

The University of Alabama at Birmingham's

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# GRAND CHALLENGE

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Opening Workshop  
August 22-23, 2018  
The Club, Birmingham



# Day 1 Agenda (12:30 – 5:00)

Opening Remarks

Icebreaker

Break

25/10 Crowdsourcing

Grand Challenge: EAB Global

Reception & Networking

# Day 2 Agenda (8:00 – 12:00)

Welcome and Recap Day 1

SMART

Poster Activity: Cross-Pollination

Report Outs

Wrap Up and Next Steps

# Special Introductions

## Our Facilitators:

Susan Coan

Kim Hazelwood, Emily Wykle, Renee Clements,  
Amanda Shaffer, Josh Carter, Carol Ballinger,  
William Edwards, Brandi Lamon-Pinkerton,  
Kamilah Frison

Lee Moradi

# Special Introductions

## Special Guests and Participants:

David Attis and Ramon Barthelemy – EAB

Kelvin Chu – The Implementation Group

Nathan Meier – soon to be UAB

Molly Wasko – Collat School of Business

Jamie Seitz - OVPR and Spencer Porch – OLD

Pam Benoit – UAB Provost

Ray Watts – UAB President



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# Grand Challenge

## WHAT

- A problem that when solved will positively impact a great number of people and society in general
- Large in scope
- Resulting from complex causes
- Solution requires a convergent combination of innovative approaches, technologies, treatments, and/or policies.

# UAB Grand Challenge

## WHAT

- Unites UAB expertise (research, scholarship, teaching, commercialization, patient care, community service) around a large scale issue of importance
- Not intended to replace or hinder individual or departmental activities
- Stakeholders (inside and outside UAB) involved in the implementation and benefit
- Can be uniquely addressed by UAB and partners

# UAB Grand Challenge

## WHY

- Embedded in the UAB Strategic Plan
- Provides a nexus for collaboration within and outside UAB
- Recruitment
- To make life better for people



# UAB Grand Challenge

## WHO

- UAB faculty, students, and staff
- Partners
- Benefactors
- Beneficiaries

# UAB Grand Challenge

## WHEN

- August 22-23, 2018 – Workshop
- September 30, 2018 – Planning Grant Proposal
- Late January 2019 – Full Proposal
- Spring 2019 – Announcement
- 2019 onwards.....

WHAT (does success look like)?

- Proposal evaluation criteria – more tomorrow
- Significant and tangible improvement in people's lives

# UAB Grand Challenge

HOW will this be supported?

- ~\$1M per year for 3-5 years from UAB Strategic Investment Fund
- Matching support
- Federal, state, industry, non-profit.....
- Fundraising and philanthropy – Tom Brannan



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# How: Our Process

Be fully present.

Technology on breaks.

Be open and constructive.

Give everyone voice.

# Use your facilitators to:

Support the process.

Guide the activities.

Answer your questions.

# Icebreaker

Dr. Molly Wasko



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# Change is coming, ready or not!

Figure 1. Digital Disruption Has Demolished 52% of the Fortune 500 Since 2000



gone bankrupt, been  
acquired or ceased to  
exist



Rule #1 – Jump In

Rock, Paper Scissors



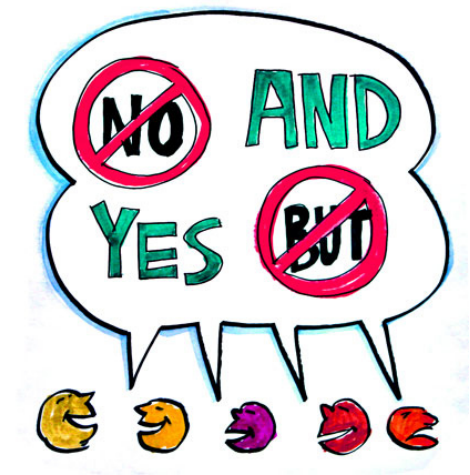
**Biggest  
Fan**

1, 2, 3, Clap, Snap



*Ta-Dah!!*

Let's have a party



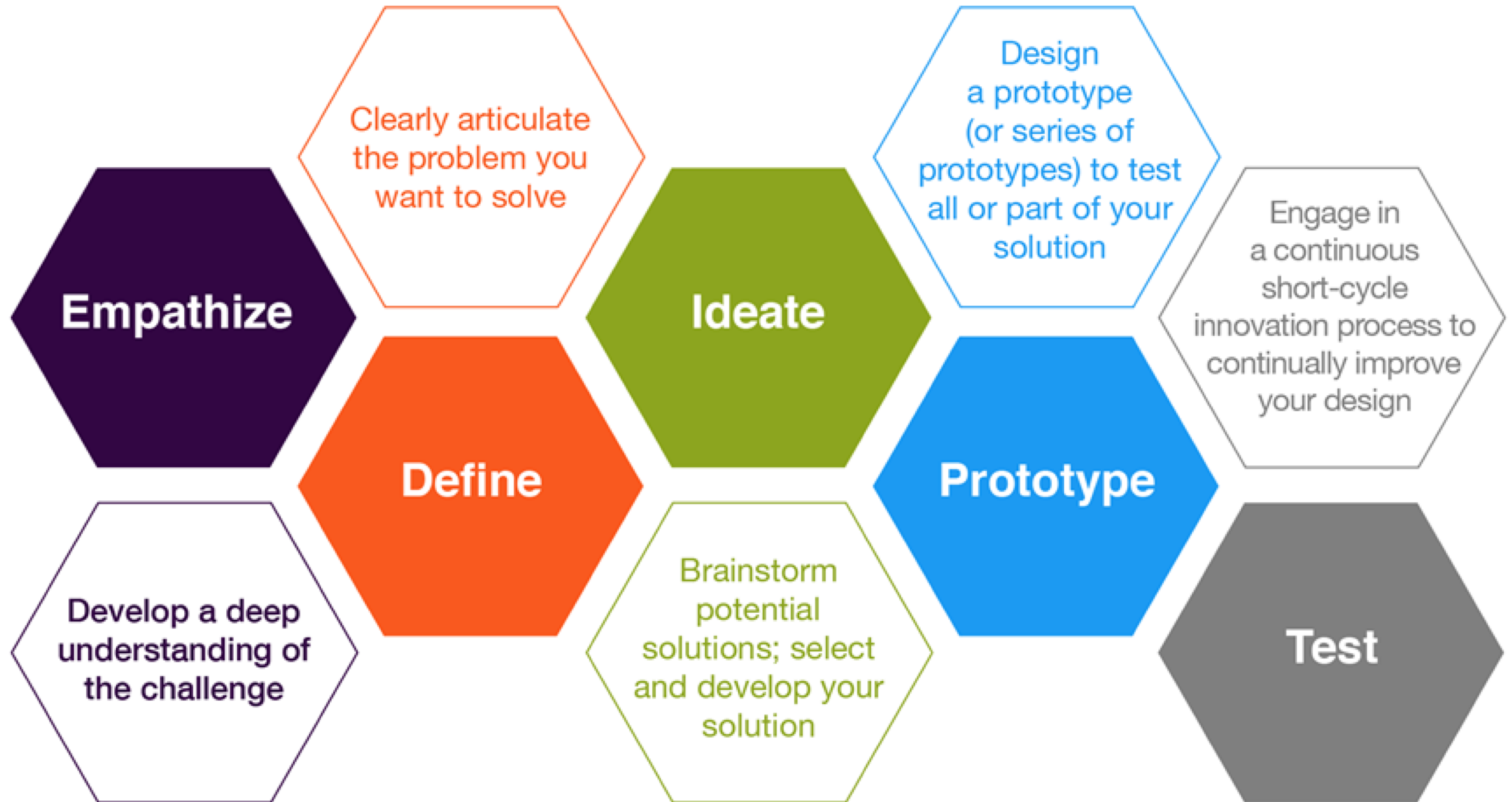


## Rule #2 – Fast, iterative prototyping to learn





## Rule #3 – Human-Centered Process



## Rule #3 – Human-Centered Process



# Break

Check your phone, go to the restroom, network with your peers.



# GRAND CHALLENGE

Crowdsourcing Activity

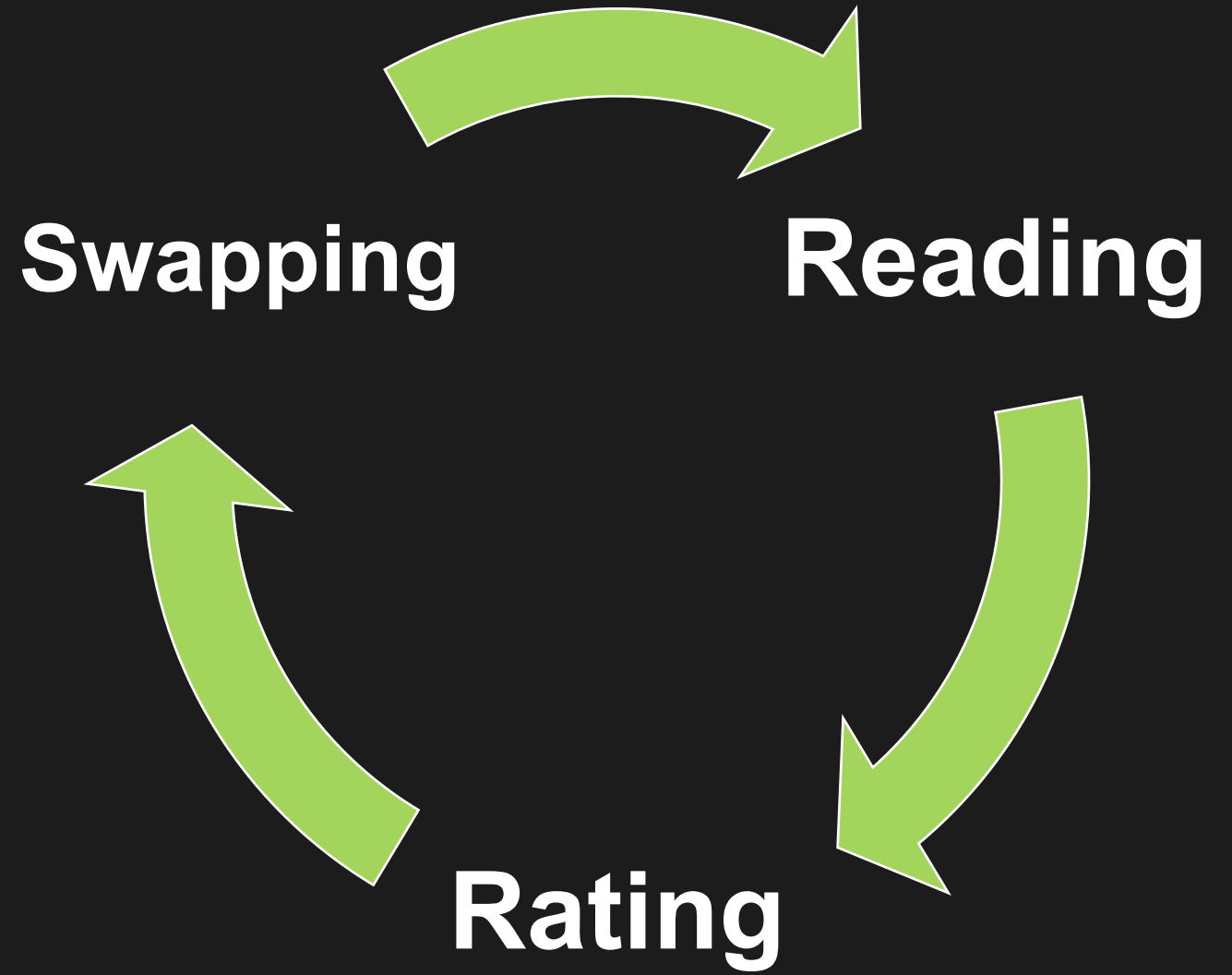




Our activity:

**Generate and sort bold ideas  
for the UAB Grand Challenge.**

**Outcome:**  
10 Bigger,  
Bolder  
Ideas



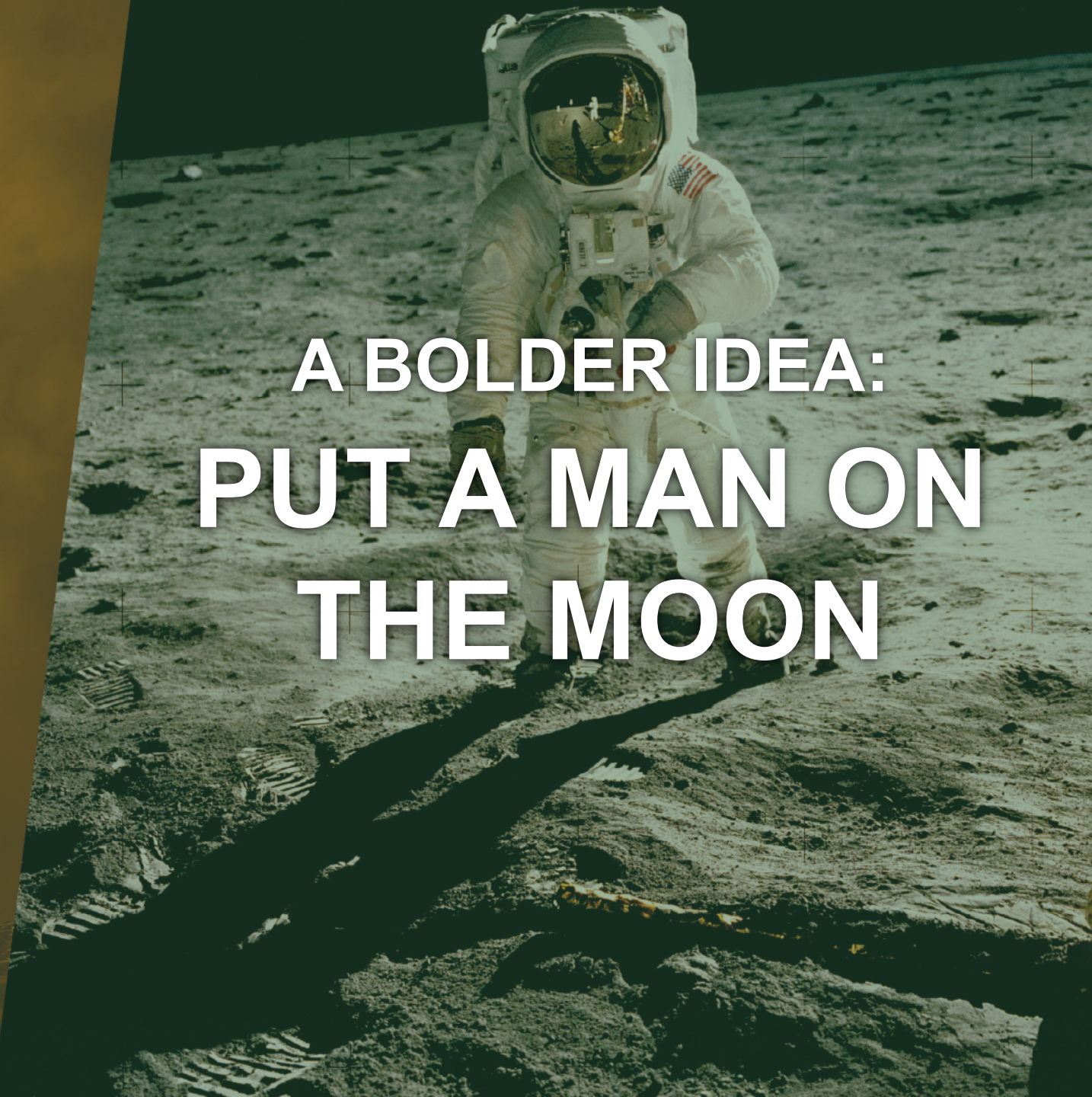
Think of your challenge or proposal.

If you were **ten times bolder**, what **big idea** would you recommend?



A photograph of a rocket launch, showing a massive plume of fire and smoke rising from the launch pad. The scene is dominated by the bright orange and yellow flames of the engines, with the dark structure of the launch pad visible in the foreground.

**A GOOD IDEA:  
GO TO SPACE**

A photograph of an astronaut in a white spacesuit walking on the surface of the moon. The astronaut is casting a long shadow on the dark, cratered lunar surface. The background shows the horizon of the moon under a black sky.

**A BOLDER IDEA:  
PUT A MAN ON  
THE MOON**





**A GOOD IDEA:  
BUILD  
AUTONOMOUS  
VEHICLES**



**A BOLDER IDEA:  
MAKE AMERICA  
DRIVERLESS**



**10x bolder...**

Captures the public's interest.

Requires convergent solutions.

Demands breakthroughs.

Inspires the next generation.

**Write that idea on your card.**

We will have five rounds of  
**swapping, reading, and rating**  
**cards.**

Wait for the signal.

At the end, we'll add up the scores.

# SWAPPING

**Swap cards** within your group.  
**Don't peek!**

Round 1: Swap idea-side down

Rounds 2 – 5: Swap idea-side up



Read and rate the idea.

1

2

3

4

5

Not your cup of tea.

Sends you over the moon!

Write the rating on the **blank side** of the card.

ROUND 1

SWAPPING

**GO!**

**Swap cards** within your group.  
**Don't peek!**

Swap with the idea-side down.

## ROUND 1

## READ & RATE

Flip over your card and read it.

**Think of a *rating* for this idea,  
from 1 – 5.**

Write the rating on the back of the card.

ROUND 2

SWAPPING

**Swap cards** within your group.  
**Don't peek!**

Keep the **ratings face-down**, hidden.



Read the card.

Think of a **rating** for this idea,  
from 1 – 5.

**Write the rating** on the back of the card.

**Swap cards** within your group.

Keep the **ratings face-down**, hidden.

Read the card.

Think of a **rating** for this idea,  
from 1 – 5.

**Write the rating** on the back of the card.



**Swap cards** within your group.

Keep the **ratings face-down**, hidden.

Read the card.

Think of a **rating** for this idea,  
from 1 – 5.

**Write the rating** on the back of the card.

**Swap cards** within your group.

Keep the **ratings face-down**, hidden.

Read the card.

Think of a **rating** for this idea,  
from 1 – 5.

**Write the rating** on the back of the card.



After 5 rounds: add the ratings on your card.

**Write the total** on the card, and  
**circle it.**

Wait to move on.

After scoring discussion

**Outcome: Which card has the  
highest rating?**

How can the other ideas contribute?

Facilitators will collect cards.

Next steps

**Tomorrow's activity: further  
explore your **big ideas****

# Education Advisory Board





# Wrap Up

## Reception & Networking



# Day 2 Agenda (8:00 – 12:00)

Welcome and Recap Day 1

SMART

Poster Activity: Cross-Pollination

Report Outs

Wrap Up and Next Steps

# SMART

S – Specific

M – Measurable

A – Achievable

R – Resourced

T – Time-bound

We choose to go to the Moon!

We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win, and the others, too.

JFK, September 12, 1962



# SMART-YPants

S – Specific

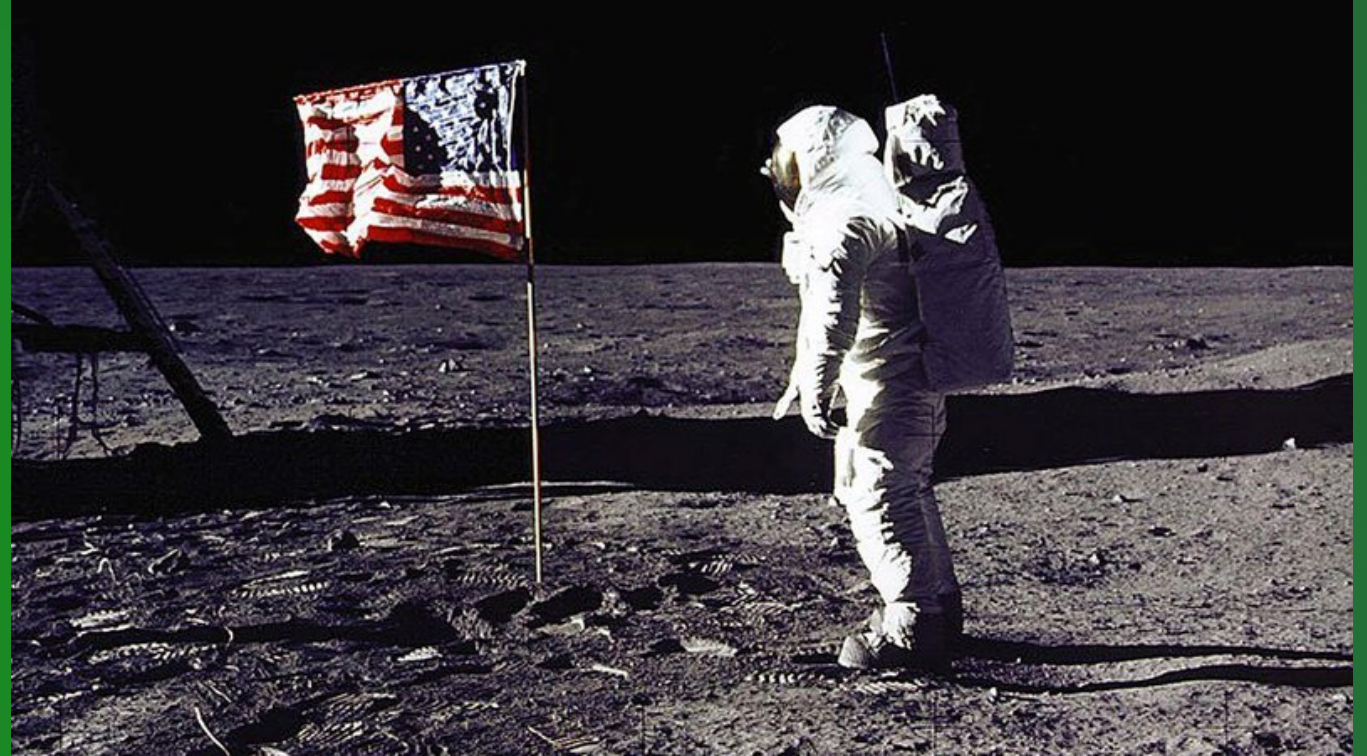
M – Measurable

A – Achievable

R – Resourced

T – Time-bound

YP – WhY will the Public care?



Buzz Aldrin July 20, 1969



# GRAND CHALLENGE

Poster Activity

Poster activity goals:

**Expand ideas, further explore  
collaboration, begin to shape  
responses.**

**WHY** is this important?

**WHAT** ideas could address this problem?

**WHO** needs to be involved?

## Poster & Post-It Activity

### Round 1

Answer the ***why***, ***what***, and ***who*** with your concept group.

### Round 2

Cross-pollinate. See what other groups are doing, and add your ideas.

Break

### Round 3

Reunite with your group and prepare to report out.

### Report Out

Spokespersons take no more than five minutes to share a summary.

Hard Stop: 11:45

# Next Steps

Coalesce your teams and ideas

Submit planning grant proposal by Sept 30  
(Decision by Oct 15)

Submit full proposal\* by Jan 31, 2019  
(Decision in Spring 2019)

\*Full proposals will be accepted ONLY from teams that submitted a planning grant



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