



Purdue Center for Regional Development

University

Purdue University

Center Director

Ed Morrison

Center Location

Office of Engagement

Center since 2005

Center Activities

- Technical assistance
- Applied research
- Entrepreneurship support
- Commercialization support

Clients

- Local/regional decision-makers
- Public officials
- Business leaders
- Purdue faculty/staff

Assessment Techniques

- Client interviews
- Case studies
- Informal feedback

Contact Information

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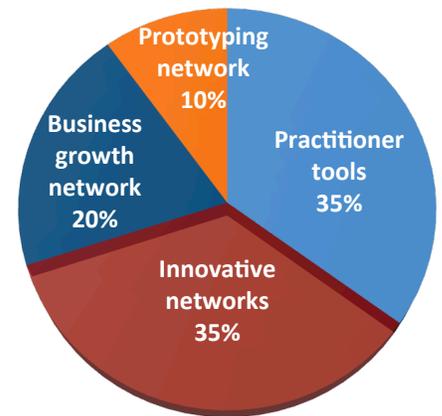
Purdue Center for Regional Development

Purdue’s EDA University Center, part of the Purdue Center for Regional Development (PCRD), focuses on mobilizing a broad range of assets – especially those of Purdue University – to create, activate, and nurture regional economic ecosystems and innovation clusters. PCRD aims to advance regional entrepreneurship and commercialization through a variety of technical assistance and applied research activities.

Activities

A cornerstone of PCRD’s activities is deploying foundational, technology-based tools that advance regional innovation and entrepreneurship efforts. The Center’s applied research has supported the expansion of the PCRD “Local Decision Maker,” a dynamic, spatial-based decision support platform for regional/local comprehensive planning. The Center has added new innovation and entrepreneurship data to this tool and provides training and technical assistance to regional planning councils on utilizing the tool in strategic planning and decision-

making. Other regional technical assistance and training activities include webinars on advancing innovation, “Strategic Doing” workshops, and assistance in preparing CEDS. Another technology-based platform developed by PCRD is the “Leading Edge Practices in Regional Development” web tool, which catalogues “success” stories in regional economic initiatives and provides networking tools for information



sharing and collaboration. PCRD’s support for commercialization and innovation includes development of a network of public prototyping assets, equipment, and services to help early stage companies test their innovative ideas, as well the development of a network for certified technology parks in the state. PCRD also supports

business growth and entrepreneurship through a wide variety of technical assistance activities, including developing a youth entrepreneurship camp and related classroom curriculum and supporting a Technical Assistance Program (TAP) that has trained 220 individuals in 40 businesses in distressed regions, addressing key topics that will facilitate growth and expansion.

"An amazing resource for my project... a wealth of knowledge about regional economic development strategies and best practices." --Center Client

Leveraging
PCRD has established a reputation as an entity that thrives on partnerships and collaborations. The Center partners with a long list of statewide, national, and international partners including the Fraunhofer Institute, the International Economic Development Association, the National Association of Development Organizations, Rural Policy Research Institute, University Economic

Development Association, various federal agencies, the Indiana Association of Regional Councils, the Indiana Association for Community Economic Development, Purdue Extension Office, and SBDCs. PCRD also collaborates with other universities and EDA Centers, for example working with Michigan State University on applications of Strategic Doing, and collaborating with Indiana University on building the Indiana Innovation Platform.

Success

Strategic Doing – Building skills for regional collaboration

Over the last 15 years, Purdue has developed a model for Open Source Economic Development that represents a new approach for economic development in a global economy that depends on networks. "Strategic Doing" is a key element of this new model, and can be used to quickly develop sophisticated collaborations to speed "open innovation" across organizational and political boundaries. It provides a simple discipline that allows people in loosely joined open networks to think and act strategically. PCRD is providing technical assistance and training throughout the state on utilizing this model – including half-day skill-based workshops for economic

development practitioners, training on facilitation, and a certification program for economic development organizations on network building. The "Strategic Doing" model has many applications. For example, it has provided a successful framework to guide and accelerate collaborations between Purdue University and Indiana University (IU). Using the "Strategic Doing" process, staffs of the two universities are exploring how to integrate the innovation and entrepreneurship assets across the IU and Purdue systems. As a result, the participants developed a path-breaking proposal to establish an Indiana Innovation Platform, which reimagines the role of regional campuses within a statewide university system. They are currently exploring funding

sources for this initiative, which could serve as a model for other states. Also, for the first time, the two schools are exploring how to combine their innovation and entrepreneurship assets into a common pool in order to streamline client/company access to these assets.

By applying its innovative "Strategic Doing" model to facilitate collaborations across a variety of stakeholders at the state and regional levels, PCRD is helping to close gaps in Indiana's innovation and economic ecosystem and is improving access to key assets that support innovation, entrepreneurship, and growth.