

Measuring what matters

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Enterprise Innovation Institute (EI²) is Georgia Tech's business outreach organization and serves as the primary vehicle to achieve Georgia Tech's goal of expanded local, regional, and global outreach.

Within the Enterprise Innovation Institute (EI²) we measure our impact with great accuracy. We measure the number of hours spent in instruction and training, we measure how many dollars we help companies save, we count the number of jobs we help create or retain. But we don't count the number of *minority business enterprises* (MBEs) we assist. We help many MBEs, but we don't measure the impact, so we aren't able to tell the story of the support we provide.

I worked within EI² to add our service to and support of minorities to what we measure. So far, four of the ten groups have changed what they measure. I am optimistic that the other groups will update their metrics, also.

To learn more about EI², visit www.innovate.gatech.edu