

# **Making Things Matters: Bringing Product Ideas from Concept to Manufacture in Academia**

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Universities undertake a wide range of research activities from theoretical to applied, of course with a strong emphasis on theoretical. However, to remain relevant and meet the changing demands of stakeholders, universities must bridge the gap to applied, particularly in supporting new product development. The academic and research programs at Penn State Behrend are focused on applied research and development to design products for partner companies and develop new manufacturing processes. The partner companies have their personnel co-located within the University facilities and associated technology park working with professors and students to develop the company's products. The companies also have secured areas for confidential product development. The facilities within the University are established as commercial manufacturing facilities with production equipment. Making things for the commercial marketplace is the focus of the course work and of research and development. This presentation will discuss the challenges in creating this unique environment and lessons learned.

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