities are housed in the Economic Development Institute (EDI) and its parent organization, the Office of Economic Development and Technology Ventures, other units

ranging from individual academic colleges and schools to the Georgia Tech Research Institute, research contracting office and continuing education program also support that mission.

"The Georgia Tech culture, from president to academic units, is pervasively oriented toward outreach and engagement with the external world," the authors write in the study. "This means that the economic development mission is often realized through a variety of partnerships, which may or may not involve EDI in a formal administrative role."

The study credits President Wayne Clough with championing the economic development mission and being personally involved in many of its key components. Clough serves on advisory groups for Yamacraw, the Georgia Research Alliance and the Metropolitan Atlanta Chamber of Commerce — where he is credited for pushing a key technology component of the chamber's strategy.

"Wayne Clough has been a frequent, vocal and visible advocate for Georgia Tech making an economic impact on Georgia and the world," the study says. "He also plays a direct, personal role in large technology-oriented initiatives that illustrate the unique position of Georgia Tech vis-à-vis the state."

The study began two years ago with a survey of 40 economic development practitioners, researchers and experts. The respondents were asked to rank 164 U.S. research universities and nominate the outstanding examples. The results identified a

Innovation continued, page 2

A presidential reception



Photo by Stanley Leary

A gathering of Tech's elite scholars was held at President Clough's residence earlier this month, as students and their families were recognized for their impressive achievements and the prestige they bring to the student body. From left, Goldwater Scholar Patrick Biltgen, Cambridge Scholar Nick Bronn, Marshall Scholar Andy Ozment, Rhodes Scholar Will Roper, President Clough, Goldwater Scholar Danielle Dees, Goldwater Scholar Michael Lubarsky, Fulbright Fellow Brian German and Gates Cambridge Scholar Jay Silver.

Committee stresses role of student in preventing academic misconduct

Dan Treadaway
 Institute Communications
 and Public Affairs

Despite recent occurrences of academic misconduct where "inappropriate collaboration" is the central issue, the Institute Committee on Academic Misconduct is planning not to recommend establishing an Institute-wide definition of appropriate collaboration on academic assignments.

Committee Chair Cheryl Contant, director of the City and Regional Planning Program in the College of Architecture, gave a preliminary report on the committee's work at the April 23 Academic Senate meeting.

Although the committee was specifically asked to look at the issue of defining appropriate collaboration when it began its work in January, Contant said the committee feels that "it is neither feasible nor advisable to

define appropriate collaboration at the Institute level" because of differences in educational methodology, instructor style, and course content across the Institute.

"The responsibility rests with the student to identify authorized collaboration on academic assignments," said Contant. "Having said that, we also fully recognize that faculty members must state specifically in the course syllabus what they consider to be appropriate and inappropriate collaboration for that specific course."

In subsequent discussion of Contant's report, Senate member Joseph Hughes expressed concern that the committee is offering no centralized form of guidance for faculty in determining what is inappropriate collaboration. In response, several Senate members expressed support for the committee's approach because it calls for the student to

Senate continued, page 3

Highlights from the Georgia Tech section of "Innovation U."

- **Faculty culture and rewards:** "Under the leadership of the dean of the College of Engineering, a group of Georgia Tech faculty and administrators has examined policies and procedures governing faculty participation in technology transfer activities. The goal is to clarify the policies and procedures as a means of expanding the already very active faculty participation in economic development and technology transfer activities."
- **Technology Transfer:** "Georgia Tech has one of the more active and successful technology transfer programs in the nation, and one that is closely attuned to the economic development mission and entrepreneurial culture of the institution."
- **Entrepreneurial development:** "There is a robust climate for entrepreneurial development at Georgia Tech, which spans mission, education, services to faculty and statewide programmatic leadership. Since the Advanced Technology Development Center (ATDC) opened, it has graduated 81 companies which have added more than 4,600 jobs to the Georgia economy."

QUOTE— UNQUOTE”

“We will need to cooperate with all institutions, including (the University of) Georgia (sic), Georgia State (University), the Medical College of Georgia and others. And if we expect to match California, and the success in the San Diego area, we will need very close partnerships with the state.”

—*Jean-Lou Chameau, provost and vice president for Academic Affairs, on how the city can become a major player in biotechnology research and development, at a media roundtable discussion held at Georgia Tech.*
(*Atlanta Journal-Constitution*)

“Suburban people who move back into town aren't interested in a lifestyle change. They want to just take suburbia and move it here so that they don't have to drive so far.”

—*Ruth Dusseault, a visiting assistant professor in the College of Architecture, on selling the concept of New Urbanism — compact, walkable, mixed-use communities — to suburbanites.*
(*Creative Loafing*)

'Green Guide' hopes to improve eco-friendly purchasing

Michael Hagearty
Institute Communications
and Public Affairs

A couple of Georgia Tech staff members are encouraging everyone to “think green” when buying office supplies.

In 1993, the state of Georgia passed a law acknowledging “its responsibility to protect and enhance the quality of its environment,” and promising “to institute and maintain a comprehensive program for the procurement of products that contain recovered materials.” Since no standards or minimum requirements were set, governmental agencies were left to develop their own policies and procedures.

Last fall, representatives of the Office of Solid Waste Management and Recycling and the Institute for Sustainable Technology and Development started thinking about how to implement such a program on a campus where procurement is so decentralized.

Their solution: an abbreviated reference guide intended to boost the percentage of “green” — a term that refers to recycled or remanufactured products — office supplies purchased on campus.

They partnered with Office Depot, the current state vendor for office supplies, to develop a basic guide to encourage green purchasing.

According to Office Depot's sales reports, green products represent

Learning the lingo: a guide to eco-speak

post-consumer waste — Paper that has already been used and returned through a recycling program, thereby diverting it from a landfill or incinerator. Office paper waste makes up the majority of post-consumer waste content.

pre-consumer waste — Pre-consumer materials are those that have not met their intended end-use by a consumer. This includes allowable waste left over from manufacturing, converting and printing processes.

remanufactured — The process of disassembly of products during which time parts are cleaned, repaired or replaced, then reassembled to sound working condition. Toner cartridges are a prime example.

recycled — Products made from materials that would otherwise have been discarded.

recyclable — Products that can be collected and remanufactured into new products after they've been used. These products do not necessarily contain recycled materials and only benefit the environment if people recycle them after use.

5.5 percent of total purchasing statewide. Georgia Tech, it was discovered, currently falls below that average, at 4 percent.

So Cindy Jackson, who manages the Facilities Office of Solid Waste Management and Recycling, and Nancy Jones, ISTD's administrative coordinator, are spearheading an initiative to create an environmentally friendly purchasing program that maximizes impact while minimizing effort.

“We wanted something that would be easy to give out, and would be available on the web, to get people to think about ordering green products,” Jones said.

Though not a complete listing, the guide was intentionally limited to the most commonly purchased

items, as determined through a questionnaire Jones and Jackson circulated among staff responsible for purchasing across campus. Intended to be a companion piece to Office Depot's own catalog, the two-page Green Purchasing Guide lists products that are recycled or remanufactured (see sidebar). A representative of Office Depot pointed out that the company offers thousands of green products.

As market demand for these products continues to grow, Jones said, manufacturers are able to offer them at a cost comparable to — and in many cases lower than — products made of raw materials. To receive a copy of the Green Guide, contact Cindy Jackson at 894-2004 or Nancy Jones at 385-0384.



Products which contain recycled material are generally marked with this symbol in the Office Depot catalog.

For more information...

For a complete listing:
bsdnet.officedepot.com

Georgia Tech



THE WHISTLE

Editor: Michael Hagearty

Published by Institute Communications and Public Affairs.

Publication is weekly throughout the academic year and biweekly throughout the summer.

The Whistle can be accessed electronically through the Georgia Tech web page, or directly at www.whistle.gatech.edu.

E-mail Whistle submissions to michael.hagearty@icpa.gatech.edu, or fax to Michael at 404-894-7214 at least 10 days prior to desired publication date. For more information, call 404-894-8324.

Cost/\$675

Copies/5,200

Institute Communications and Public Affairs
Wardlaw Center
177 North Avenue
Atlanta, Georgia 30332-0181

Georgia Tech is a unit of the University System of Georgia.

Innovation, cont'd from page 1

dozen universities that the experts considered the best in the nation at contributing to state and local economic development. Georgia Tech topped the list.

Economic development activities at those universities were then profiled in the study, done by Louis G. Tornatsky and Paul G. Waugaman, senior fellows with the Southern Technology Council, and Dennis O. Gray, professor at North Carolina State University. The Southern Technology Council is the technology policy arm of the Southern Growth Policies Board, based in Research Triangle Park, NC.

The high ranking in the study reflects Tech's concerted effort to fulfill its economic development mission, says Provost Jean-Lou Chameau.

“Since Georgia Tech's formation, economic development has been a vital part of the Institute's mission,” he said. “Georgia Tech actively pursues partnerships with industry,

state government agencies and other organizations that help fulfill that mission. The Southern Growth Policies Board study shows that these collaborative efforts produce an impressive return for Georgia taxpayers.”

Beyond President Clough and the Economic Development Institute, the study also profiles the Advanced Technology Development Center, Georgia Tech's nationally known technology business incubator, and the new VentureLab program designed to help faculty members commercialize technology they have developed. EDI, ATDC and VentureLab are part of the Office of Economic Development and Technology Ventures, headed by Associate Vice President Wayne Hodges.

“A key finding of this study is that Georgia Tech's economic development focus extends throughout the institution into numerous units that do not have a formal economic development mission,” Hodges said. “This could not have happened without a strong economic development

commitment that begins at the top with the president and provost.”

Also described are the Georgia Tech Research Institute, numerous partnerships with industry, the Industry Contracting Office, Technology Licensing Office, Continuing Education efforts, Co-op Program, Career Services Office and the College of Engineering — whose strategic plan is cited for its support of entrepreneurship.

Other institutions profiled in the study include: North Carolina State University, Ohio State University, Pennsylvania State University, Purdue University, Texas A&M University, University of Wisconsin, Virginia Tech, University of California at San Diego, University of Utah, Carnegie Mellon University, and Stanford University.

For more information...

Southern Growth Policies Board
www.southern.org/pubs/stc/innovationU/default.asp

Competition helps students build a better business model

Elizabeth Campell
Institute Communications
and Public Affairs

The Georgia Tech Business Plan Competition is fast becoming a vehicle for students and alumni to become young entrepreneurs. Led by the DuPree College of Management, the annual competition offers an opportunity for teams to develop a business plan and receive advice from faculty, business people and industry experts. Most teams are composed of a mix of graduate-level students from both management and engineering.

"I think the most important feedback from the different competitions is learning how the judges perceive what we are saying," says Dathan Erdahl, a doctoral student in mechanical engineering. "It has definitely been a switch from presenting to technical audiences to business-minded people who don't challenge the technical details. Tailoring the message we are trying to get across to the audience has been very challenging."

This year four Georgia Tech venture teams — Cupel Technologies, MetroMEMS, Radatec and Scope Logic — who honed their business plans through the annual Georgia

Tech Business Plan Competition have moved on to national competitions.

So why does Tech have so many more teams competing nationally than in past years?

Faculty adviser Pat Dickson, an assistant professor in the DuPree College of Management, says it is part of the College's direction set forth by the dean. "I think the internal business plan competition that Terry Blum encouraged us to begin last year has had a big impact in both raising the awareness of the program and in providing motivation for these teams to work together outside the classroom," he said.

Proving that point, the four teams will be participating in the finals of the Carrot Capital Business Plan Challenge, a national business plan competition designed to help student entrepreneurs get their businesses funded. The 24 finalists will compete for a share of \$100,000 in cash prizes in addition to the grand prize: funding for the business.

Dickson has been impressed by the teams' dedication to the development of their ventures. Most of these students completed the New Venture Class last fall, then invested their time to refine business plans this semester for no course credit.

Also, Dickson feels the cross-disciplinary nature of the teams is the key to their success.

"This cross-fertilization of technology and market knowledge and interests has served the ventures well. While we work to facilitate the forming of teams, it is left completely up to the students to form their own teams. These groups wisely chose to reach out for a wide range of skills," he said.

In at least one case, this kind of diversity has been an important component of success.

"I'm from Iran, Greg is from France, Lorenzo from Mexico and Boris is from Colombia," said Ali Razavi, a postdoctoral student in mechanical engineering with an M.S. in aerospace engineering. "With our different backgrounds, we've been able to work as a team and represent Georgia Tech through MetroMEMS in international business plan competitions, showing that diversity is an integral part of what makes Georgia Tech such a great school."

What does the future hold for these entrepreneurs? "Just keep watching," Dickson said. "These guys are just getting started. I believe that all of these venture plans will ultimately become operating companies."

IN BRIEF:

Expanding technology development

Savannah will be the first community in the state to launch a new technology business development center as a joint initiative of "CyberGeorgia," an economic development program from the Georgia Department of Industry, Trade and Tourism, in conjunction with the Advanced Technology Development Center (ATDC). The initiative is centered on the growth of technology-based start-up businesses and the location of high-tech companies based on unique community strengths.

The Savannah initiative will serve as a model for other Georgia cities interested in developing innovative economic development programs focused on their own community technology strengths. "In Savannah, we are creating a framework by which other communities can look at their technology assets and develop a plan for them," explained Jeff Strane, director of GDITT's Office of Science & Technology. "The story will be somewhat different in each community, but the process should be pretty much the same."

Funds for the new initiative will come from a partnership of ATDC and GDITT. They will support hiring a full-time director experienced with start-up companies, as well as office and incubator space in the Chatham Center adjacent to the Georgia Tech Regional Engineering Program (GTREP). GTREP will provide an administrative support staff person who will be shared with the new program.

The initiative will also provide new opportunities for collaboration by educational institutions and existing industry in the area.

"We have always considered that the role of the Georgia Tech Regional Engineering Program is to collaborate with both academic and industry partners in Southeast Georgia," said GTREP Director David Frost. "The initiation of this technology business development center provides a critical vehicle to facilitate some of those collaborations."

Undergraduate research awards

Some 21 projects were judged this year in the fourth annual UROC (**Undergraduate Research Opportunities in Computing**) Research Symposium, making it the largest symposium in College history. The symposium is designed to encourage and promote undergraduate research. "Not only were there more projects entered than ever before, but the quality of all the projects was truly outstanding," noted UROC organizer and assistant professor Amy Bruckman. The top prizes were awarded to James Hays ("Art Styling for Video"); Ignacio Llamas ("Two-Handed Interactive Deformation of 3D Meshes"); and Amy Hurst ("Dex Test"), while the people's choice awards were given to Kyle Howell, Mark Haines and Michael Langford ("An Embedded Implementation for Autonomous Tracking and Interception of High-Contrast Moving Objects"); Jason Shelton, Brian Smith, Chris Haire and Roger Norris ("XenoHammer Video Game"); and Christopher Gooley and Scott Saponas ("The Aware Fridge").

Students honor faculty and staff

Last week's **annual banquet** of the **Student Government Association** recognized several members of the faculty and staff for their work on behalf of the student body. Provost Jean-Lou Chameau received the George Griffin Administrator of the Year award; Junior's proprietor Tommy Klemis won the Gary Beringhouse Friend of the Student award; and Economics Professor Stephen Ziliak was presented with the Dean Dull Faculty Member of the Year award.

Senate, cont'd from page 1

play a leading role in not only identifying inappropriate collaboration, but also actively bringing such activity to the attention of faculty and administrators, thereby fostering an overall campus climate of academic integrity.

Another set of committee recommendations calls for doubling the size of the Student Honor Committee and adding staff in Student Affairs to more expeditiously process investigation and adjudication of academic misconduct cases. "The requirements of the process, the caseload level, and the number of staff available to process these cases combine to create an intractable situation," Contant said. "The current system is so broken, in the sense of being overwhelmed, that it's hard to figure out what the proper fixes are."

To address the situation, the committee will recommend that the Student Honor Committee begin meeting over the summer to resolve cases from spring

semester, rather than waiting until fall semester. "We believe the time frame to process these cases has been too long at times," Contant said. "The student should have a sense of how long an investigation will take. And doing some benchmarking in this area will help determine what realistic staffing levels should be."

Contant also stressed the importance of improving education about the Student Honor Code among students, faculty and administrators, an issue that will be addressed prominently in the committee's final recommendations.

President Wayne Clough agreed with Contant's assessment of problems with the investigation and adjudication process as intractable and expressed confidence that her committee's work will ultimately lead to significant improvements. Contant said she expects the committee to complete its work "sooner rather than later."

In other business, the Senate approved a number of motions from the Undergraduate and

Graduate Curriculum Committees and other faculty committees. Those can be viewed at www.facultysenate.gatech.edu/Committee_Minutes_01-02.

Immediately prior to the Academic Senate meeting, a called meeting of the General Faculty was held. Faculty members elected Said Abdel-Khalik, professor of mechanical engineering, to succeed the retiring Edward Thomas as secretary of the faculty. Abdel-Khalik's term begins July 1.

For more information...

Other committee business:

Undergraduate and Graduate Curriculum Committees
www.facultysenate.gatech.edu/EB_11=27_statutes

Student Regulations Committee
www.facultysenate.gatech.edu/zzzstatcomsturegs

Faculty Status and Grievance Committee
www.facultysenate.gatech.edu/Fac.Stat_Griev.Cmte_Statutes_Changes