The progress report in response to the Memorandum of Agreement, dated September 2002, for the Leo V. Ryan Center for Creativity and Innovation is attached. The report describes the activities and initiatives undertaken as part of the action items contained in the MOA, as well as future plans to continue developing these items.

Thank you very much for your efforts and assistance during the program review period.
The following action items were on the Memorandum of Agreement, September 2002. Next to each item is the discussion of activities and initiatives developed to implement the particular action item.

1. **Improve Assessment.** The Center has developed an evaluation form for program assessment to measure satisfaction and learning outcomes of workshops, seminars and classes. This form assesses participants’ degree of satisfaction with the program content, the instructor/facilitator, the materials/information distributed, the location and time of the program, and the degree to which the program met expectations. The form also collects information on participants, including how they heard about the program (for our marketing efforts), what improvements they suggest, and what other programs they are interested in attending. A sample evaluation form is attached in the Appendix of this report. We are collecting these forms and information on participants to track them over time for follow-up studies on program effectiveness, and on-going process.

2. **Enhance Marketing Efforts.** The Center is undertaking activities designed to enhance and improve its marketing efforts. Consistent with the MOA, the following initiatives have been undertaken:

   a. The Center has worked with the Management Development Center to market its new certificate program in Creative Collaborating. These efforts include mailed advertisements and presence on the MDC website, among others. Faculty in the Department of Management have facilitated programs, and worked together with the center to market them through the department’s mailing lists of students. One of the new programs launched this year by the center is the Idea Clinic, and faculty and staff in the department and college have assisted the Center in marketing this program to students throughout the college. Another example of enhanced marketing efforts is the favorable response of faculty to market/advertise the center’s programming on their course Blackboard sites in cases where the particular program is related to course topics of interest. This gives our programs great visibility to a large group of students. The results of this marketing have already been observed by the increasing participation in the Idea Clinic programs every month.
b. The Center is collaborating with OCPE Lifelong Learning to reach a broader audience of participants. During the Spring quarters 2002 and 2003, workshops have been offered as part of the Lecture Series at the suburban campuses. Further, staff members at these campuses have been extremely helpful to the Center in assisting with the marketing of programs. For example, during Fall, 2002 the staff provided us with access to various chambers of commerce in the suburban area, including Des Plaines, Schaumburg, and Lake County through which we could market our programs. They helped us collect mailing lists and gave us access to chamber directors.

It is anticipated that a greater collaboration between the Center and OCPE will occur in the future.

c. The Center’s web page is presently being redesigned with the assistance of the Business Technology Center (Kathy Hillegonds). We will have a new URL, a new look including photos, and new links. Some of the new features will include an on-line newsletter with a column written by a rotating group of individuals in the field. It will also include an “Innovation Tool” of the month (or possibly week, in the future).

d. During academic year 2002-2003, the Center’s Director had a graduate assistant assigned to her who helped with marketing and research. For the upcoming academic year 2003-2004, the Center now has the funds to hire a part-time marketing student or intern to help with these duties. Efforts to hire a skilled marketing individual are underway.

e. Although not an action item, the Center has also identified and implemented another marketing improvement in the form of a potential partner for some of our programming. The Center was a co-sponsor of a program at Crossroads Center (at Old St. Patrick’s Church), for an internationally renowned speaker on creativity in April (Mihalyi Csikszentmihalyi). In the future, the Center will work with Crossroads (which typically attracts a few hundred people to its events) to co-sponsor events of mutual interest, thus sharing the costs and increasing our visibility in the greater Chicago community.

3. **Offer New Programming.** The Center continues to offer programs each quarter for both internal DePaul audiences and the external business community. This year, the following new programming efforts were undertaken:

a. The Center launched the “Idea Clinic,” a monthly program in which students (both undergraduate and graduate) participate in discussions of new ideas for businesses. Some students are considering business start-ups; others are working on improvements to existing organizations in which they work or volunteer. The Idea Clinic offers opportunities for students to build on these ideas, to gather
feedback on them, and to hear the advice of experts (including members of the business community who are invited in to talk and comment, and DePaul faculty). For example, in response to student feedback, an expert in patent and trademark law (Mr. David Newman of Seyfarth Shaw, also a DePaul alum) was invited to the Idea Clinic’s February meeting. Some months have a specific theme (for example, April’s theme was “First Steps into Business”) and others provide an open forum for student sharing of ideas. It should be noted that this program is a collaboration of the Center with students. Its student director is Susan Nepote.

Additional new programs have been implemented, including one delivered at Friendship Village, a retirement community in Schaumburg, IL, and a workshop taught to the Student Leadership Institute at DePaul.

b. The Center has developed the Creative Research Studies Group, to which three students also belong. This group is charged with conducting research on creativity and innovation, and eventually disseminating that information in the form of contributions to the newsletter, papers to conferences, and journal articles. Presently, one project involves the benchmarking of innovative organizational practices. It is likely that in addition to the media discussed above, the results of this project will be used in courses in the form of cases for class discussion. The Center’s Director was invited to participate in a panel presentation (a Professional Development Workshop) at the upcoming Academy of Management conference in August, 2003 in Seattle, WA. The session is entitled, “Creativity: Getting Students, Faculty, Deans And Community To Think Harder.”

c. The Center has offered consulting services to local business organizations. Some of these included Fellowes Corporation, a manufacturing firm that desired to develop an in-house creativity center and a team-building program that would promote and reward innovative behavior; and initial talks have begun with Kraft Corp’s Innovative Applications area to offer speakers and programs in creativity.

d. As mentioned in 2.e. above, the Center co-sponsored a speaker at Crossroads Center at Old St. Patrick’s Church. While the Center would like to launch its own speaker series, the often-prohibitive expenses of renowned speakers makes this challenging. Therefore, it is more feasible for the Center to work with other organizations to sponsor speakers. The Center’s Director (and other faculty) are frequently speakers as well, in series such as those of DePaul Lifelong Learning’s Lecture Series.

4. Seek New Resources. The Center is working with a member of the College of Commerce Advisory Council (who is also part of the Center’s Advisory Board) on identifying sources of external support. One of the ideas we are implementing is the underwriting of a Creativity Contest for academic year 2003-2004. The Center also solicited and received support (in March, 2003) in the form of a large in-kind
contribution of creativity supplies from Sanford, Corporation. Efforts to continue to secure external support will be on-going during the next year.

5. **Recruit New Advisory Board Members.** Two individuals have been invited to serve on the Advisory Board, representing ABN-Amro and Unilever, Inc. A third individual from the small business community is currently being identified. The Center will also invite Mr. David Newman of Seyfarth Shaw (an expert in patent and entrepreneurship law) to join the Advisory Board this autumn. The Center is also beginning to work with the Development Office (with the assistance of Carlos Frum, a member of the College of Commerce Advisory Council) to develop the fund-raising function of the Advisory Board. More work in this area will continue this year.

6. **Develop a Newsletter.** As mentioned in 2.c. above, a newsletter is being developed this spring which will be on-line through a link in the Center’s website. Featured will be a column on creativity and innovation-related topics, a calendar of events for the field, a profile of a facilitator or program, and research briefs. The Center is working with the Business Technology Center to get the link up and running. This work will continue this year.

**Issues on which there is joint commitment to continue working:**

- The Management Department will have a new department chair who will join the department on July 1, 2003. It is anticipated that the Center will work together closely with the new chair (Dr. Scott Young) and the Management Development Center (part of the Management Dept) to share support services and perhaps offer joint programming. In particular, the new certificate program in Creative Collaborating would be well suited to such a joint effort, since the MDC can help to provide continuing education units for this program that will enhance its attractiveness to potential participants.
APPENDIX

Attached is a sample copy of the evaluation form designed for program assessment.
Ryan Center for Creativity and Innovation
Program Evaluation Form

Name of ________________________________ Program:

Date: ______________________________
Instructor/Facilitator (if applicable): ________________________________

Please circle the number that best corresponds to your level of satisfaction with each of the following. We appreciate your feedback and welcome your comments.

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Content of the Program</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2. Quality of the Instructor/Speaker</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3. Materials or information distributed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. Location of the program</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. Time of the program</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. Degree to which program met your expectations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

7. Check the following that apply:

- [ ] undergraduate student
- [ ] graduate student
- [ ] alum
- [ ] staff
- [ ] faculty
- [ ] business community
- [ ] other organization (please describe)

8. How did you hear about the program? _____________________________________________

9. What was the most valuable part of the program? ___________________________________

10. What improvements would you suggest? ___________________________________________
11. What other programs are you interested in attending?
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

(Please continue on next page)

12. Please provide any other comments: ______________________________________
_____________________________________________________________________
_____________________________________________________________________

Thank you! We would like to add you to our mailing list so we can inform you early of upcoming programs and events.

Name_________________________________________
Address:_______________________________________
 Phone:_______________________________________
E-mail address:________________________________