THE IAB CHALLENGE

“Keeping Them Engaged”

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IMPORTANCE OF AN ENGAGED IAB

• Source of Primary Support for Center

• Source for Setting Center Research Priorities

• Source of Important Research Critiques

• The Decision Making Body of the Center
KEEPING THEM ENGAGED

- The value of the research effort in the Center.
- The incorporation of their (IAB) ideas.
- Giving them a meaningful role at the IAB meeting.
- Providing opportunities not available to same degree elsewhere.
- Planning for an interesting and useful meeting format.
- Consideration for the value of their (IAB) time and resources spent in attending the IAB meeting.
THE VALUE OF THE RESEARCH

- Sharing research results at IAB meeting that have practical application and value.
- Listening to what they have to say (LIFE Forms) and following through.
- Center research versus individual company project research.
- Make sure the project results end up in useful tool that assist the industry.
- Treat potential or real IP with proper respect and emphasis, and protection when needed.
INCORPORATION OF IAB MEMBER IDEAS

- Provide opportunities for IAB members to have input into new research ideas.
- Have faculty proposals presented at the IAB meeting at least once per year.
- Give the IAB members opportunity to select (vote) for the projects that they want.
- Maintain contact and interaction with IAB members whose ideas are incorporated.
MEANINGFUL ROLE AT IAB MEETINGS

- Voting and decision making on research priorities.
- Opportunities for networking with other members.
- Time for planned (maybe forced) interaction with students who attend the IAB meeting.
- Invite IAB members to share about their company research interests and company activities.
PROVIDE OPPORTUNITIES AT IAB MEETINGS NOT AVAILABLE ELSEWHERE

- Interesting outside speaker who bring new and interesting thoughts.

- Plan for time for interaction with students (at luncheon, receptions, etc.).

- Access to IP available only to the IAB members.
PLAN FOR INTERESTING AND BENEFICIAL MEETING

• Presentations should be selected for their importance and value to members.
  - (1) Results from completed projects.
  - (2) Important breakthroughs — high value results.

• Meeting format should be well structured for efficient use of time.

• Find ways to make feedback simple to input and not boring in reporting process.

• Consider the possibility of a one day meeting to reduce the time and travel commitments.
THE IAB MEETING

- Plan format for efficient but practical to accomplish goals.
- Location of meeting (with multi-university centers) at campuses or airport hubs for efficient travel.
- Pay attention to little things like good meals, interesting guest speakers, time of day that meeting adjourns, etc.
- Other stuff:
  - Add IAB chair to site directors conference calls?
  - Favors (mugs, shirts, ties, etc.)
  - Site directors be aggressive in encouraging members to attend IAB meetings. (send a representative)