



# TOWN HALL SESSION

*It's interactive – make sure you  
download the meeting app*



2019 • Orlando





# STRATEGIC PLAN

In 2018, the Executive Board embarked on a strategic planning effort based on the organization's Mission/Vision/Values to Promote, Educate, Facilitate.

We would like to do some live polling to gather your initial thoughts and comments to help guide the rest of the planning efforts.

**GET YOUR PHONES OUT!**



PROMOTE



EDUCATE



FACILITATE



## TWO WAYS TO PARTICIPATE:

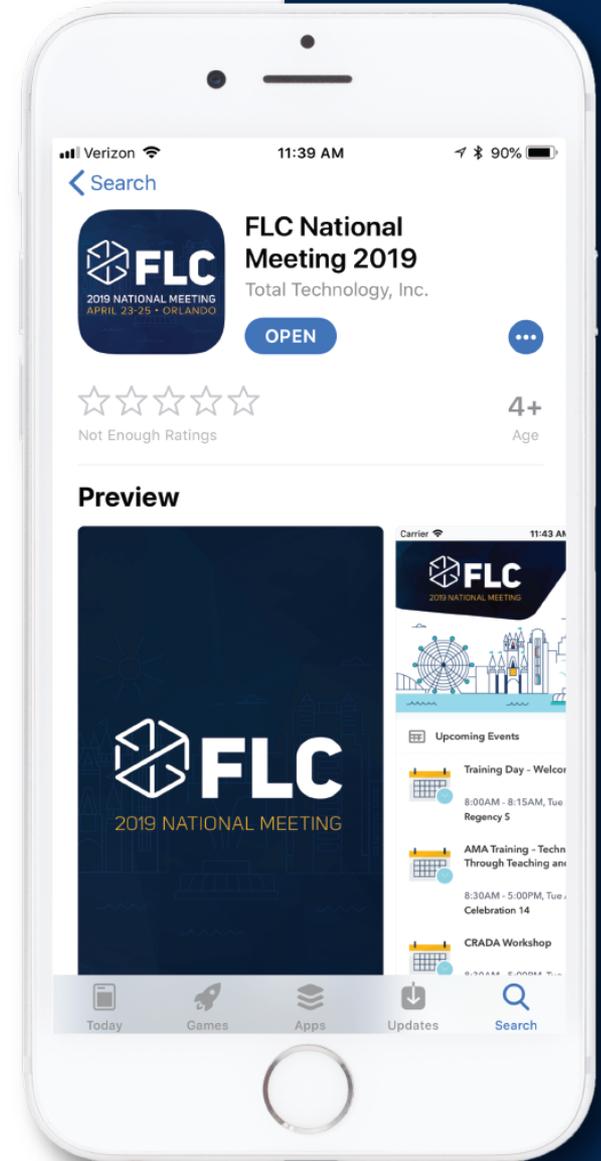
### 1. Download the 2019 FLC Meeting App

- Open App
- Tap agenda
- Select session

OR

### 2. Visit

[flcnationalmeeting2019.cnf.io](http://flcnationalmeeting2019.cnf.io)





# **QUESTION #1**

## **POLLING SLIDE FROM ZERISTA**

**POLLING  
SLIDE**

*What has been the most valuable part of this National Meeting?*

- Training courses
- General sessions
- FLC Awards ceremony and poster presentation
- Networking



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What has been the most valuable part of this national meeting?**



# FRAMEWORK



PROMOTE



EDUCATE



FACILITATE



# PROMOTE

**The role of FLC** - *What is FLC's role and scope of focus as it relates to promoting technology transfer?*

**Goal 1:** Create and implement a cohesive strategic communications plan to ensure all marketing and communications are organized and delivered with consistent themes, messaging and tone that meets organization standards and complement FLC strategic goals. (Awareness)

**Goal 2:** Leverage FLC's tools and resources to showcase federal technology transfer *opportunities and capabilities, highlight successes*, and demonstrate the economic value and societal benefit to all stakeholders.

**Goal 3:** Recognize innovative ideas, people, and organizations that make significant contributions to federal T2 and provide opportunities to promote and grow the body of knowledge and experiences within the community. (Recognition & Engagement).



## **PROMOTE** – Question 1

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**POLLING  
SLIDE**

***FLC has a lot of important stakeholders. From your perspective, which one is MOST critical for Promoting T2?***

- Lab Directors*
- Lab Scientists & Engineers*
- Non-Feds (Business and Educational Institutions)*
- Legislators*



## *Live Content Slide*

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**Poll: FLC has a lot of important stakeholders. From your perspective, which one is MOST critical for Promoting T2?**



## **PROMOTE** – Question 2

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**POLLING  
SLIDE**

***What tools/resources are most effective for helping FLC to promote T2?***

- Awards Program*
- Website and social media*
- On Line Tools: FLC Business, Lab Tech in Your Life, etc.*
- T2 playbook*
- National/Regional Meetings*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What tools/resources are most effective for helping FLC to promote T2?**



## **PROMOTE** – Question 3

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**POLLING  
SLIDE**

***What is the most important category of FLC awards?  
(list or open ended responses)***



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What is the most important category  
of FLC awards?**



## **PROMOTE** – Question 4

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**POLLING  
SLIDE**

*On a 10-point scale, what is your overall reaction to  
FLC's strategy to Promote T2  
(1 = low to 10 = high)*



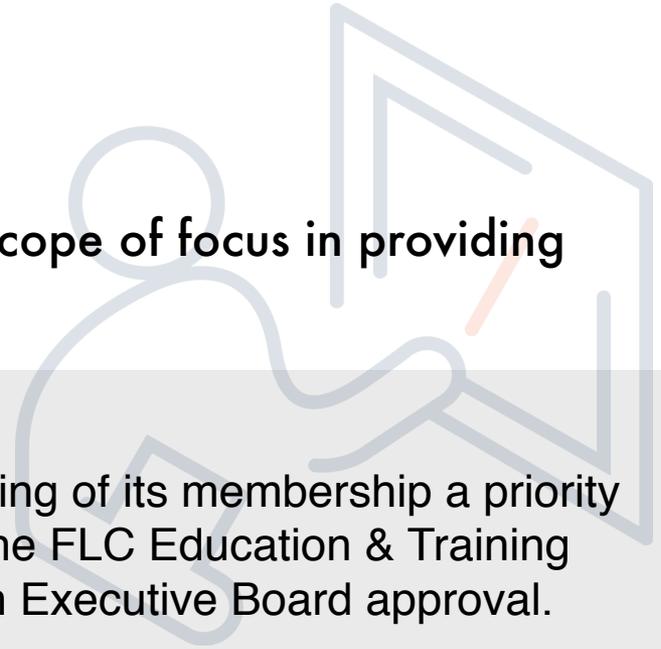
# EDUCATE

**The role of FLC** - What is FLC's role and scope of focus in providing **education** related to technology transfer?

**Goal 1:** The FLC will make education and training of its membership a priority and commit appropriate resources to support the FLC Education & Training Committee (E&T) implementation activities with Executive Board approval.

**Goal 2:** The FLC will develop and maintain a clearinghouse of education and training resources and opportunities for federal technology transfer professionals at all levels and stages of their careers.

**Goal 3:** The FLC national and regional leadership will partner with agencies, laboratories, and outside organizations to develop a network of resources and opportunities to educate and train FLC members.





## **EDUCATE** – Question 1

**POLLING  
SLIDE**

*From your perspective, how important is a T2 certification process?*

- Critical*
- Important*
- Not Important*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: From your perspective, how important is a T2 certification process?**



## **EDUCATE** – Question 2

**POLLING  
SLIDE**

*Which constituents should be the primary focus of FLC's efforts relating to education? (either list or open ended)*

- T2 professionals
- Lab S&Es
- Non-Federal partners
- Leadership (lab, up the chain)
- Legislators



## *Live Content Slide*

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**Poll: Which constituents should be the primary focus of FLC's efforts relating to education?**



## **EDUCATE** – Question 3

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**POLLING  
SLIDE**

*What one topical area would be most impactful to your lab's T2 efforts for FLC to focus its education efforts?  
(open ended)*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What one topical area would be most impactful to your lab's T2 efforts for FLC to focus its education efforts?**



## **EDUCATE** – Question 4

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**POLLING  
SLIDE**

*What metrics do you think we should use to measure FLC's success in providing Education about T2?  
(open ended response)*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What metrics do you think we should use to measure FLC's success in providing Education about T2?**



## **EDUCATE** – Question 5

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**POLLING  
SLIDE**

*What is your overall reaction to FLC's strategy to provide Education related to T2  
(1 = low to 10 = high)*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What is your overall reaction to FLC's strategy to provide Education related to T2 (1 = low to 10 = high)**



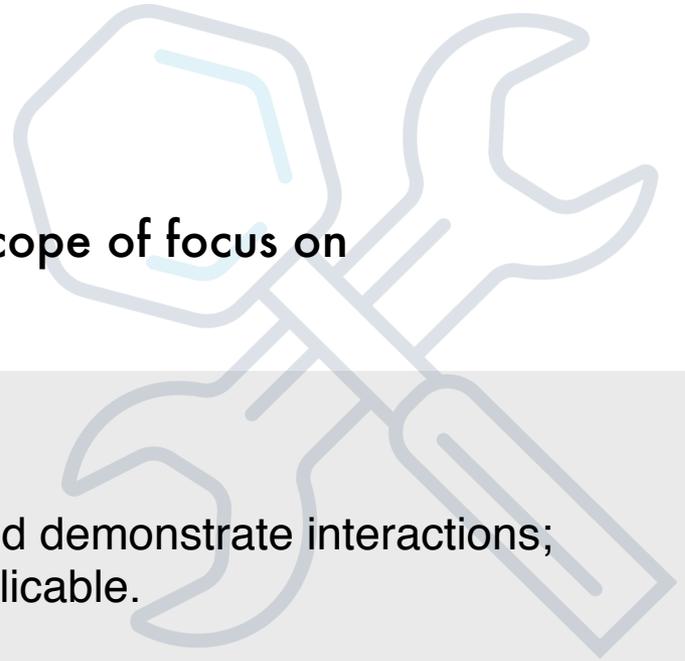
# FACILITATE

**The role of FLC** - What is FLC's role and scope of focus on **facilitation** of technology transfer?

**GOAL 1:** Establish pilot projects that 'try out' and demonstrate interactions; share successes and replicate, scale up as applicable.

**GOAL 2:** Target Federal labs who aren't participating and engage.

**GOAL 3:** Leverage Tech Focus Area to identify relevant intermediary organization for strategic partnerships.





## **FACILITATE** – Question 1

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**POLLING  
SLIDE**

*From your perspective, what is (could be) the most important FLC forum for effective facilitation of T2?*

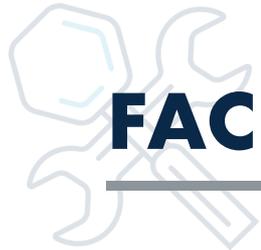
- Regional/National Meetings*
- One-on-one interactions*
- Booths at conferences*
- On line tools: FLC Business, Website, Lab Tech in Your Life, etc.*
- Technology Focus Areas*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: From your perspective, what is  
(could be) the most important FLC forum  
for effective facilitation of T2?**



## **FACILITATE** – Question 2

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**POLLING  
SLIDE**

*Which Tech Focus area is the most relevant to you?*

- Energy*
- Water*
- Autonomous Systems*
- Other*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Which Tech Focus area is the most relevant to you?**



## **FACILITATE** – Question 3

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**POLLING  
SLIDE**

*What metrics do you think we should use to measure FLC's success in providing Facilitation of T2?  
(open ended response)*



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What metrics do you think we should use to measure FLC's success in providing Facilitation of T2?**



## **FACILITATE** – Question 4

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**POLLING  
SLIDE**

*On a 10-point scale, what is your overall reaction to FLC's strategy to Facilitate T2  
(1 = low to 10 = high)*



## *Live Content Slide*

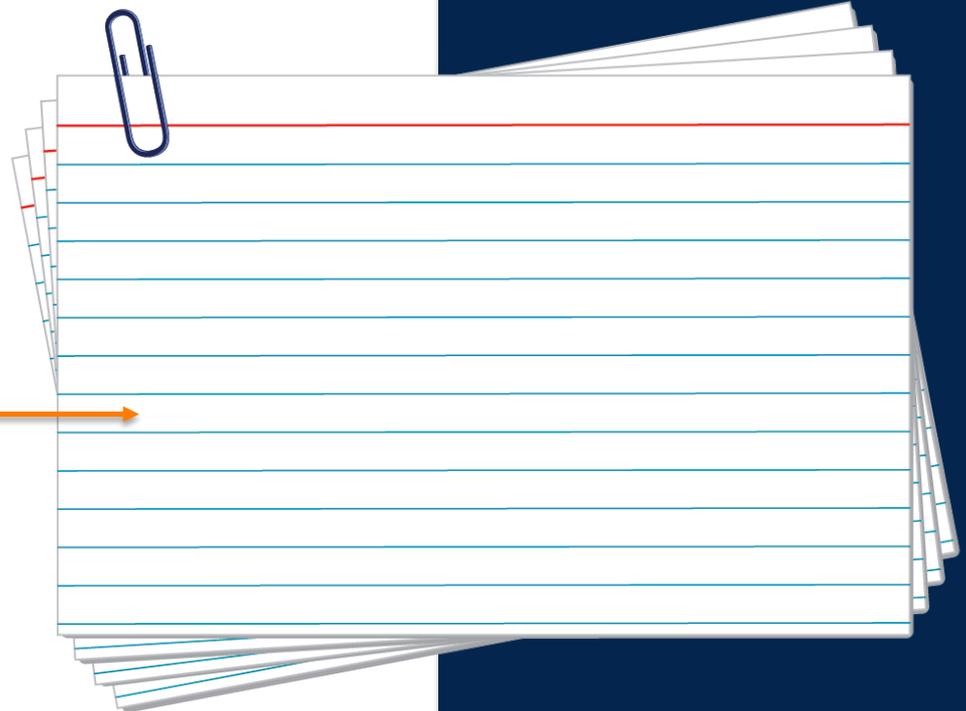
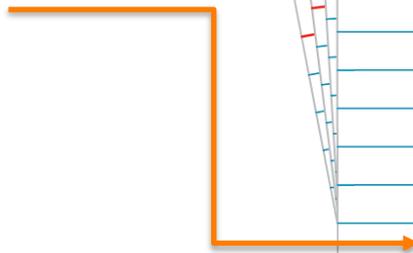
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**Poll: On a 10-point scale, what is your overall reaction to FLC's strategy to Facilitate T2 (1 = low to 10 = high)**



# WHAT ELSE SHOULD BE CONSIDERED FOR PROMOTE, EDUCATE AND FACILITATE?

Please complete the notecards that were passed out.





# Q&A

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WE'RE TAKING  
QUESTIONS!

**JOIN THE MEETING  
SOCIAL CONVERSATION  
AND USE #FLCNM19**



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