

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

ACTION REQUEST

Subject: Sponsored Activity Agreement between the University of Michigan and PONTIAC YYZ

Action Requested: Authorization to enter into Agreement

Preamble:

A statutory conflict of interest situation was identified by the Office of Research and Sponsored Projects while reviewing the Proposal Approval Form which then triggered a review by the UMOR Conflict of Interest Review Committee. A plan for management of the possible risks associated with the conflict of interest was then developed and approved by the Committee and agreed to by the parties involved.

This proposed sponsored activity agreement (“Agreement”) falls under the State of Michigan Conflict of Interest Statute because Dr. Timothy Hartge is an employee of the University of Michigan (“University”), and the CEO of PONTIAC YYZ (formerly known as Pontiac Motorsports Exposition). The law permits such an Agreement provided it is disclosed to the Board of Regents (“Regents”) of the University of Michigan and approved in advance by a 2/3 vote.

Background:

Dr. Timothy Hartge, a LEO Lecturer IV in the Department of Management Studies in the Dearborn College of Business, is the CEO of a non-profit company called PONTIAC YYZ (the “Company”). The Company wishes to fund an activity entitled “2020 M1 Concourse Subscriber Survey” (ORSP #20-PAF07512) in the Dearborn College of Business under the direction of Dr. Timothy Davis. The purpose of this agreement is to better understand the demographics and psychographics of the Company’s clients for external marketing initiatives.

Agreement Terms:

The terms of the Agreement conform to University policy. The period of performance for the activity is approximately four (4) months. The amount of funding support will not exceed \$7,500. Since projects are often amended, this agreement includes a provision for changes in time and scope. University procedures for approval of these changes will be followed and additional conflict of interest review will be done as appropriate.

Impact of the Agreement:

The Agreement will support an effort by Dr. Davis to use his expertise and University laboratory, as well as other University resources, to administer an online questionnaire to the Company’s target market, analyze the responses, and provide key findings and implications to the Company.

Recommendations:

This matter has been reviewed and approved by the UMOR Conflict of Interest Review Committee. In light of this disclosure and our finding that the Agreement was negotiated in conformance with standard University practices, I recommend that the Board of Regents approve the University's entering into this Agreement with PONTIAC YYZ.

Respectfully submitted,



Rebecca Cunningham
Vice President for Research

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