

Mission:

To grow and advance technology transfer and knowledge exchange worldwide.

Vision:

To lead an inclusive and collaborative community that advances innovation for a better world.

**Values:**

Connection: We are a diverse, inclusive and collaborative community where members support each other and openly share knowledge to strengthen innovation ecosystems.

Impact: We strive for impact in all that we do because the work of our members is vital for our changing world.

Continuous Learning: Ongoing professional development is critical to continued excellence in our ever-changing global field.

Integrity: Embodying integrity in all that we do helps us create a transparent, open, ethical, and equitable community.

PRIORITIES**Support Technology Transfer and Knowledge Exchange Globally**

- Design and implement a comprehensive international engagement strategy across all aspects of AUTM.
- Strengthen partnerships with other worldwide technology transfer and knowledge exchange organizations, as relevant.
- Identify and communicate the value proposition of AUTM membership for international members.
- Adapt relevant materials and professional development offerings to meet the needs of global audiences.
- Build and introduce in-person and multi-modal engagement opportunities tailored for international members.

Intentionally Grow Industry Engagement

- Develop and communicate the value of AUTM for industry stakeholders and identify and offer specific services or offerings identified by industry as a value-add or attractor.
- Expand opportunities for industry participation at in-person and virtual meetings.
- Build explicit industry/technology transfer and knowledge exchange networking events into in-person meetings.

Continually Evolve Programs and Services

- Implement an ongoing process for auditing all existing programs and services with consideration of cost, human capital investment, revenue, use, and medium.
- Equip members with the knowledge and skills to navigate federal and non-federal contract requirements, with consideration for the Bayh-Dole regulatory impacts.
- Develop programs that provide smaller, curated experiences that facilitate knowledge sharing among members.
- Integrate emerging technologies to improve the accessibility of existing training and programmatic assets.
- Expand programming tailored to meet the needs of underrepresented members and groups.

Support Career Development Across the Career Lifestyle

- Engage and support the transition of students into careers related to technology transfer and knowledge exchange.
- Recruit and support the attraction of new professionals into the technology transfer and knowledge exchange profession.
- Develop a framework to provide tailored pathways with intentional professional development across the technology transfer and knowledge exchange career lifecycle, with specific attention toward mid-career offerings and career pathways into technology transfer and knowledge exchange and business development professions.
- Prioritize programming that builds broad knowledge of all components of technology transfer offices, including compliance and operations.
- Evaluate the viability of administering a technology transfer and knowledge exchange credential.
- Administer and grow formal mentorship and leadership development programs.

Expand Models for Membership

- Reassess current membership models and structures for consideration of levels, titles, effectiveness, and inclusivity
- Explore the financial viability of alternative membership models, such as group or organization-based membership models.
- Develop transition plan and implement new membership model, as appropriate.
- Expand members across each segment of membership.
- Identify and market select on-demand or a la carte offerings to non-members.
- Attract and grow members from smaller technology transfer offices.

Improve Advocacy for the Technology Transfer and Knowledge Exchange Profession

- Invest in a more permanent and formalized advocacy infrastructure for policy development and implementation.
- Lead the development of a formalized coalition of pro-technology-transfer and innovation-focused organizations, developing a network for advocacy efforts.
- Advocate for greater uniformity in federal contract compliance and contract requirements across federal funding agencies.
- Develop tailored materials and tools to build awareness of and support for technology transfer and knowledge exchange among university leaders.
- Serve as a trusted and active partner to draft policy with federal elected officials and offices.
- Be at the forefront of educating and providing resources for members and elected officials about the impact of proposed technology transfer and knowledge exchange related legislation.