

# Compete Connect

July 2022 Edition

## From the CEO's Desk



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

As we close out July and enter the final stretch of Summer, the Council, its members, and its extended network of stakeholders have a lot to celebrate with the passing of The CHIPS and Science Act. This seminal piece of bipartisan-supported legislation – long percolating and evolving since 2020 – will help to improve the nation's science base, turbocharge the production of critical technologies, and bolster U.S. innovation capacities.

The Act brings to fruition long-standing Council priorities – building on our 2016 Technology Leadership & Strategy Initiative efforts, calling for greater attention to the nation's semiconductor and advanced microelectronics research and production capabilities; and reflecting a range of priorities from our current [National Commission on Innovation and Competitiveness Frontiers](#).

[We congratulate lawmakers across the aisles in both the Senate and the House for their major accomplishment](#) – and we stand ready to engage with Congressional leadership and the Administration as the nation must now appropriate the authorized generational investments.

This mission will be front and center as our National Commission on Innovation and Competitiveness Frontiers now enters a new, second phase of its work. Building on the strategic recommendations of our 2020 report, [Competing in the Next Economy](#), the National Commissioners endorsed this month – in a Summer meeting with our Board and Executive Committee – a set of new, policy-generating working groups to kick off this Fall. Focus areas will include: the future of sustainability; the speed-up and scale-up of disruptive technologies; building out place-based innovation across the country; and exploring the future of work and the workforce.

A final note – my [Forbes.com article this month](#) explores a topic around which the Council has been building thought leadership over the past few years: cyber resilience. And the timing coincided with my participation in the recent White House National Cyber Workforce and Education Summit hosted by National Cyber Director Chris Inglis. I hope you might find my article to be of interest, and I would encourage you to read more about this issue in a post-Summit [statement issued by the White House](#).

## Council on Competitiveness President and CEO discusses cybersecurity and why we must all be cyber-guardians

Every aspect of our modern human existence and activity is now supported by a cyber ecosystem – the economy, every industry, every supply chain, our food and water supply, health care, education, all aspects of communications, critical infrastructure, transportation, the operation of nearly every military system, personal living, and more.

And every minute of every day, this ecosystem is under threat or attack.

In her newest article, Deborah Wince-Smith highlights this whole-of-nation challenge – as well as the economic and security opportunities in being more cyber-aware. She outlines critical recommendations from the Council’s report, [Secure - Ensuring Resilience and Prosperity in a Digital Economy](#) – and announces a range of Council commitments to bolster cyber defenses.

Read more [here](#).

## News

### Council Board, Executive Committee and National Commission meet and outline policy agenda for 2022-2023 – including the goals for “phase 2” of the National Commission

In its first face-to-face meeting since the onset of the pandemic, the Council’s Executive Committee and National Commissioners assembled at Gallup’s DC headquarters to review and critique a new concept paper for “phase 2” of the National Commission – and endorse the re-launching of the Council’s policy-generating Commission Working Group Community.

In addition, meeting participants engaged directly with three keynote leaders:



[Gallup CEO Jon Clifton](#), the meeting host, shared path-breaking work started by the firm in 2006, examining [the state of global unhappiness](#) – which has been on the rise even prior to the current COVID-19 pandemic. One of the critical linkages for the Council’s agenda is the connection between unhappiness, worker engagement, and, ultimately, productivity.

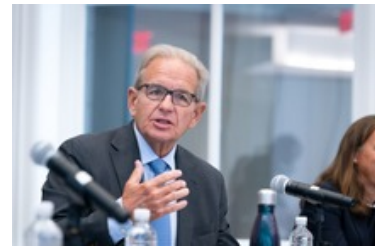


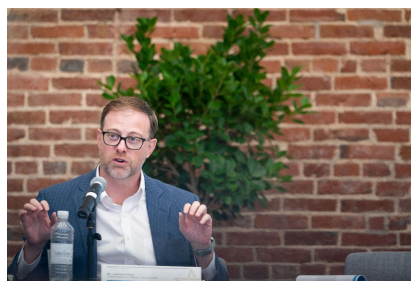
[National Science Foundation Director Sethuraman Panchanathan](#) delivered a powerful address, “Accelerating Innovation @ Speed and Scale,” outlining major priorities – and mapping a range of potential partnership opportunities with the Council to build on the NSF’s mission: **Innovation Anywhere** (curiosity-driven, discovery-based explorations), **Opportunities Everywhere** (use-inspired, solutions-focused innovations).

[Under Secretary of Commerce for Standards and Technology and Director of NIST Laurie Locascio](#) participated virtually, sharing NIST’s mission to promote innovation and industrial competitiveness by advancing measurement science,



standards, and technology. The Director focused her remarks around the work NIST is undertaking to help the United States lead on a range of critical and emerging technologies – including semiconductors, biotechnology, AI, cybersecurity, quantum information science, and energy technologies.

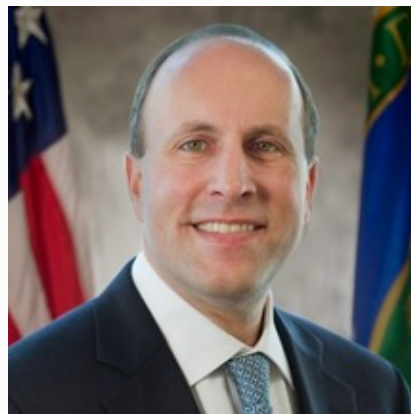




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## Technology Leadership and Strategy Initiative (TLSI)

In this month's TLSI: Competitiveness Watch, the Council hosted the Honorable Paul Dabbar – Council Distinguished Fellow, former Under Secretary for Science at the U.S. Department of Energy, and Chairman and CEO of Bohr Quantum Technologies. Mr. Dabbar focused his talk on “The National Quantum Initiative and National Competitiveness,” outlining a range of quantum information technology primary use cases – quantum computing, quantum networking, and quantum sensing and metrology. He also highlighted: the history and major players behind the development of the National Quantum Initiative; recent quantum valuations and fundraising efforts; and, current actions on quantum policy, including The CHIPS and Science Act that will drive, for example, new, specific, Department of Energy quantum programs – the QUEST program of \$340 million to procure and share quantum computing cloud cycle time; and the Quantum Networks Program of \$500 million to construct several metro-area quantum networks.



**The Honorable Paul Dabbar,**  
CEO, Bohr Quantum Technologies

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## University Leadership Forum Meets Amid Congressional Passage of Major Innovation Bill

On July 27th, the Council on Competitiveness hosted its July virtual meeting of the University Leadership Forum (ULF). Special guest Senator Todd Young (R-IN) joined the meeting moments before the Senate began voting on The CHIPS and Science Bill, the most significant research, development, and technology legislation in the last decade. As a key sponsor and leader in drafting the legislation, Senator Young lauded the bipartisan effort as critical to U.S. competitiveness. He thanked the Council and its members for their long-term and continuing support – which included hosting the Senator in its Summer 2020 National Commissioners meeting, as well as hosting his lead cosponsor, Senator Schumer, during its 2021 National Competitiveness Forum. Council president and CEO Deborah Wince-Smith thanked the Senator for his leadership.

Following the Senator's remarks, ULF co-chairs Mike Lovell, president of Marquette University, and Jere Morehead, president of The University of Georgia, led a discussion among the Forum members on the importance of continuing to push for Congress to appropriate the funding authorized by the legislation. A commitment was made to explore partnerships with other organizations supportive of the bill and its intent – like APLU, chaired by Council Executive Committee Member Gary May, Chancellor of the University

of California Davis.

The CHIPS and Science Bill passed the House the next day. On behalf of the Council, Deborah Wince-Smith released the following statement in part:

I applaud the passage of bipartisan innovation legislation that will make necessary investments to address critical supply chain issues, the offshoring of new technologies, and the rapid rise of global competitors across multiple industries. These investments in new knowledge and the translation of that knowledge into new products, industries, and jobs will make the United States more competitive.

Read more about the Council's statement on the recent passing of the CHIPS and Science Act [here](#).

## About and For Members

### **Advanced Computing Roundtable Co-Chair Dr. Tommy Gardner calls for a mindshift among Americans – from complacency to cyber-awareness**

Dr. Gardner, Chief Technology Officer of HP Federal, argues in a recent article that cybersecurity awareness and hygiene have been declining, while cyber-attacks are on the rise – and this is a particular challenge because general cyber awareness (whether for an employee or any citizen) is the first line of defense against online threats.

He cites that "half of employees...believed they should answer an email that contained a suspected social engineering attempt...(and) in the same study, 45 percent of employees admitted they were not confident they could identify such an attack."

But Dr. Gardner points to and explains three key trends that could produce broader cyber awareness.

Find out more [here](#).



**Dr. Tommy Gardner,**  
Chief Technology Officer, HP Federal

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### **CSIRO releases report on global megatrend that will affect Australia in the next 20 years**

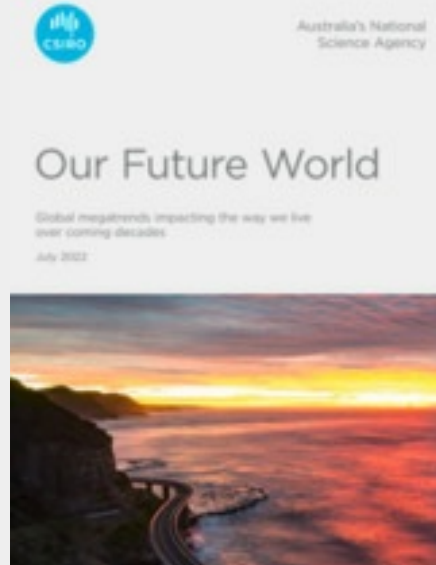
CSIRO Chief Executive and Council on Competitiveness Member Larry Marshall has released a "once-in-a-decade" report, "Our Future World," that identifies seven global megatrends, driven by powerful geopolitical, economic, social, technological and environmental forces, that will change the way we live over the next twenty years:

1. Adapting to a changing climate,
2. The global push to net zero carbon emissions,
3. The increasing importance of diversity, equity and transparency,
4. The rise of artificial intelligence and autonomous systems,

5. The growing digital and data economy,
6. Geopolitical shifts and global stability and
7. The escalating health imperative

Dr. Marshall notes, “COVID-19 showed us how to deal with an exponential threat. It showed us what we can achieve when we combine the power of science with an urgent need and a networked ecosystem of collaborators. We need to do this again, and again, and again to get ahead of tidal wave of disruption coming our way.”

Read more [here](#).



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## New Members

The council is pleased to announce and welcome our new members joining this July:



**Dr. Bill Hardgrave,**  
President, University of Memphis



**Dr. Richard H. Linton,**  
President, Kansas State University

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## Member Spotlight

**The Council is pleased to welcome Mr. Thomas K. Hudson, President of Jackson State University to its membership community**

Thomas K. Hudson, J.D., is the 12th President of Jackson State University, an innovative, progressive higher-education institution rich in traditions, history and legacy. Hudson was named President of JSU on November 19, 2020, by the Board of Trustees of State Institutions of Higher Learning.

Under President Hudson's leadership, JSU's brand recognition has increased exponentially, elevating the institution as a leader among HBCUs in academics, research, athletics and student success.

In October 2021, President Hudson released the university's strategic plan – JSUElevate, which outlines JSU's priorities for 2021-2026. JSU Elevate is a framework of six institutional goals that Jackson State University is executing to raise the institution's profile.

It was spearheaded by a cross-disciplinary committee of faculty, administrators, staff and students to propel JSU forward and achieve growth in academics, research, athletics, facilities, customer service and brand management. The comprehensive plan included input from the entire campus community.

With President Hudson at the helm, JSU's enterprise and legacy have expanded. He has been instrumental in developing collaborations that will offer students real-life experiences and provide the world with a diverse talent pipeline, as seen in JSU's partnerships with FedEx and Mississippi College.

President Hudson is a long-standing champion of education, promoting an evolving and innovative curriculum to meet the needs of current and future students. His goals remain to enhance the university's legacy and expand its global footprint while fortifying its mission to produce ethical and technologically advanced global leaders who properly address societal problems and compete effectively.

President Hudson grew up in Jackson, Mississippi, where he received a bachelor's in political science from JSU and later a Juris Doctor from the University of Mississippi School of Law. He established a successful private practice in his hometown and served as an EEO specialist for the Department of Homeland Security/FEMA.

President Hudson and his wife Phylandria have two girls, Abigail and Josephine.



**Mr. Thomas K. Hudson,**  
President, Jackson State University

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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining"!

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