

STRATEGIC PLAN

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PURPOSE & BACKGROUND

Formally chartered by the Federal Technology Transfer Act of 1986, the Federal Laboratory Consortium for Technology Transfer (FLC) is a nationwide network of more than 300 federal laboratories, facilities, and research centers. FLC supports the federal technology transfer community by providing strategies, resources, training, tools, and opportunities that help move federal innovations from the laboratory into practical use for the benefit of the United States.

FLC advances its mission through three mutually reinforcing pillars: Promote, Educate, and Facilitate. Together, they define how FLC creates value. Promote increases awareness and understanding of federal technology transfer; Educate strengthens the knowledge, skills, and professional capacity of the technology transfer community; and Facilitate creates connections among federal laboratories, external partners, and the broader national innovation ecosystem.

MISSION, VISION, & CORE VALUES

MISSION



To support federal laboratories in maximizing the impact of technology transfer for the benefit of the United States.

VISION



To be the go-to resource and voice for federal technology transfer.

CORE VALUES



Collaboration: We foster a collaborative environment and seek partners who are aligned with our mission.



Excellence: We practice excellence in everything we do.



Integrity: We uphold the highest standards of ethical behavior and transparency.

PROMOTE PILLAR



PILLAR DEFINITION:

Promote means increasing awareness, understanding, and visibility of federal technology transfer among federal laboratories, agency leaders, external partners, policymakers, industry, investors, entrepreneurs, universities, and the public. Through this pillar, FLC helps translate the value of federal technology transfer into clear, compelling, audience-specific communications that generate engagement and demonstrate impact.

GOAL:

Showcase federal technology transfer assets, opportunities, and successes.

OBJECTIVE 1

Expand the reach, relevance, and engagement of federal laboratories through targeted communications and audience-driven strategies.

STRATEGIES

1. Increase the effectiveness of FLC communications by delivering more targeted, opt-in messaging across key stakeholder groups.
 2. Continuously optimize the FLC website for audience-focused content, user experience (UX), search engine optimization (SEO), and generative engine optimization (GEO) to serve as the primary driver of awareness and engagement.
 3. Increase external partner engagement with federal laboratories through targeted promotion and delivery of FLC programs, events, and educational offerings tailored to non-federal audiences.
 4. Implement and analyze feedback from various channels, including surveys and user testing, to continuously refine communication strategies and content relevance.
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OBJECTIVE 2

Demonstrate the significant impact of federal technology transfer on the U.S. economy, innovation ecosystem, and national priorities, resulting in increased media coverage and congressional awareness.

STRATEGIES

1. Increase awareness and understanding of the value of federal technology transfer among congressional and agency leaders through more timely, mission-aligned messaging, enhanced outreach materials, and direct engagement.
 2. Elevate the profile and broaden public understanding of federal technology transfer by increasing proactive media outreach and coverage that highlights FLC programs, success stories, and innovation outcomes across business, technology, and innovation-focused outlets.
 3. Develop a centralized repository of key metrics and case studies to quantitatively and qualitatively demonstrate the economic and societal impact of technology transfer in outreach.
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OBJECTIVE 3

Communicate the full range of tools, resources, and connections available to federal laboratories as a force multiplier for technology transfer.

STRATEGIES

1. Increase member engagement and utilization of FLC offerings by tailoring outreach, tools, and communications to federal laboratories' varying needs, roles, and levels of capacity.
2. Provide federal laboratories, Offices of Research and Technology Applications (ORTAs), and agency leadership with practical, adaptable communications and marketing materials that help them clearly articulate impact, value, and mission alignment.
3. Strengthen connection, pride, and perceived value within the FLC community by creating more opportunities for peer interaction and expanding the FLC brand.
4. Demonstrate the value of FLC's tools, opportunities, and services for federal laboratories through quantitative and qualitative means.

EDUCATE PILLAR



PILLAR DEFINITION:

Educate means building the knowledge, skills, confidence, and professional capacity of the federal technology transfer community. Through this pillar, FLC provides training, reference tools, professional development, peer learning, and practical resources that help technology transfer professionals, laboratory leaders, researchers, and external partners navigate federal technology transfer more effectively.

GOAL:

Deliver comprehensive education for federal technology transfer.

OBJECTIVE 1

Provide training curriculum and professional development for federal technology transfer professionals of all experience levels.

STRATEGIES

1. Develop new and updated content for ORTAs by utilizing tech transfer subject matter expertise to design and deliver high-impact educational programs valued by the members.
 2. Provide enhanced resources for external partners to increase collaboration with federal laboratories.
 3. Expand the FLC Learning Center as a free, one-stop destination for comprehensive training resources, workshops, and educational sessions.
 4. Leverage training resources from other agencies and organizations to bolster professional development through the FLC Learning Center.
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OBJECTIVE 2

Increase real-time engagement, up-to-date content, and peer-to-peer learning opportunities.

STRATEGIES

1. Continue to innovate the National Meetings to ensure live in-person training and education programs that serve as a crucible for peer-to-peer networking.
 2. Produce FLC webinars and explore additional professional series that feature a broad spectrum of experts from across the innovation ecosystem, sharing insights and prompting discussions on hot topics, trends, predictions, and controversies related to federal technology transfer.
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OBJECTIVE 3

Offer accessible reference tools dedicated to current technology transfer terminology, policies, and mechanisms.

STRATEGIES

1. Enhance fundamental references for ORTAs, introducing new technologies like AI for the T2 Desk Reference, the Green Book, and the T2 Mechanisms and Agreements Tool database.
 2. Update the Director's Toolkit to help laboratory leadership recognize the significant impacts the ORTA delivers, ensuring technology transfer contributions are fully valued.
 3. Deliver resources for partners to identify best practices at federal laboratories and authorities that are currently being utilized to improve the technology transfer process.
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OBJECTIVE 4

Advance practical development opportunities and educational paths curated specifically for tech transfer professionals.

STRATEGIES

1. Strengthen dynamic partnerships between experienced mentors and motivated mentees through the FLC Mentorship Program.
2. Elevate the tech transfer role through the Professional Registered ORTA (PRO) Program, including specialized training, certificates, and progress in the tech transfer career pathways.
3. Foster continuous learning initiatives and refine training content for tech transfer professionals through subject matter expert volunteers and the FLC Speaker Directory.

FACILITATE PILLAR



PILLAR DEFINITION:

Facilitate means creating the conditions, connections, tools, and opportunities that help federal laboratories engage with one another and with external partners. Through this pillar, FLC helps connect federal technologies, capabilities, people, and needs across the national innovation ecosystem to accelerate collaboration and commercialization for public benefit.

GOAL:

Facilitate federal laboratory connections within the national innovation ecosystem.

OBJECTIVE 1

Provide digital tools and services to enable federal laboratory technology transfer efforts and partnering initiatives.

STRATEGIES

1. Upgrade dashboards to track annual engagers and engagements for federal laboratory participation by expanding dashboards to capture underrepresented laboratories and including member resource tools.
 2. Develop and implement strategies to expand laboratory engagements.
 - A. Maintain a nationwide consolidated marketplace for partnerships and invention discovery (FLC Business).
 - B. Integrate FLC offerings with other efforts to maximize visibility.
 - C. Develop a marketing plan for the Exclusive Licensing Portal with Promote.
 - D. Aid members with technology evaluation and marketing through technology market discovery tools and other approaches.
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OBJECTIVE 2

Forge opportunities for technology transfer collaborations by connecting members with aligned partners.

STRATEGIES

1. Align FLC engagements with national technology priorities to maximize impact and utilize a review of the Office of Science and Technology Policy and the Office of Management and Budget Research and Development priorities and stakeholder needs.
 2. Drive external engagement by continuing to provide Lab Showcase and Member Connect opportunities that may lead to future internal and external collaborations around targeted focus areas.
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OBJECTIVE 3

Leverage external stakeholders to increase engagement with FLC members.

STRATEGIES

1. Identify and participate in nationally significant and partner-hosted events to increase external engagements, including technology-focused, regional ecosystem, federal agency-focused, and national business development events.
2. Identify new partnerships, meet with partners annually, and ensure strategic partnerships are accessible to all member laboratories.
3. Leverage other technology transfer organizations to increase market reach (e.g., AUTM, Licensing Executives Society (LES), SSTI) and engage in their programs where beneficial to FLC members.
4. Facilitate opportunities for reverse pitches by industry partners based on member laboratories' technology capabilities.
5. Engage with and educate the venture community to lower barriers and improve understanding to increase the flow of private capital for federal technology commercialization