AUBER Conference
Fall 2017
Unit Business Models
Jeff Mitchell, Director
UNM BBER is NOT associated with an academic college or department, reports directly to Vice President for Research.

UNM BBER’s workforce consists of:
- 8 full-time staff (including director)
- 1 part-time research professor
- 6 students

New Communications Coordinator

UNM BBER has strong relationships with State, Local Government and Media.

UNM BBER has weak relationships with Private Sector.

Strong tradition and expectation of public service.

Economic Forecast (Private), $25,000

Non-Recurring (60%)

Recurring (27.5%)

University (12.5%)

Total: $800k
## University Affiliation
### Advantages & Disadvantages

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
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<tr>
<td>Credibility associated with university affiliation</td>
<td>Poor in-state public perception of University</td>
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<td>Material support ($100k/yr + Office)</td>
<td>F&amp;A (51% private &amp; Federal, 20% State &amp; Local Govt)</td>
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<td>Student employment</td>
<td>Administrative Costs (e.g. HR, OSP)</td>
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<td>Inconsistent management</td>
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Challenges

- Research and forecast services currently breakeven;
  - CHALLENGES: 1) Funding the public service mission
    2) University administrative costs
- Long history of public support sets expectations of free service
- Funding has fallen by more than half in three years
- Support of VP Research is varies significantly and high turnover in position
- VERY weak private sector – No Fortune 500 HQ, 48th Private/total employment (77%);
  Largest ‘private employers’ are Los Alamos and Sandia National Labs; and Intel
  (1,200, down from 6,000 in 2004).
Strategies: Data Services

- ‘Data Dashboards’ – Customized data and interactive presentation.
- Upfront set-up fee and subscription with longer-term discounts.
- Principal market is smaller local government entities (counties and municipalities, EDCs, COGs, School districts); and Industry trade groups (real estate, construction, hospitality).
- Developed cloud-based database with programs to auto-upload data and inventory of open-source data visualization (D3).
- Contracts in place with City of Santa Fe, Middle Region COG, Homebuilders Association.
- Pricing: $2,000 - $15,000 depending on source, volume, term, use.
- Goal: $200,000/yr subscriptions within 2 years.
- Challenge: Cannibalizing own markets; Questionable data sources.
Data Processing

Data Source

- National
  - e.g. Census
  - BLS
  - BEA
- State
  - e.g. TRD
  - DFA
  - ONGARD
- BBER
  - e.g. Building Permits
  - Research Data
- Local
  - e.g. Water Use
  - Crime

Product

- Subscriber Website
  - bber.unm.edu/data
- Publicly Available
  - Proprietary data via subscription access on BBER’s website

BBER Database

Automatic or scheduled updates
Pulls directly from cloud database
Strategies: Data Visualization & Analytics

[Diagrams and charts related to data visualization and analytics, including population charts and maps.]

Prepared by: [Name]
[Date]

Source: [Source Name]
[Source URL]
Strategies: Forecast Membership

- Currently Forecast is funded by 3 State agencies ($90,000/yr, including access to IHS Global Insight) and 12 others ($6,000/yr; including only 4 private companies).
- Need to differentiate products, to not cannibalize market.

**Tier 0:** No cost quarterly online Bulletin with Corporate sponsor.

**Tier 1:** $2,500/yr – Quarterly summary data and report; annual meeting; additional services à la carte (e.g. regional detail).

**Tier 2:** $5,000 (public)/$10,000 private – Existing service, including historical and forecast data detail; full access to online data; quarterly forecast meeting; full text report.

**Tier 3:** $15,000/yr Corporate sponsor – Tier 2; annual presentation on client interests; titled sponsorship and 10 tickets to annual meeting.