

THE IAB CHALLENGE

“Keeping Them Engaged”

**Donald R. Price
NSF Center Evaluator
University of Florida**



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)**

