

Wednesday, February 3**9:00 a.m. – 10:30 a.m.****CIEC Welcome and Opening Plenary
Texas Ballroom**

Engineering Education in the Inoversity

by Bob Metcalfe

Just as the Internet disrupted (for the good) mail, telephone, television, journalism, advertising, books, music, retail, ... next will be energy, healthcare, and education, which are way bigger.

Internet learning is disrupting bricks-and-mortar-education. For-profit, non-profit and public universities, community & state colleges are experimenting with competency-based education and new models for active learning.

But what about engineering education? At research universities, professors there do teaching and research, which resonate, engineering colleges offer continuing professional education for engineers, but why stop there? The emerging opportunity is for universities to become innovation universities, with professors teaching, doing research, and increasingly innovating — getting impact with their research results and graduating students with both engineering skills and an innovation mentality, finishing the job.

Many research universities already encourage startups as innovation vehicles, but at great pains to keep them at a distance. The emerging opportunity is to bring startups into the mission of inoversities.

CIEC 321



Bob Metcalfe is Professor of Innovation in the Cockrell School of Engineering at The University of Texas at Austin, and Murchison Fellow of Free Enterprise. He invented Ethernet in 1973 and founded 3Com Corporation in 1979. He is a member of the National Academy of Engineering and received the National Medal of Technology for his leadership in inventing, standardizing, and commercializing Ethernet.

**Thursday, February 4****9:00 a.m. – 9:45 a.m.****CIEC Industry Day Plenary
Texas 1, 2, & 3**

CIEC 411

From Associates to PhD, earning a degree in engineering is a great accomplishment, but the drive to learn and achieve that propelled students to reach graduation cannot stagnate once on the job. To ensure that the highest levels of innovation, personal effort, and career satisfaction are consistent and pervasive within the engineering organization's culture, the company's leaders must provide opportunities within role and within the organizational environment at large to facilitate progressive learning and accomplishment among these key human resources. An experience-based description on how alignment of work opportunities to what truly speaks to an engineer's value system will be presented.

Benjamin (Ben) Eynon has worked in the semiconductor industry for 28 years after earning a BS in Microelectronic Engineering in 1987 from the Rochester Institute of Technology in NY. His career has ranged from engineering to executive management roles within the semiconductor lithography, photomask, and equipment industries. He holds multiple patents in photomask and wafer lithography, has written 38 technical papers and articles, and published the photomask industry's reference book entitled, "Photomask Fabrication Technology" in 2005. Ben is currently serving as Sr. Director of Engineering Development for Samsung Austin Semiconductor.