

# President's Perspective

by Dr. Linda L. M. Bennett, President

## USI-NSWC Crane partnership leads to a brighter tomorrow



The teacher in me was delighted when I was invited to serve on a panel to judge student presentations in a marketing class this fall. While not as dramatic as an episode of “Dancing with the Stars,” it was more engaging because student groups were presenting their innovative ideas inspired by patented creations by scientists at the Naval Surface Warfare Center–Crane Division (NSWC).

USI and Crane established a partnership in 2007 in an effort to strengthen STEM education in the region and to explore the commercialization of inventions by Crane scientists and engineers. In addition, USI’s College of Business and the Center for Applied Research have been instrumental in developing sessions at Crane on how to build an innovation culture. The working relationship between Crane and USI has resulted in a marked increase in patents by Crane scientists and growing regional and national recognition for both institutions.

But turning back to those class presentations, working from three patented concepts, students developed several ideas including ways to make mobile

homes better able to withstand tornadic winds, as well as safer and less expensive lodging for fishermen and hunters. At the end of the class, students talked about the challenges of working together, developing ideas quickly, and doing the research needed to develop the most effective way to present their ideas.

Jonathan Rietman, a 2011 MBA graduate, worked closely with Crane scientists to “translate” the language of a patent into text that an entrepreneurial non-scientist could use for a commercial product. Jonathan said his experience was “invaluable” and could “only be gained from interaction with different types of professionals.” Those skills will come in handy for Jonathan as he begins his career as an associate manager with Bristol-Myers Squibb.

Jonathan’s experience and the presentations of the students in the marketing class highlight the importance of USI’s commitment to exhibiting leadership in the region and state. There is no question that partnerships for economic development, such as that with Crane, elevate USI’s visibility, impact, and reputation. But most

important, the commitment to leadership in outreach enriches the learning environment for our faculty and students and serves a greater good in assisting Hoosier communities achieve a brighter future.



President Linda L. M. Bennett listens to marketing students give presentations on innovative ideas they've imagined possible from patented works by scientists at Crane.

**President's Perspective** APPEARS IN EACH ISSUE OF USI MAGAZINE.