

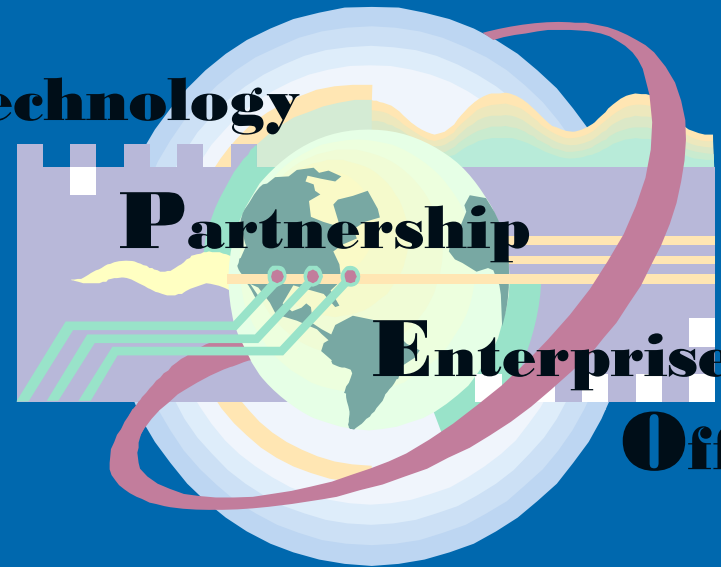
TPEO

Technology

Partnership

Enterprise

Office



Leading with technology. Forging a new path ... together.

Mary Sylvia
Technology Partnership Enterprise Office

My 15 minutes of fame:

Navy T2 Strategic Communications – ONR Pilot Project

Second Life – commercial software application

“Partnership Runs Deep” – example of collaboration in undersea exploration



Navy T2 Strategic Communications

Objective:

Single publication providing a more comprehensive approach for promoting “tech transfer operations” awareness.

Focus:

Showcases Navy technologies for *technology* awareness (i.e., “what’s new”) *along with* our tech transfer *business strategy* awareness (i.e., “here’s how and why”)

Product:

Strategic Communications Plan - Publication would be for public release

Targeted for:

- 1 – INTERNAL - lab management & employees for greater awareness of their T2/partnership program;
- 2 – EXTERNAL - other Navy labs for awareness of work that may be areas of collaboration; and external entities for awareness of partnership opportunities.

DIVNPT's T2 Strategic Communications Plan as possible prototype

Navy T2 Strategic Communications

Concept for use:

- Each Navy lab would generate its own annual T2 publication
- Candidate strategy communications requirements:
 - 1 – ensure that publication guidelines allow for *consistent* information from each lab and
 - 2 - allow for elements *unique* to each lab for a sense of individual organizational identity, accomplishment, and publication ownership.

Approach:

Phase 1 – Information Gathering (currently in this phase)

Phase 2 – Develop a publication structure:

- *Introduction of T2 operations*
- *Strategic Direction*