Recruiting New Members

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SERC Snapshot

- Recently conducted our 47th SERC Showcase
- Number of affiliates has ranged from 5 to 14. Relatively stable now at 11.
- Poised to increase dramatically if SERC transforms to S²ERC.
Large Industrial Affiliates

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

- Double-Take Software
- Intelligent Information Technologies
- Ontario Systems
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)
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 (S²ERC)
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?
S²ERC 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 S²ERC
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 S²ERC

• 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.