

Compete Connect

January Edition

From the President's Desk



Deborah L. Wince-Smith,
President and CEO, Council
on Competitiveness

2021 was a year of engagement, sharing, and seeing major Council recommendations come to fruition – building on the incredible work of our membership and community to develop *Competing in the Next Economy* and its set of 50+ strategy recommendations to rewrite America's innovation agenda.

And 2021 brought significant and important changes to the Council on Competitiveness – in addition to new members, we gained two new Board Members: Ms. Joan Gabel, President of the University of Minnesota, as our Academic Vice-chair; and, announced last month, Ms. Janet Foutty, Executive Chair of the Board of Deloitte US, as our Business Vice-chair.

Both of our new vice-chairs – along with our Chairman Brian Moynihan, Labor Vice-chair Lonnie Stephenson, and Chair Emeritus Chad Holliday – led our December 2021 online National Competitiveness Forum (NCF), highlighting our work with the most senior leadership in the Biden Administration, on the Hill, and around the country to support critical efforts like the development of the US Innovation and Competition Act; and, focusing our members on the future themes that will characterize our work together in 2022. Next month's e-newsletter will feature a summary report of the 2021 NCF – but you can find a playlist and watch the entire NCF [here](#).

A final important update: next month we will also debut a re-designed and re-purposed Council on Competitiveness website. The focus will be squarely on our members and the work we undertake together. The Council team and I look forward to sharing this with you.



New
website
coming
soon!

News

The Council Elects a New Business Vice-Chair, Ms. Janet Foutty, Executive Chair of the Board, Deloitte US

Ms. Foutty – building on more than a decade of deep policy research between the Council and Deloitte, the largest professional services organization in the United States – will join Council Chairman Brian Moynihan to help shape the Council's agenda for growth, diversity, and inclusive prosperity.



“I am honored to take on this expanded role on the Council on Competitiveness Board and represent its incredible group of leaders from business,” said Foutty. “A workforce with humanity, creativity, and innovation at the core can contribute greatly to society and we need leadership that can accelerate equitable access to education and skills development.”

Ms. Janet Foutty,
Council Business Vice-chair
Executive Chair of the Board, Deloitte

Deborah Wince-Smith notes, “Janet shares with her fellow board members a distinctive vision for the Council. Janet and Deloitte have been longstanding collaborators with the Council, helping us develop and deliver cutting-edge policy research. We look forward to building on and expanding this relationship, engaging the broad Council membership base.”

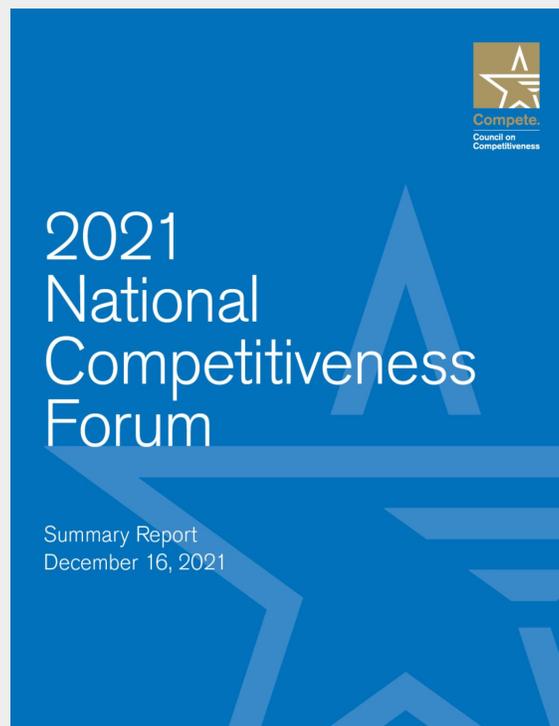
To find out more, [email](#) EVP Chad Evans.

National Competitiveness Forum 2021

The Council hosted its annual National Competitiveness Forum (NCF) on December 16, 2021. The virtual event featured an array of distinctive leaders from industry, academia, the national labs, and labor. In addition, keynotes from Secretary of Energy Jennifer Granholm, Secretary of Commerce Gina Raimondo, and Minnesota Senator Amy Klobuchar provided deep insights, and reflected the Council's engagement with the current administration and Hill leadership.

The NCF, led by Council Chairman Brian Moynihan, Chairman and CEO, Bank of America, focused on future-defining issues that will be at the heart of the Council's 2022 agenda – some of which emerged from the findings of the Council's flagship "National Commission on Innovation and Competitiveness Frontiers." Wide-ranging and provocative discussions centered on the nexus of sustainability, energy, food and water; the challenges and opportunities inherent in solving for the future skills and work imperatives; the transforming regional, national and global landscape for advanced research; the implications of a growing "silver tsunami" and the productivity imperative for healthier and longer lifespans; and, the power of regions in turbocharging national innovation capacity and capability.

Next month's e-newsletter will link to a summary report of the 2021 NCF. To watch the 2021 NCF, click [here](#).

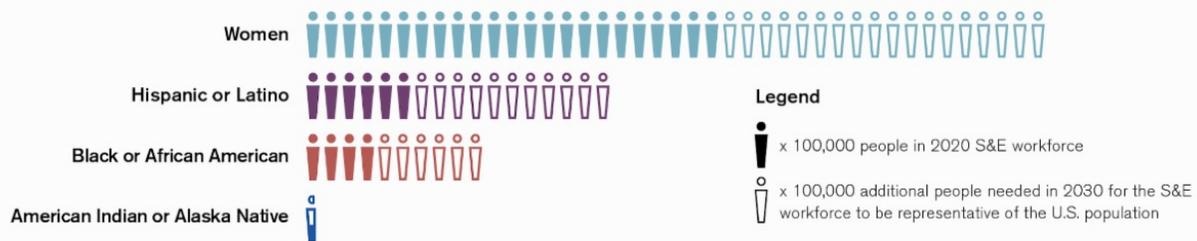


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Council Insight

In light of the projected deficit of skilled workers for the United States, education in key disciplines – such as STEM education – must become a higher priority for the country. The Council's National Commission has highlighted the importance of engaging early in the K-12 pipeline to encourage students to pursue studies that will support future careers. The latest National Science Foundation *Science and Engineering Indicators* reinforces this recommendation and further highlights existing inequities in access to the educational opportunities that will be at the heart of future success. The report's data suggest the United States needs to increase efforts nearly to double the numbers of women in STEM disciplines, and significantly increase the number of Hispanics and African Americans in these disciplines (see figure).

Missing Millions: Faster Progress in Increasing Diversity Needed to Reduce Significant Talent Gap



Source: [National Science Board](#)

Member Spotlight

Council on Competitiveness National Commissioner and Western New England University President Dr. Robert Johnson envisions a “New Traditional University”



Dr. Robert E. Johnson,
President, Western New
England University

Given the reality of changing employee expectations and evolving skill profiles for the jobs of the future, universities are confronting the challenge and creating opportunities around building the nation’s next generation of adaptable and flexible talent. Dr. Johnson, reflecting on these imperatives, shared his concept of the “new traditional university” with University Business, a digital magazine, as part of the publication’s President Series, which highlights unique leadership perspectives from top US university presidents.

“(The new traditional university) embraces the possibilities of the future through a transformative, dynamic and innovative institutional model that really empowers agile and adaptive learners,” he says. “It gives them the ability to navigate change and disruption while achieving professional success and creating value in a global society. It prepares learners and earners for the future of work and jobs that do not yet exist. If we don’t do that, they will not be ready.”

Read more [here](#).

Kansas State University launches Economic Prosperity Plan, projected to add thousands of jobs and billions of dollars into the Kansas economy

By leveraging Kansas State’s strengths in four key areas – food and agriculture systems innovation, digital agriculture and advanced analytics, biosecurity and biodefense, and extension and outreach – the university projects the creation of 3,000 jobs and \$3 billion in additional investments in the next 10 years. “This new initiative will allow K-State to truly demonstrate the value that universities provide to local, state and national economies through job growth and job creation, as well as retaining and attracting talent in the state,” notes David Rosowsky, Vice President for Research.

In his 2021 National Competitiveness Forum conversation, Kansas State University President Gen. Dick Myers also discussed the university’s impact on local and regional economic development. Read more about KSU’s Economic Prosperity Plan [here](#) and watch the NCF discussion with former KSU President Dick Myers [here](#).

Dr. James Weyhenmeyer, Vice President of Research and Economic Development at Auburn University, outlines the core element of creating an innovative and entrepreneurial



Dr. James Weyhenmeyer,
Vice President of Research
and Economic Development,
Auburn University

Dr. James Weyhenmeyer, a long-standing member of the Council’s “Technology Leadership & Strategy Initiative,” shared in a recent article the foundations for how Auburn University is creating a fruitful entrepreneurial environment: by developing [The Park](#).

The Park – leveraging an inclusive and welcoming atmosphere, coupled with a collaborative research space connecting colleagues across disciplines – is designed to convene faculty, students, and staff to tackle challenges posed by both the private and public sectors.

To read more about The Park’s strategy to recruit and retain top talent with state-of-the-art facilities, top-innovative physical infrastructure, and a streamlined organizational structure, click [here](#).

Dr. Taylor Eighmy, President of the University of Texas at San Antonio (UTSA), shares insights on how the university has adjusted to the pandemic and the vision ahead

In a recent interview with Capital Analytics Associates, Dr. Eighmy discussed UTSA’s adjustments to Covid-19 challenges, student enjoyment of flexible learning solutions, both virtual and experiential; the university’s mission to increase diversity; and the university’s strategy to contribute to robust and responsible economic growth for the San Antonio metro area and Texas.



Dr. Taylor Eighmy,
President, University of
Texas at San Antonio
(UTSA)

“Our greatest challenge is advancing the production of workforce talent and creating an economy that fosters job growth, allowing our young people to remain and thrive within the region,” said Dr. Eighmy. “We’re all born with the same potential but are not afforded the same opportunities. Education addresses that inequity – it is the greatest equalizer there is. The local business community is united on our path, and there’s an exciting, harmonious convergence taking place.”

Dr. Eighmy discussed the important measures taken by UTSA to advance the region and respond to the national need of more professionals in cybersecurity and engineering: UTSA’s [National Security Collaboration Center](#) addresses the projected cybersecurity professionals shortage of 1.8 million for 2022 by advancing research, education and workforce development in collaboration with federal entities, industry leaders and academia, and is further supported by the newly launched [School of Data Science](#), building a highly-skilled workforce in cybersecurity, data analytics, business intelligence and digital asset management.

Read more [here](#).

Dr. Al Pisano, Dean of the Jacobs School of Engineering at the University of California San Diego, highlights key opportunities emerging from the G7 Research Compact

In an article for Science Magazine, Dr. Pisano – who has co-chaired one of the Council’s National Commission working groups – reacts to the first time effort of the national



Dr. Al Pisano,
Dean, Jacobs School of
Engineering, University
of California San Diego

academies of sciences of the G7 nations for intensified collaboration on key S&T challenges in advance of the summit in 2021.

Dr. Pisano stressed how the growing global challenges relating to research and development, and science and technology strategies have called for an intensified collaborative effort amongst the G7 nations, and highlights the importance of using the momentum from the joint policy statement calling for collaboration on problem-oriented research, and why the momentum of the statement should be used for further collaborative action to support the agreement, such as integrating R&D collaboration into their international trade and investment agreements.

To read more, click [here](#).

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