

I/UCRC Annual Center Directors Meeting, Washington DC  
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# The Center Value Proposition: All That For Just \$50k?

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**CR<sup>3</sup>** CENTER FOR RESOURCE  
RECOVERY AND RECYCLING



KU LEUVEN



# About My Organization

- Out going IAB Chairman, served for five years
- One of the founding members of the center (5 years)
- Victaulic is the originator and world's leading producer of mechanical pipe joining solutions and grooved pipe joining systems. Used in the most demanding markets, Victaulic innovative pipe fitting technologies and services put people to work faster while increasing safety, ensuring reliability and maximizing efficiency.
  - Recycling of waste materials (cost reductions /Corp. Stewardship)
  - Energy Savings
  - Networking
  - Recruitment



# About Our Center

**Our Center currently has 3 Sites:**



- ❖ Worcester Polytechnic Institute (WPI)
  - ❖ Colorado School of Mines (CSM)
  - ❖ KU Leuven
- 
- (CR<sup>3</sup>) is committed to being the premier cooperative research center focused on sustainable stewardship of the earth's resources.
  - Our focus is on helping industry address a pivotal societal need – the need to create a sustainable future.
  - At CR<sup>3</sup> you will advance technologies that recover, recycle and reuse materials throughout the manufacturing process.



# About Our Center

**Our Center currently has 3 Sites:**



- CR3 currently has 17 members.
- Projected revenue for FY15 is at \$517,000 with no overhead.
- Able to fund 7 projects per year @\$70k per project
- The leveraging ratio for CR3 projects is 2.4 to 3.8:1



Recover and recycle materials through product life cycles

# Making the Case for Membership

**How does your organization evaluate external research funding decisions like an I/UCRC membership?**

- Technical Resource Needs
- The Value Proposition-Costs
- Relationships
- Relevance
- Pre-Competitive Sensitivity

**What Center deliverables are most important in justifying funding?**

- Ability to guide specific research/ drive results
- University/ Professor relationships
- Industry networking
- Relevance



# Making the Case for Membership

## **Other pertinent information about your membership decision:**

- The membership decision resides in the Victaulic Process Technology group and is made as a group decision and is based on the company's needs. The group is responsible for the advanced R&D activities which include the development of the next generation processes and cost reduction.
- The center membership needs to be quantified by the out come of projects.



# The Case *Against* Membership

Center costs :

- 33K/Yr
- Costs for two participates per meeting – 8K/Yr
- Loss of competitive advantages/proprietary info.
- Lack of relevant projects
- Quality of students and or professors

Next-best alternatives to membership: what benefits do we gain by *not* joining?

- Use money to hire an engineers
- More focused research in desired areas



Given the benefits and costs of Center membership, how do you calculate the true value of Center Membership?

*If the center is an area of interest it a no brainer!!!*

- Research benefits (stimulated/ accelerated follow-on research, research cost avoidance)
- Collaboration benefits (access to Center research PIs, students, and other industry sponsors)
- Student recruitment benefits
- > \$ 100K/ Yr





## What should Center Directors learn from your experience as an Industrial Sponsor?

- Have a robust, fair project selection process
- Define specific deliverables and a timeline.
- Use industrial sponsored focus groups to direct research
- Use phase gates, know to when to stop a project
- Encourage participation
- Seek out Best-Practices and “test drive” the dynamics before implementing them
- Not practical to be all things, to all people, all the time



# What Helps Turn “Interested” Potential Sponsors into long-term IAB members?

What can Center Directors do to cultivate lasting university-industry relationships?

- Understand the industrial sponsors business
- Look for ways to leverage research from multiple sources
- Actively seek participation
- Establish a relationship
- LISTEN, LISTEN, LISTEN!!!!



# Closing Words of Wisdom

*“As an industrial sponsor you will only get out what you put into it!!!!”*

- Actively seek participation
  - In project selection
  - In the research focus group
  - In the center leadership
- Listen and Seek feed back
- Think from an Industrial perspective!!!

