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Enterprise and Innovation in HE

Enhancing employer engagement, meeting global challenges

Thursday 16th October 2008, The Royal Society, London SW1

CIHE

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Delegate Guide

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Education and Skills Forward Planner

Public policy conferences in higher education, further education, skills, schools and professional/business education

"The 1994 Group worked successfully with Neil Stewart Associates to design, develop and produce a national conference involving the Secretary of State. The result was an excellent event which more than met our communication objectives: we were really delighted with the result."
Paul Marshall, Executive Director, 1994 Group

"Working with NSA reinforces that conferences are a communications tool. They are reinventing the way conferences are done."
Mike Lee, Former Director of Communications and Public Affairs, LONDON 2012

"We have worked with NSA on a number of conferences and have always had a first class professional service from the team. The conferences are always thought provoking and well put together drawing speakers and delegates from the relevant policy field. They have provided an excellent forum for us to raise the issues which affect under- supported young people."
Sarah Chilton, Former Director of Communications, Rainer

OCTOBER

23rd October 2008 - 4th Annual Part Time Study in Higher Education

Barbican Centre, London EC2
Sponsored by: **The Open University**
Supported by: **Universities UK (UUK), Action on Access (AoA), National Institute of Adult Continuing Education (NIACE)**
http://www.neilstewartassociates.com/jb254

23rd October 2008 - City & Guilds National Conference Skills and Employment Summit

Park Plaza, Cardiff CF10
http://www.neilstewartassociates.com/jd208

NOVEMBER

6th November 2008 - 6th Annual Admissions to Higher Education

Jurys Great Russell Street Hotel, London WC1
Supported by: **Action on Access (AoA), Higher Education Liaison Officers Association (HELOA), Universities UK (UUK), UCAS, Supporting Professionalism in Admissions (SPA)**
Media partner: **policyreview.tv**
http://www.neilstewartassociates.com/jb257

20th November 2008 - 6th Annual Conference Effective Marketing in Higher Education

New Connaught Rooms, London WC2
Supported by: **Universities UK (UUK), Ipsos MORI**
http://www.neilstewartassociates.com/jb256

26th November 2008 - Enhancing the Student Experience Conference 2008

Ibis Hotel, London Earls Court SW6
Sponsored by: 1994 Group
Supported by: National Union of Students (NUS), The Higher Education Academy
http://www.neilstewartassociates.com/jb253

FEBUARY 2009

theguardian

Monday 2nd and Tuesday 3rd - 3rd Annual Higher Education Summit

QEII Conference Centre, Westminster, London SW1
In partnership with: **Universities UK (UUK)**
Sponsored by: **Bridgepoint Education, Hobsons**
http://www.hesummit.com

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Enterprise and Innovation in HE

Enhancing employer engagement, meeting global challenges

CIHE

Foreword

Dear delegates,

I am delighted to welcome you to this year's Council for Industry and Higher Education (CIHE) conference under the theme of **Innovation and Enterprise in HE** here at the Royal Society in London.

The demand for higher education to be responsive to business and to increase innovation and enterprise has never been more important or higher up the agendas of the governments and funding councils across the UK.

In a series of reports that the CIHE has been working on with its partners, and which will be launched and discussed today, we question the assumption that universities and colleges just need to respond to business demand.

Delegates will receive their own copies of the three reports by CIHE and partners on engagement with business, the role of HE in developing enterprising graduates and the final report on Global Horizons.

The conference will consider how universities, colleges and businesses can work together in mutually beneficial enterprising and even innovative partnerships. The conference will give participants the opportunity to hear first-hand about recent research, discuss the implications for their institutions and give their perspectives on how future policy and practice should evolve.

I hope you enjoy the conference and I look forward to hearing about the progress being made.

Yours sincerely

Anke Stoffregen
Head of Education and Skills
Neil Stewart Associates

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Enterprise and Innovation in HE

Enhancing employer engagement, meeting global challenges

Agenda

(Subject to change

9:15 Registration and refreshments

SESSION ONE

10:00 Welcome & Introduction by Chair
Richard Brown, Chief Executive, Council for Industry and Higher Education

10:10 From Influence to Collaboration: business and higher education ensuring the UK's competitiveness
Sir Michael Rake, Chair, UK Commission for Employment and Skills (UKCES) and Chairman, BT plc

10:30 Developing Global Citizens - what global businesses seek in graduates
Keith Dugdale, Director of Global Recruitment, KPMG
Will Archer, Director, i-graduate

10:50 Knowledge Intensive Businesses - the university contribution
Gordon Frazer, Managing Director, Microsoft UK

11:10 **Questions and discussion**

11:30 **Refreshments and networking**

SESSION TWO
SEMINAR SESSIONS (12:00 – 13:00)

Delegates should choose on seminar from the list of three below.

A1 Workforce Development: what can we learn from the US?
City of London Three
Ron Williams, Vice President of the College Board, American Association of Community Colleges (AACC)
John Widdowson, Principal and Chief Executive, New College Durham and Chair, Mixed Economy Group of Colleges (MEG)

A2 Developing Enterprising Graduates: the framework being proposed
Wellcome Trust Lecture Hall
Keith Herrmann, Deputy Chief Executive, Council for Industry and Higher Education (CIHE)
Dr Theresa Crowley, Research Director, Organisational Impact and Learning, NESTA
Professor Paul Hannon, Director of Research & Education, National Council for Graduate Entrepreneurship (NCGE)
Philip Ternouth, Associate Director R&D and Knowledge Transfer, Council for Industry and Higher Education (CIHE)

A3 Influencing higher education through collaboration
City of London One
Helen Connor, Associate Director, Council for Industry and Higher Education (CIHE)
Wendy Hirsh, Independent Researcher and Consultant

13:00 **Buffet lunch**

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SESSION THREE

14.00 **Employability, STEM and Global Graduates**

Professor Deian Hopkin, Vice-Chancellor and Chief Executive, London South Bank University and Chair, Universities UK Skills Task Group
Dr Chris Moore, Director, Kodak External Alliances – Europe
Mike Carr, Chief Science Officer, BT
Dr Jennifer Barnes, President, Murray Edwards College, Cambridge and formerly Director of Global Education, BP

15:00 **Refreshments and networking**

SESSION FOUR
SEMINAR SESSIONS (15:30 – 16:30)

DELEGATES SHOULD CHOOSE ON SEMINAR FROM THE LIST OF THREE BELOW.

B1 **Workforce Development: what can we learn from the US?**
City of London Three
Ron Williams, American Association of Community Colleges (AACC)
John Widdowson, Principal and Chief Executive, New College Durham and Chair, Mixed Economy Group of Colleges (MEG)

B2 **Developing Enterprising Graduates: the framework being proposed**
Welcome Trust Lecture Hall
Keith Herrmann, Deputy Chief Executive, Council for Industry and Higher Education (CIHE)
Dr Theresa Crowley, Research Director, Organisational Impact and Learning, NESTA
Professor Paul Hannon, Director of Research & Education, National Council for Graduate Entrepreneurship (NCGE)
Philip Ternouth, Associate Director R&D and Knowledge Transfer, Council for Industry and Higher Education (CIHE)

B3 Influencing higher education through collaboration
City of London One
Helen Connor, Associate Director, Council for Industry and Higher Education (CIHE)
Wendy Hirsh, Independent Researcher and Consultant

16:30 **Close of conference**

Dr Jennifer Barnes
President
Murray Edwards College, Cambridge
Former, *Director of Global Education*, **BP**

Jennifer Barnes read English literature, followed by postgraduate studies at the Royal College of Music and the University of London.

Her early interest in a systems approach resulted in neuroscience programme between Imperial College, Manchester University and the Royal College of Music which produced findings adopted by arts institutions and leadership development programmes throughout Europe.

A former Dean at Trinity College of Music, she joined BP as their first Director of Education in 2005.

Since 2005, she has been developing models to integrate education within contractual negotiations, through partnerships between governments, academic institutions and businesses. She has developed access-to-new-markets strategies (Libya, April 2007) and expanded a successful local initiative into a nationally-recognized programme (2007 Peabody award, USA). In Angola, Vietnam, Algeria and Georgia she refocused BP investment towards capacity building and university programmes.

As an consultant, writer and speaker, she continues to build collaboration between business, governments and education. In October 2008, she became the 4th President of New Hall, Cambridge, soon to be Murray Edwards College.

Richard Brown
Chief Executive
COUNCIL FOR INDUSTRY AND HIGHER EDUCATION

Richard Brown is the Chief Executive of The Council for Industry and Higher Education (CIHE) - a high level partnership between the Chairs/CEOs of some of the UK's major businesses and a range of university vice-chancellors and college principals.

Its mission is to advance all kinds of learning and research through fostering mutual understanding and partnership between higher education and business. It develops a joint agenda on the high level issues that affect our global competitiveness, social cohesion and individual development and commissions research so that policy can be better based on evidence. It influences the Government and its agencies and works with them to effect change. Richard has written and edited numerous policy papers on higher education issues.

Before joining the Council in 1996, Richard held senior management positions in the public and private sectors including the Department for Trade and Industry (DTI), Meyer International and the National Grid Company. He was the Chief Executive of a predecessor of the South West Regional Development Agency (RDA) at Bristol immediately before joining the CIHE.

Mike Carr
Chief Science Officer
BT

As Chief Science Officer, Mike is responsible for BT's world-leading Research Labs and Commercial Exploitation Unit, including Patent Licensing and Corporate Venturing activities globally.

Mike joined BT as a Technician Apprentice in 1972. He has a first class honours degree in Communication Engineering and joined the Visual Communication Research Division at BT Labs in 1980.

During his first 15 years with BT's labs his career has focused on the research, development and practical design of real-time audio/visual and multimedia communications systems. He has several patents to his name in the field of video compression, and is the holder of two prestigious BT awards; the Martlesham Medal for R&D (1992) and the BT Gold medal (1994) for leading multimedia product developments. He is a member of the UK's Engineering and Physical Sciences Research Council (EPSRC).

From 1994 Mike was responsible for driving BT's company wide technology acquisition strategy and from 1999 he was based in Silicon Valley, California, USA where he established BT's US Technology office and Corporate Venturing activity. He returned to the UK in 2001 to take on his current post of leading BT's Research & Venturing activity.

Helen Connor
Associate Director
COUNCIL FOR INDUSTRY AND HIGHER EDUCATION (CIHE)

Helen Connor is an Associate Director at the Council for Industry and Higher Education (CIHE), where she leads its work on vocational and work-based learning.

Her most recent work is reported in Influence through Collaboration (CIHE, October, 2008). Helen works also as an independent research consultant with specialist interests and expertise in the graduate labour market, work-related learning and employability in HE, widening participation and diversity issues in HE.

She has close working relations with a number of other organisations, including the Institute for Employment Studies (IES) and CHERI (Open University). Recent publications include: 'University admissions and vocational qualifications: two years on, May 2008 (an update on the earlier Action on Access study on progressing to higher education with vocational qualifications), an interim evaluation of Lifelong learning Networks (with CHERI for HEFCE, January 2008), and Workforce Development: what works and why? (CIHE, July 2007).

Dr Theresa Crowley
Research Director
ORGANISATIONAL IMPACT AND LEARNING, NESTA

Dr Theresa Crowley is Research Director for NESTA's 'Innovative People' research portfolio. She also leads on NESTA's impact measurement and organisational learning. She is a Chartered Psychologist with a background in qualitative and quantitative research at the Policy Studies Institute, Cabinet Office, HM Treasury and the National Audit Office, where she ran Cross-Government Studies on a wide range of themes from child obesity to the management of large-scale change programmes.

Keith Dugdale
Director of Global Recruitment
KPMG

Keith joined the global professional services firm KPMG in 1999. Keith was initially KPMG's UK Director of Graduate Recruitment and in 2003 became their overall Director of Recruitment and Resourcing. In 2007 Keith became Director of Global Recruitment with responsibility for developing and delivering KPMG's global recruitment strategy. The global network of KPMG member firms currently recruits more than 30,000 new hires per year.

Prior to joining KPMG, Keith spent 20 years in the University sector in the UK as Director of the Careers Services at Manchester and Strathclyde. Keith is a former President of the Association of Graduate Careers Advisory Services and Board Director of the Association of Graduate Recruiters. He is therefore uniquely well positioned to talk about the interface between employment and education. and his publications include 'What do Graduates Do?' and 'Beyond First Degree' Keith is a regular international speaker on recruitment strategy and best practice and has consistently championed innovative recruitment solutions as a source of competitive advantage.

Gordon Frazer
Managing Director
MICROSOFT UK

Gordon Frazer is Managing Director at Microsoft Limited in the UK and was appointed to this role in July 2006. Prior to this appointment he spent four years as Managing Director for Microsoft South Africa. He is a member of the Microsoft International Leadership Team and also sits on the industry board of e-Skills UK.

During his long career at Microsoft Gordon has held many key roles. Before becoming Managing Director for South Africa he was responsible for the Enterprise and Partner Group, focusing on Microsoft's largest customers and partners in the country. Prior to this, he was head of the Business Solutions Group, working with Microsoft partners to develop and deliver line of business applications to organizations. Gordon joined Microsoft in November 1995 in a marketing role, where he concentrated on intellectual property and software licensing issues.

Outside Microsoft he has held various positions including Chairman of the Business Software Alliance, President of the Information Technology Association and was also a trustee for the World Wildlife Fund.
Before joining Microsoft, Gordon was Technical Director at a software development company and had previously worked in financial services and the mining industry. Gordon holds a Bachelors degree from Rhodes University.

Professor Paul Hannon
Director of Research & Education
NATIONAL COUNCIL FOR GRADUATE ENTREPRENEURSHIP (NCGE)

Paul is a graduate entrepreneur and has helped shape enterprise and entrepreneurship education, support and development in the UK and overseas during the past 30 years. He is a successful creator and innovator of local support initiatives for enterprise and entrepreneurship stimulation in the private and public sectors; he has won accolades for his innovative approaches to enterprise and entrepreneurship curricula design and delivery in higher education; and he is also an experienced entrepreneur with 10 years as the co-owner/director of a small growing firm in the food industry.

Paul is currently the Director of Research and Education at the UK's National Council for Graduate Entrepreneurship (NCGE) that is supporting longterm cultural change in UK universities for shaping the education environment making it more conducive to enterprise and entrepreneurship. NCGE seeks to encourage and embed best practice; inform policy; and increase the numbers of enterprising students and graduates and those seriously considering creating their own new ventures.

Paul was recently the President of the UK's Institute for Small Business and Entrepreneurship, the largest charity of its type he is the UK expert on the European Commission's Expert Group on entrepreneurship education in higher education; is adviser to entrepreneurship education projects across Europe; a member of the International Advisory Panel for IDEA in Denmark; and a member of the Council of the Liverpool Institute for the Performing Arts.

Paul has worked at several UK and European Universities. He is the first Visiting Professor of Entrepreneurship Education at Coventry University; the UK's first Professor of Incubation and Enterprise at Birmingham City University; and the first Kredietbank Visiting Professor of Entrepreneurship at Limburg University in Belgium.

He was a Senior Research Fellow at De Montfort University in Leicester and a successful academic at Durham University for 8 years researching and developing new and innovative approaches to enterprise and entrepreneurship. Paul is an alumnus of the Universities of Swansea and Stirling.

Keith Herrmann
Deputy Chief Executive
COUNCIL FOR INDUSTRY AND HIGHER EDUCATION (CIHE)

Keith is Deputy CEO at the Council for Industry and Higher Education (CIHE) where he is responsible for research, organisational strategy, corporate governance and stakeholder engagement. He also leads research in entrepreneurship education, leadership and management in higher education, innovation and workforce development. He has worked on a number of policy related projects centred on informing government policy on using public procurement to stimulate innovation, graduate employability, developing entrepreneurial graduates and leadership and management in higher education. Partner organisations he has worked with on these projects include NESTA, the UK Commission for Employment and Skills, NCGE, i-graduate, BT, the Cambridge-MIT Initiative, SRHE, the Technology Strategy Board, and the Department for Innovation, Universities and Skills.

The CIHE is a unique high-level partnership between leaders from businesses, universities and colleges. It aims to foster close working and understanding between business and higher education. CIHE council members include prominent university Vice Chancellors and business leaders.

He was previously Director of Programmes for Small Enterprise Development at Durham University Business School where he specialised in entrepreneurship education, economic policy research, management development, leadership and knowledge transfer programmes with SMEs. He has also worked internationally on the impact of regulation and government policy on small businesses.

Wendy Hirsh
Independent Researcher and Consultant

Dr Wendy Hirsh is an independent researcher and consultant in the fields of employee and management development, and strategic human resource planning. She works with many leading employers, both private and public sector, to examine their changing needs for people and how they might best be met. Wendy has a long standing interest in career development from both the corporate and individual perspectives.

Wendy works closely with a number of centres in the UK. She is a Principle Associate at the Institute for Employment Studies, a Research Associate of Roffey Park Institute, and a Fellow of NICEC (the National Institute for Careers Education and Counselling). She is a Visiting Professor at Kingston University. Wendy has just published a study of What Customers Want from HR (for IES), and is co-author with Helen Connor of the CIHE study Influence through Collaboration on how employers are working with higher education.

Professor Deian Hopkin
Vice-Chancellor and Chief Executive
LONDON SOUTH BANK UNIVERSITY

Deian has taught at the Universities of London, the Open University and Aberystwyth, where he was head of the History Department. Between 1992 and 2001 he was first Dean of Human Sciences and then Vice Provost at London Guildhall University.

He is chair of UniversitiesUK's Skills Task Group, joint chair of the DCSF/DIUS Higher Education Engagement Board, 14-19 Diploma Champion for HE, member of the 14-19 Expert Advisory Group and Board member of the LSC, Foundation Degree Forward and the London Skills and Employment Board.

Charitable activities include Chair of UNIAID, the student charity and Vice-Chair of the Council for Assisting Refugee Academics. He is a member of the Public Interest General Council, the Council for Industry and Higher Education and serves on the Editorial Board of *Times Higher Education.*

He is a Fellow of the Royal Historical Society and the RSA, a Freeman of the City of London and two City liveries, and has honorary degrees from Aberystwyth and Glamorgan and is Honorary Fellow of the Chartered Institute of Building Services Engineering.

Dr Chris Moore
Director
KODAK EXTERNAL ALLIANCES – EUROPE

Chris is focused on the identification of opportunities from venture-backed start-up companies, universities and research institutions in Europe. His experience and interests are quite diverse and include nanomaterials, printing and patterning, digital imaging and social networking.

Chris has extensive experience in research, technology development, commercialization and strategic marketing, particularly for consumer digital applications. Chris has previously held leadership roles in European Research and Marketing. He is based at Kodak's European Research Centre in Cambridge, UK, where he was responsible for recruitment, prior to his current role. Chris was also instrumental in establishing Kodak's strong participation in the IAESTE (International Association for the Exchange of Students for Technical Experience) scheme.

Chris has a BSc and a PhD in Chemistry from the University of East Anglia, UK and holds 20 patents. Chris has lived and worked in France, USA and the UK.

Sir Michael Rake
Chair
UK COMMISSION FOR EMPLOYMENT AND SKILLS (UKCES)
Chairman
BT PLC

Sir Michael Rake is Chairman of BT Group plc. He is Chairman of the UK Commission for Employment and Skills, as well as a director of Barclays PLC, McGraw Hill Inc and the Financial Reporting Council. He is chairman of private equity oversight group the Guidelines Monitoring Group.

From May 2002 to September 2007 Sir Michael Rake was Chairman of KPMG International. Prior to this he was Chairman of KPMG in Europe and Senior Partner of KPMG in the UK. He joined KPMG in 1974 and worked in Europe before moving to the Middle East to run the practice for three years in 1985. He transferred to London in 1989, became a UK Board member in 1991 and had various UK leadership roles before being elected UK Senior Partner in 1998.

Mike has various other roles including member of the Board of the TransAtlantic Business Dialogue, the CBI International Advisory Board, the DTI's US/UK Regulatory Taskforce, The Advisory Council for Business for New Europe and Senior Adviser for Chatham House. Mike was Chairman of Business in the Community from 2004-2007 and a board member of the Prince of Wales International Business Leaders Forum from 1998 to 2007.

Philip Ternouth
Associate Director R&D and Knowledge Transfer
COUNCIL FOR INDUSTRY AND HIGHER EDUCATION (CIHE)

Philip Ternouth is the Associate Director for R&D and Knowledge Transfer at the Council for Industry and Higher Education (CIHE). He has extensive experience in both Industry and in Knowledge Transfer in the HE sector, having run KT activities from 1995 to 2001 in Manchester University since when he has concentrated on the development of a better understanding of the detail of interactions between University and Business through a number of research, teaching and policy development initiatives. He remains active as a board member of technology based start up companies and recently participated (for EPSRC) in a review of the EngD program. He sits as a member on the AHRC KT panel and UUK and HEFCE advisory panels on metrics. He has extensive experience of Knowledge Transfer Partnerships both as an Industrial Supervisor and as a KTP Advisor.

His work for CIHE has included researching and writing "Knowledge Transfer, Towards a Strategic Framework" and "The Business of Knowledge Transfer". Most recently he researched and co-authored (with Richard Brown) "International Competitiveness: Businesses Working with UK Universities" and then commissioning and editing for publication "Oxford Entrepreneurs". A major feature of this work is a focus the mechanisms and interactions which enable business to derive value from relationships with Higher Education. He has recently undertaken a key project for the Council in collaboration with Cambridge University on the mechanisms through which university generated knowledge finds application in business and how the outcomes of business university interactions may be evaluated and is currently completing an international comparison on the same topics between the UK, US Canada and Japan..

He is an active member of national and international organisations which provide mutual support and professional development in the transfer of university technology to commercial application. He was for three years a Board member of the UK University Companies' Association, UNICO, and is an active member of AUTM and has undertaken a number of consultancy assignments in the UK and overseas for research institutions to assist in developing their knowledge transfer agenda. These have included leading the development and delivery of a substantial short course curriculum in Knowledge Transfer for the whole university system in South Africa. He holds professional and postgraduate qualifications in marketing and is a member of the Institute of Directors and the Institute of Knowledge Transfer.

John Widdowson
Principal and Chief Executive
NEW COLLEGE DURHAM
Chair
MIXED ECONOMY GROUP OF COLLEGES (MEG)

John joined New College Durham in August 1998, having previously worked as Vice Principal at Cambridge Regional College for ten years. Prior to entering Further Education, John worked as a lawyer in Local Government.

New College Durham is a Mixed Economy College offering a combination of further and higher education programmes.

As Principal, John has been keenly interested in developing the College's role in the community, extending the range of activities and partnerships through which the College works. He Chairs the County Durham Area Steering Group for Aimhigher and is Chair of the Further Education National Consortium. He also leads the Mixed Economy Group of colleges and is a Board member of the Association of Colleges.

Ron Williams
Vice President of the College Board
AMERICAN ASSOCIATION OF COMMUNITY COLLEGES (AACC)

Ronald Williams is a vice president of the College Board. Among several leadership roles, Williams is responsible for building and strengthening relationships between the College Board and community colleges throughout the United States — an environment in which he has spent his professional career.

Williams joined the College Board in 2007 from Prince George's Community College in Largo, Md., where he had served as president since 1999, capping an extensive career with community colleges. Before Prince George's, he was acting president of the Community College of Philadelphia. Prior to assuming that position, he served as vice president for academic affairs at the college, where he provided educational leadership and direction for all academic activities.

While at Prince George's Community College, Williams significantly expanded the institution's continuing education program and increased the college's available technology. Williams also worked on a number of issues that sought to strengthen students' academic progress. Those projects included work toward restructuring academic degrees to help promote coherence and developing several transfer agreements to help facilitate matriculation to four-year colleges.

From 1991 to 1994, Williams served as vice chancellor for academic affairs and student services for the Minnesota Community College System in St. Paul, Minn., and from 1993 to 1994, he served as interim president at Lakewood Community College in White Bear Lake, Minn.

Williams began his career in the classroom as an assistant professor of English at Mercer County Community College in Trenton, N.J. He moved on to hold several administrative positions at the college, including director of special projects and executive assistant to the president.

Williams is a member of the International Advisory Board of the Chair Academy, the American Council on Education's Commission on Leadership and Institutional Effectiveness, and the American Council on Education's Center for Policy Analysis Advisory Committee. Additionally, he is the past chair of the board of the Directorate for Education and Human Resources of the National Science Foundation.

Notes

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