



AUBURN

UNIVERSITY

University

Auburn University

Center Director

David Mixson

Center Location

Government & Economic
Development Institute
(Managing Partner)

Center Since 1976

Center Activities

- Commercialization Assistance
- Economic Development Training & Assistance
- Entrepreneurial Support
- Regional Entrepreneurship Development

Clients

- Economic Developers & Organizations
- Entrepreneurs
- Faculty Start-Ups
- Incubator Tenants
- Local Governments
- Student Start-Ups

Assessment Techniques

- Case Studies
- Client Economic Impact Studies
- Client Feedback

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Auburn University's EDA University Center mission is to provide impactful training and assistance to economic development leaders and entrepreneurs across the state of Alabama. The Center plays a vital role in developing the state's economic development capacity, its innovation and entrepreneurial ecosystem, and the commercialization of Auburn University technology. This is accomplished through a multi-divisional partnership among Auburn's Government & Economic Development Institute (GEDI), The Harbert College of Business, and the University's Office of External Engagement. Each partner brings unique and diverse resources representing Auburn's tri-fold mission of outreach, instruction, and research.

The Center is supported by grants, funding from internal university partners, and from gifts.

Activities

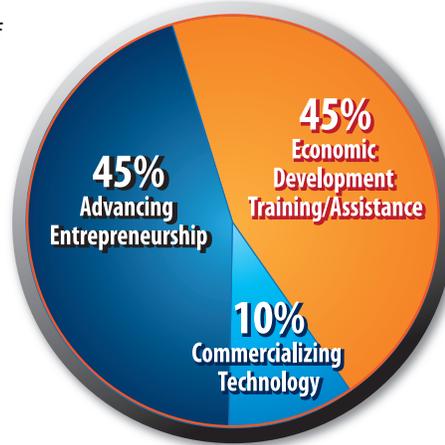
To help build local development capacity in communities across Alabama, the center hosts a two-week Intensive Economic Development Training Course accredited by the International Economic

Development Council (IEDC). For over thirty-five years, Auburn's course has introduced participants to all phases of economic development and to Alabama specific resources, including state agencies, non-profit organizations, and potential funding sources. Speakers include national experts in the fields of economic development trends, business retention and expansion, and community development.

For those unable to attend this comprehensive training on Auburn University's campus,

the center offers shorter training classes in partnership with the Economic Development Association of Alabama. The EDAA Leadership Series provides elected officials and community leaders with convenient and affordable one-day courses at locations around the state and online.

Participants can earn a certificate by attending an EDAA conference and attending four of the program's five courses: Essentials of Economic Development, Building Workforce, Attracting Retail, Building Community, and Business and Industry Marketing and Attraction.



Leveraging Partnerships

Serving as the managing partner of Auburn's EDA University Center, the Government & Economic Development Institute links its on-campus partners with the economic development community of Alabama. The Harbert College of Business works with student, faculty, and community entrepreneurs by providing training and assistance using Lean Startup methodologies. Accelerator programs are also utilized to provide more targeted

training and hands-on assistance. The Office of External Engagement leverages its connections and relationships to further innovation in the state. This office provides coaching and mentoring to potential external entrepreneurs and to entrepreneurs already residing in Auburn's Business Incubator. OEE also has a direct connection to faculty with invention disclosures and the investment community to help commercialize these technologies.

In addition to its on-campus partnerships, the Government & Economic Development Institute partners with many external organizations and associations across Alabama. These include: The Economic Development Partnership of Alabama (EDPA), the Economic Development Association of Alabama (EDAA), the Alabama City County Management Association (ACCMA), and the Association of County Commissioners of Alabama (ACCA).

Success

Auburn's EDA University Center is playing a role in closing innovation and entrepreneurship ecosystem gaps in the state by providing entrepreneurs with needed university resources and assistance. It has integrated Auburn University's highly ranked School of Industrial and Graphic Design and its students into the delivery of services to its target market.

An example client is Victory Game Clocks based in rural Roanoke, Alabama. The start-up approached Auburn's EDA University Center for product design assistance with a new first down football marker. Unlike traditional first down markers which are clumsy and cheaply made, Victory Game Clock's innovation uses a bright red digital display, visible

from far distances. Industrial design students worked with the small business to develop multiple, durable prototypes with different weight distributions and shapes. The students provided the business with several design options and realistic prototypes which the company took and further developed. Several prominent university football programs are now use including: The University of Utah, the University of Louisville, Kansas State University, the University of Kansas, and Texas A&M University. Auburn's EDA University Center has shown how both students and clients can be served by a well- integrated program within the university and the economic development community of Alabama.

