

AUBER Unit Business Models

**CENTER FOR ECONOMIC AND
BUSINESS RESEARCH
WESTERN WASHINGTON UNIVERSITY**

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Imagine if you can...

- Designing a project with a client
- Using a team of students from a variety of programs
- Involve faculty as needed
- Complete the project
- Submit to billing to have invoiced
 - And have it go out within 24 hours
 - You set the overhead, bill rates and other terms
- This was our challenge 5 years ago...

Further imagine...

- Having contracts, risk and the AG all support the effort

Business Model

- On-demand research services with academic core
 - Public / Private sectors
 - Paid student staff
 - managed as young consultants
 - Cross campus pool
 - Paid faculty as needed on projects, negotiated rates
 - Via payroll, part of faculty union agreement
- Direct marketing
 - State-wide
 - Email, mail, in-person (presentations, meetings, business groups...)
- No....
 - Grants (contracts only)
 - Overhead
- Represent one University (side door concept)

Business Model

- Regarding Contracts...
 - All work starts with a scope of work
 - Negotiated by email
 - Amounts above \$10,000 require a formal contract
 - Inter locals and tribes are exceptions
 - No overhead to contracts
 - Center drafts contracts
 - Works closely with contracts and AG to streamline
 - Billing is done via student billing services
 - Invoices go out by email
 - Pay online or with a check

Connectivity

- University-wide Community Engagement Committee
 - Monthly meetings
 - Constantly developing/emerging
 - Phenomenally frustrating
- Role in Economic Development
 - Resource to all players not a practitioner
 - Seeks to educate on best practices (UEDA)

Growth

- This year...
 - 1 full-time professional staff
 - 1 Part-time faculty
 - 8 undergraduates
 - 2 graduates
 - More than a dozen active projects at any point.
 - Usually more...
 - A ton of public presentations
 - Regular media quotes
 - Same marketing



Growth

- This past summer...
 - Purchased a 25 year old quarterly forecast publication
 - Subscription based
 - Long-term income stability
 - Increased faculty interest
 - Articles
 - Forecasting courses

THE PUGET SOUND
ECONOMIC FORECASTER



Future

