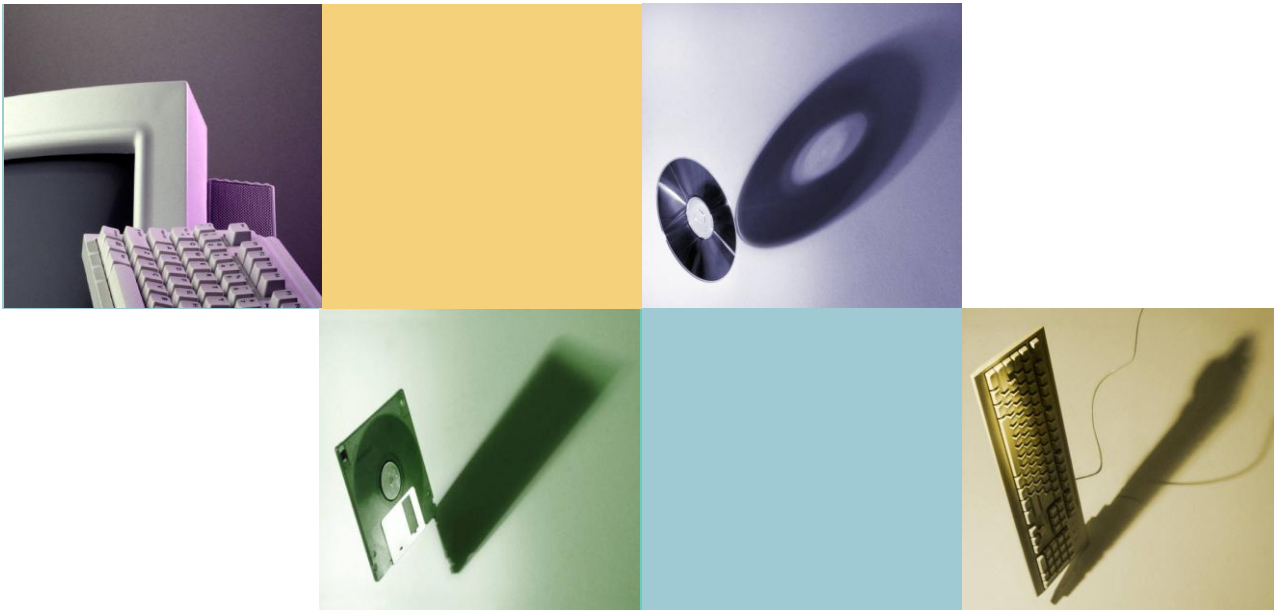


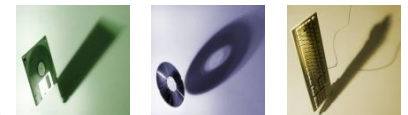
# Recruiting New Members



Wayne M. Zage, Director  
Software Engineering Research Center  
Ball State University

# SERC Snapshot

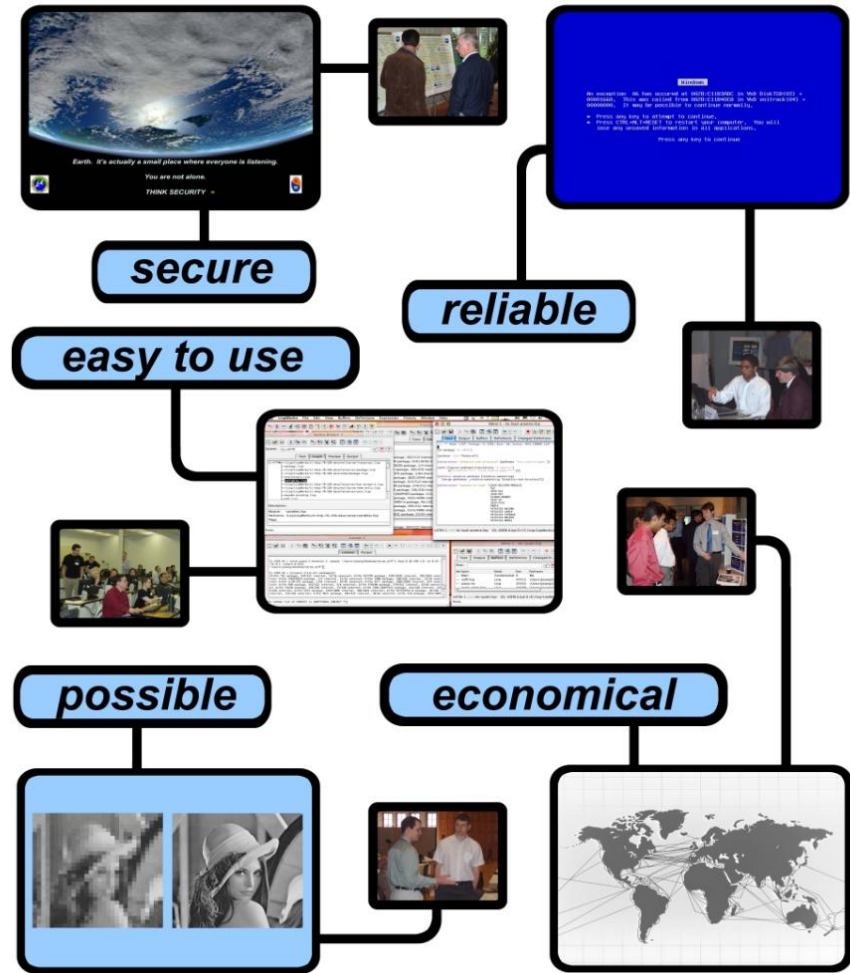
- Administration: Dolores Zage, Research Coord., Allison Moore, Admin. Asst.
- Recently conducted our 47<sup>th</sup> SERC Showcase
- Number of affiliates has ranged from 5 to 14. Relatively stable now at 11.
- Poised to increase dramatically if SERC transforms to S<sup>2</sup>ERC.



# Large Industrial Affiliates

- Lockheed Martin
- Motorola
- NASA
- NSWC – Crane
- Northrop Grumman
- Raytheon
- Rockwell Collins
- U.S. Army Research Lab

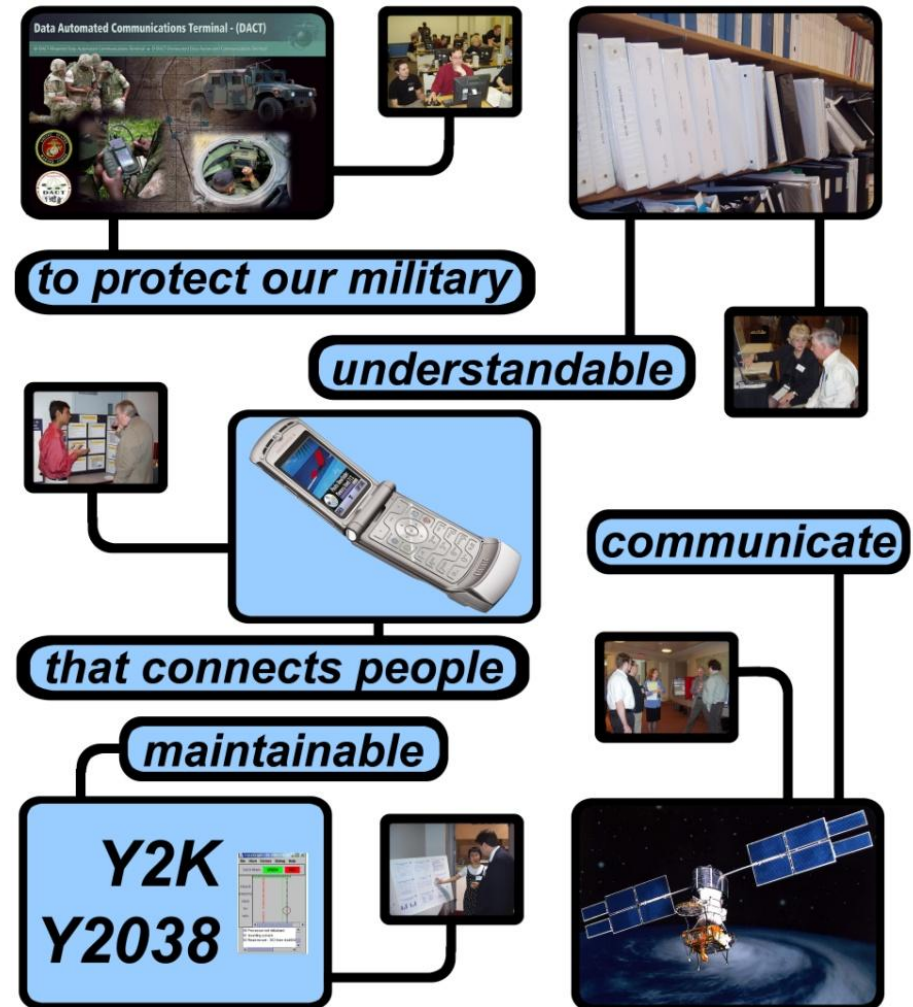
## SERC MAKES SOFTWARE



# Small Industrial Affiliates

- Double-Take Software
- Intelligent Information Technologies
- Ontario Systems

## SERC MAKES SOFTWARE



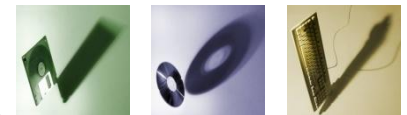
# SERC Participating Universities

- Ball State
- Purdue
- IPFW and IUPUI
- West Virginia
- Illinois at Chicago
- West Florida
- Penn State
- DePaul
- Bournemouth
- Limerick



# Recruitment Strategies

- Drumming Up Business – shoes?
- Small company analogy – research arm?
- Large company analogy – active research program?



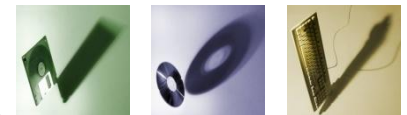
# Recruitment Strategies

- Research presentations at conferences lead to discussions about the center
- Hold mini-showcases in big cities
- Participate in regional associations
- Best recruiters are long-time affiliates
- SERC booth with exhibits, handouts and students at conferences
- Recruit niche affiliates (competitors and customers)



# Recruitment Strategies

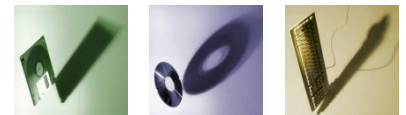
- The Rockwell Collins lesson
- Send your best “people” person
- Use an in-kind membership if needed
- Make contacts wherever possible
- We are not above slick, yet cheap promotions (See the video at [www.serc.net](http://www.serc.net))





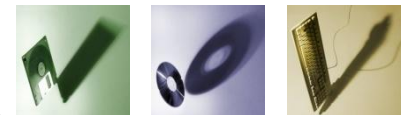
# Retention Strategies

- The personal touch
- In lieu of travel: video conferences, web-ex meetings, teleconferences
- “How to get the most out of a SERC Showcase” handout
- Strive for excellent (rehearsed) showcase presentations



# Retention Strategies

- Include industry and government affiliate presentations at showcases
- Conduct relevant research (IRFPs)
- Panels on timely topics
- Make showcases fun and well organized
- Never assume that recruiting is done



# Small Companies

- Our smallest affiliate is a company of 3
- Small companies add great diversity in a center, with unexpected synergies
- Technology summits and conferences often spark small company interest
- ROI examples are helpful
- Recruit with the expertise needed by the prospective affiliate



# Small Companies

- Promote other funding opportunities for companies and government agencies, e.g.,
  - Supplemental Opportunity for SBIR/STTR Memberships
  - Fed Government Interagency Exchange of Funds (MIPRs)
  - International Collaboration/Projects

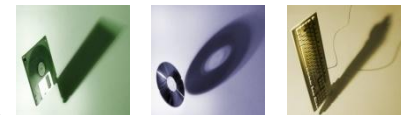


# A Proposed I/UCRC

**Applied for funding for a new I/UCRC focused on security as well as software engineering.**

**We are calling this proposed center the**

**Security and Software Engineering Research Center (S<sup>2</sup>ERC)**

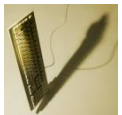


# Participating Universities

- Ball State University
  - Purdue University
  - Penn State
  - Iowa State University
  - University of West Florida
  - University of Illinois at Chicago
- (International collaboration)**
- Bournemouth University, UK
  - University of Limerick, Ireland

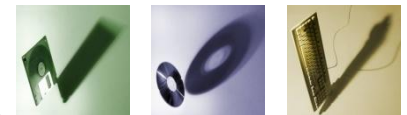


**Can Centers still attract  
large and small  
companies in a weak  
economic environment?**



# S<sup>2</sup>ERC Recruitment Meeting at IUPUI (September 2009)

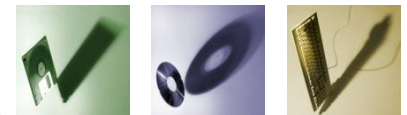
- Wanted 20 companies in attendance
- All 6 universities presented, plus 5 SERC affiliates (LM, RC, Ontario, Raytheon, NSWC) and our SERC Fellow
- Handouts, promotional materials, etc.
- Only 7 prospective affiliates attended
- However, 5 have signed letters of commitment to join the S<sup>2</sup>ERC





# Letters Received From NEW Prospective Affiliates in Attendance

- Angie's List
- Bingham McHale
- TIAA/CREF
- U.S. Department of Homeland Security
- Blue Cross Blue Shield Association



# Other Recruitment Efforts

- Visits to NSF, DHS, ARL and BAH over a 6-day period
- Sharon Simmons (UWF), opening presentation at *iTen Wired Summit* spoke on academic and industry synergy to 90 companies
- All six universities continue to recruit affiliates for the S<sup>2</sup>ERC
- Affiliates recruiting other affiliates (ARL reaching out to the Air Force and Navy)



# In Summary

- A personal touch goes a long way.
- Perseverance (18 months?) through many interactions may be necessary.
- Recruiting is best when carried out by current affiliates in concert with faculty and center administration.
- We must find the right strategy to market our centers to attract a prospective affiliate's investment.

