IAB Retention & Recruitment
2016

Tom Normand
Director of Industrial Relations/ ILO
Understand the Wants & Needs of Your IAB

• RANK the importance of the factors influencing your decision to join and remain an IAB member with TANMS (very important to most important only below out of 15 factors):

  1- Follow developments in Nanoscale Multiferroic Systems (91%)
  2- Gain access to specific expertise resident at TANMS (86%)
  3- Support advances in a technology area important to my company (85%)
  4- Return on Investment for TANMS Membership Fee (71%)
  5- Participate in Joint Research Proposals (67%)
  5- Establish relationships with TANMS Faculty (67%)
  6- Receive a steady stream of relevant communications from TANMS (58%)
  6- Access TANMS developed intellectual property (58%)

  7- Gain access to TANMS facilities/equipment (57%)
  8- Potential to provide guidance on TANMS research direction (53%)
  9- Leverage TANMS funding (52%)
  10- Evaluate TANMS students as potential employees (48%)
Ask IAB how to improve and add more value.

‘Written in’ responses by IAB:

- Continue to host workshops that include industry participants.
- **Offer a TANMS Newsletter with frequent updates about everything happening.**
- Alert us about TANMS published papers.
- **More collaborative joint proposals (go after more funding together).**
- Provide on-site workshops and presentations for our colleagues.
- **WebEx seminars (some offered later in the day).**
- Make all presentations available to members.
- **More networking opportunities with TANMS faculty. Especially remote activity.**
- Provided more ways to demonstrate an increased ROI.
Consider A Newsletter such as: **Multiferroic Focus**

- Keeping everyone informed
A chance for IAB to reach out to faculty and students across all institutions!
Offer A succinct Industry FACTSHEET for promotion and recruitment
Consider a Tradeshow Booth for conferences, etc…
Ask IAB and PIs Where You Should Exhibit

IAB Recommends:

- ASME – Smart Materials Conference
- COMSOL’s annual conference in Boston
- Any DoD, DoE commercial trade-shows with focus on memory, RF, nano
- ARPA E Energy Innovation Summit
- IEEE APS, ACES (Advanced Computational Electromagnetics Society)
- IEEE Antennas and Propagation Conference/ URSI
- IEEE IMS, APS, IEDM (Int’l Electronics Devices Meeting), VLSI
- Intermag, MMM, SEMICON, MRS
- International piezoMEMs Workshop
- SPIE, and ASME’s IMECE
- Nano for Defense- NT4D
Evaluate your Membership Levels

- Revisiting the order of IP Rights by membership level (1\textsuperscript{st} Choice Premium, 2\textsuperscript{nd} Gold, 3\textsuperscript{rd} Silver) + possible new Ruby Level at $80K/year:

- Customized on-site seminars for Platinum Level IAB Members!
Ask your IAB and PIs for Recruitment Referrals

- EATON, Honeywell, Microsoft
- Intel, SONY
- **BAE Systems**
- APPLE, Texas Instruments, AMAT
- Micron Tech, Samsung, SK Hynix
- Qualcomm, Broadcom/Avago, Ethertronics
- Seagate, Global Foundries, IBM
- TSMC and Intellectual Ventures
- Quadrant Solutions, Metamagnetics
- General Dynamics
- Lam Research, Teledyne
Consider a Proactive SBIR/STTR Process

To add value to your small business IAB members by ultimately generating more joint proposals/wins for improved ROI:

- **Search the SBIR/STTR solicitations each ‘cycle’ and look for potential matches** (by research areas and technical project managers)
- Results funneled to PIs for interest
- **PI Interests are then matched to IAB members**
- Matched IAB members contacted for interest
- **Proposal generated and ERC follows up**
Industry recruitment & engagement…

- **Host tech. specific Workshops with Industry**
- Give PI’s and students a recruitment slide to present at relevant conferences and seminars
- **Consider Career Panels and mock interviewing at IAB Meetings**
- Student poster interactions at IAB meetings, PerfectPitch judging
- **Overall - Enhance two-way communications**

Strong membership base, and work to keep it!
Industry Engagement

• Industry Engagement
  • Build Affiliate Member Program
  • “…deeper and richer…”
  • Maintain relationships with current members

• Strategy and Goals
  • Develop Value Chain, Partner Benefits
  • Identify Gaps and Members
  • Engage New Members
  • Deepen Existing Relationships – Project Work, Engagement
New Member - Strategies

Engineering bi-directional brain computer interfaces (BBCI)

Communication & Interface

Medical Devices

Consumer Electronics

Neuroethics

Computational Neuroscience

Patient Therapy
New Member - Strategies

• Identifying New Potential Members
  • Neural Engineering Space
  • Interest in
    • IP Generated by CSNE Research
    • Medical devices, Other Disease States *SWOT*
    • Commercial Applications *SWOT*
  • Philanthropic Groups – Brain, Stroke / SCI Rehab
  • Especially focused on Thrust and Test-Bed Areas
New Member - Strategies

Where:

• Conferences – IAB, Field
• Who is Faculty working with?
• Initial Proposal Support
• Who are companies working with?
• Who used to be a member?
• Who WANTS to work with our companies?
• Who knows us and switched companies?
• What companies could benefit from SBIRs in this space? SECOs?
New Member - Strategies

Membership Benefits:

- Faculty expertise
- Student talent
- Collaboration opportunities
- IP and pre-publication research results
- Network of CSNE partners

Companies contribute:

- Member fees and project support
- Career opportunities for students
- Feedback on CSNE research
- Subject Matter Expertise
Richer, Deeper…

- EQuIP Calls
- Funding Proposal Reviews
- Tool Kit
- Site Visits / Meetings / Calls
  - Project Ideas
  - Student Lunches
  - Speaking Events
- Individual Membership Program
Industry Projects

Benefits:

- Deeper Collaboration
- Increased funding for students
- Publications
- Pre-competitive collaboration
- Increased presence within Center
- Hiring opportunities for Students
- Easier renewals
- More obvious Value-Add
- Pull in other members
Highlight: Industry Engagement

- Closed loop DBS and implanted BCI
- $275K in cash
- $1 Million in hardware
- Activa PC+S chronic ECoG human trials: First ET patient implanted
- Tech Transfer to Stanford, UCSF

- Large-scale ECoG analysis using cloud-based machine learning
- $80K in cash
- Collab featured in VP’s talk
- ECoG decoding competition: http://aka.ms/decodesignals


https://www.oreilly.com/ideas/connected-brains
Industry Projects

ABM
GSK
Medtronic
Microsoft
Cyberonics
OpenBCI
Reach Bionics
Ekso Bionics
WRF
White Matter (nano-Z)
NeuroRecovery Technologies
MultiModal Health