

The Ups and Downs of Recruiting and Retaining Members to your I/UCRC

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About Our Center

Center was **established in 2010** (though in existence since 1999)

Our Center has **2 Sites**:

Virginia Tech, Lead

Oregon State University, NSF Site

Universities of *Maine* and *British Columbia* are “Partners”

We are in I/UCRC **Phase I**

Current number of members: **8**

Our annual membership fee is: **\$30,000**

Who is responsible for recruiting? **Everyone**



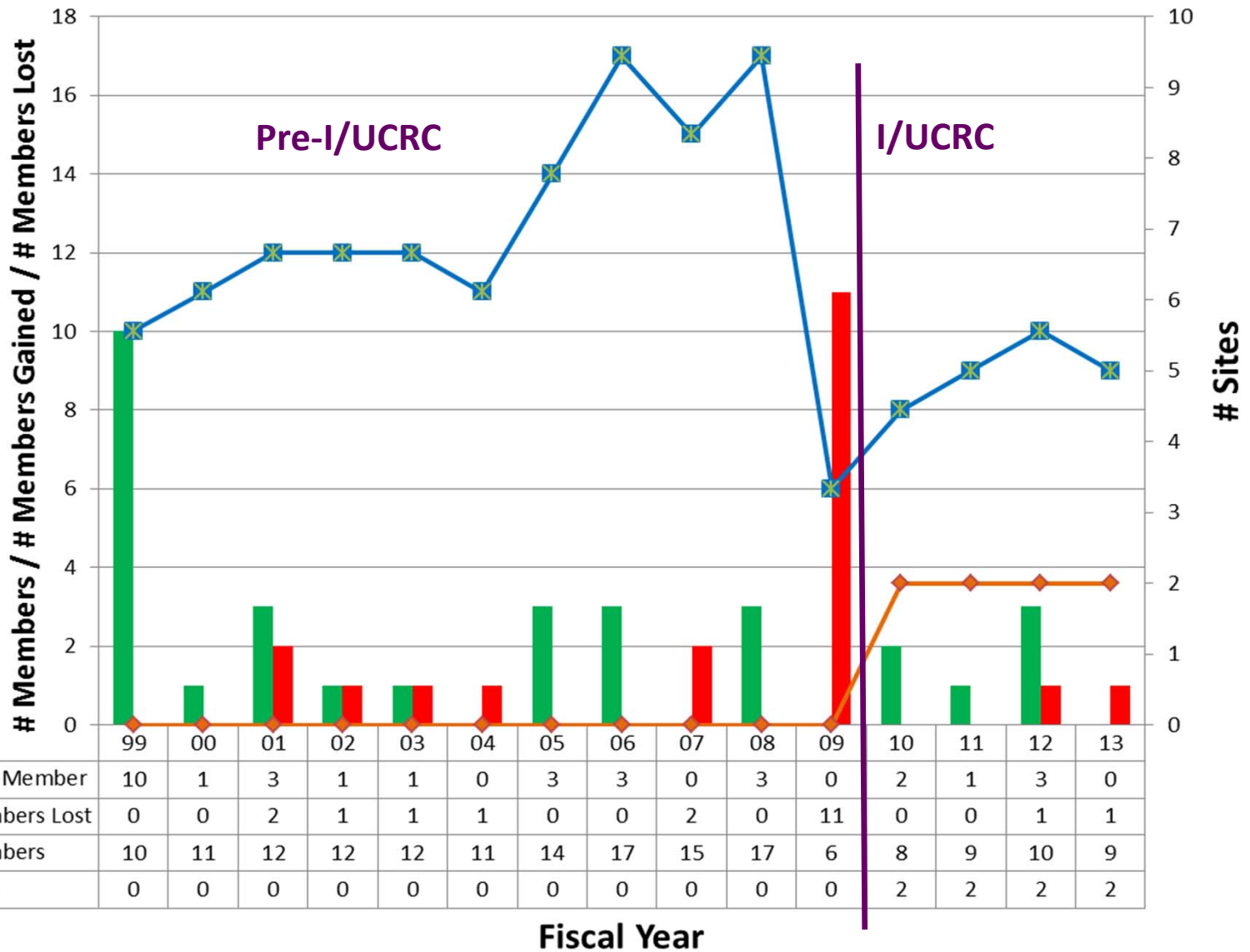
About Our Center

Other pertinent information:

- WBC members have close ties to housing market. Therefore, we have just “held on” during the recession.
- We are just now seeing renewed interest in fundamental R&D, membership.



Recruitment/Retention History



The Impact of IAB Chemistry

The “chemistry” of our IAB has significantly impacted our ability to recruit and retain:

- A Mature IAB – together since 1999
- Common goals and interests
- IAB Executive Committee AND IAB Technical Committee
- Well-defined processes and procedures
- Collaborative and engaged leadership – Directors and IAB Chairs.



Keys to Success

For the reasons mentioned earlier:

- A Mature IAB – engaged, welcoming, genuine stakeholders
- Common goals and interests
- IAB Executive AND Technical Committees – responsibilities and groups defined; having the right people at the table (ex: senior-level “decision-makers” make up the IAB EC)
- Well-defined processes – keeps EVERYONE on equal footing
- Collaborative and engaged leadership – dedicated managing director; collaboration provides an attractive culture and value for all



Opportunities for Improvement

- As the saying goes:

Divided responsibility means that no one is responsible

Though all have had good intentions in the past, not effective. The responsibilities of the IMD, Directors, faculty and IAB members are now clearly defined in an IMD Supplement proposal/award.

- Industry Culture: The WBC remains at the mercy of housing market swings unless the culture of our industry changes.



Closing Words of Wisdom

Get the right people to the table

Engage everyone but never waste their time

It's all about relationships

Standardize processes and procedures, be predictable

Communication, communication, communication

