

Corporate Member Council Newsletter

March 2007

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Dr. Ray Morrison

Message from the Council Chair

By Dr. Ray Morrison

Wow! The Corporate Member Council has been extremely busy already in this year; the CMC Symposia took place December the 4th through 6th to be exact and we accomplished what we set out to do! We were very fortunate to have Dr. Craig Barrett of Intel Corporation and the Chair of the NAE Council & Member of the "Rising Above the Gathering Storm" Report present. He provided his viewpoint on the report and we had the opportunity to discuss the material with him. He was an outstanding presenter and we appreciated his presence with us on this most important occasion. Each of the Special Interest Groups presented their stand for the past year and their intentions for 2007. The discussions allowed all the participants (Board Members and attending CMC Members) to express their issues and interests in the objectives for the New Year. The results determined the CMC Proclamations and the Recommendations we wish to support and make known to the public for the 2007 period of our operations. We finalized the two documents at our January Telecom Meeting and they were prepared for presentation to the ASEE Board of Directors and the attending members of the CIEC in Palm Springs, CA.

The ASEE Board Meeting was held in Phoenix, Arizona, two days before the CIEC in Palm Springs. This meant that I had to fly to Phoenix and then fly to Palm Springs after the Board meeting. Besides the inconvenience of two locations in such a short period of time, I was able to accomplish two very positive things at the Board Meeting. The first was to present the CMC Proclamations and Recommendations to the Board of Directors. They were entered into the record with the spoken intention that the ASEE Board would take some action on them in the remainder of the year. The second event was to present the concern and continued effort to establish the Isadore T. Davis Collaboration in Engineering Award for funding by the four Councils; the Engineering Technology Council, The Engineering Research Council, The Engineering Deans Council, and the Corporate Members Council. There was a positive and lengthy discussion on the importance of the award, all very positive, but still no commitment by the EDC or ERC. We will continue the effort with the pressing interest of the SIG Chair for Society, Engineering and Industry, Pat Fox and our interface with the EDC & ERC.

Message from the Council Chair Continued

By Dr. Ray Morrison

As Chair of the CMC, I made two very important presentations to the CIEC and our gathered members. The first was to present the CMC Proclamations and Recommendations to the Industry Day gathering. They again were well received and garnered a good deal of discussion both by those attending the meeting and the attending interested parties. The second event was the presentation of the Draft National Standards for K-12 Engineering Education that was developed this past year with the aid of the PLTW staff supporting the CMC and the Co-Sponsorship of the National Association of State Directors for Career and Technical Education Consortium. The presentation went well and the discussion was very lively. We were fortunate to have several K-12 Division members in attendance who were willing to share their ideas and concerns about the current draft. I encouraged them, as I have encouraged each of the CMC members to take a copy of the draft and provide their comments and suggestions to the National Standards Committee so that they can review them and make the necessary adjustments to the document. They were also told that the document had been circulated through several channels with an e-mail address set up to collect the ideas and suggestions from the using public.

Our "system of systems" through the SIG's continues to foster development of the Engineering fields for service to Industry and has become an important part of the CMC programs. The discussions of the SIG's, their progress, and the SIG's specific focus on our recommendations continues to drive the CMC.

Our Programs for the CIEC and the Annual Conference continue with our support for the College Industry Partnership (CIP) Division and the Continuing Professional Development (CPD) Division, the Graduate Studies Division (GSD), the Engineering Technology Division (ETD), and all of the Institutional Councils. We strive for improvement in our programs and the engineering education process and will provide assistance to our friends in the various fields as long as they are willing to hear our opinions and work with us on these important issues.

I want to acknowledge the work of our membership in pulling together when some things seemed to be having difficulties for the CIEC. My hat is off to Joe and Sue Tidwell who pulled some really tough irons out of the fire, before and at the CIEC and helped save the day. Additionally, Sam Truesdale and David Quick are to be commended for their rapid response to the call when it became necessary. Congratulations and a big thank you from the Corporate Member Council for a job well done! They did a wonderful job of pulling together when the need arose and met the needs of the conference and its participants.

My thanks also go out to Joe O'Brien for attending the EDC Intellectual Property Meeting in Washington, DC when the weather was not great, and the travel difficult, and many of the CMC Board could not attend. Thanks for being there when we needed you and we look forward to your report on that meeting.

And Again, Thank you, to each and everyone who has extended their assistance to me as Chair so far this year. I really appreciate the help and assistance, you have all been great! We are definitely making a difference, especially with your help.



2007 Conference for Industry and Education Collaboration Recap & Report

By Dr. David Quick

There were approximately 30 less registrants for this year's CIEC than last year in San Antonio. Initial registrations at the 2007 CIEC meeting in Palm Springs, CA, amounted to 232 (211 regular registered attendees plus an additional 21 one-day registered attendees). This conference is co-sponsored by the three PIC V divisions (CED, CPD, and CIP) along with ETD. The 2007 CIEC meeting hosted 45 technical sessions and 9 workshops. 2007 CIEC Registrar, Luther Epting, reported at the pre-conference CIEC Executive Board meeting that of the 232 registrants, there were 64 registrants who didn't specify a division affiliation. There were five registered for the off-site networking. The registrant breakdown was as follows:

CED = 47, CIP = 35, CPD = 33, ETD = 53

As a point of comparison for the 2006 CIEC, there were 261 registrants. This year's CIEC was the smallest number of registrants for the conference. In general, however, the sessions were well planned and there were minimal issues remaining.

Pat Hall (CIEC Site Selection Chair) was able to schedule Marilyn Moats Kennedy as the plenary speaker for this year. The CIEC Luncheon had a Panel Discussion format to address and respond to the plenary topic. This luncheon was previously scheduled as the "CIEC Industry Day Luncheon." This panel format was scheduled since ASEE has listed this as the "Year of the Dialogue." The luncheon panel members included Marilyn Moats Kennedy – Plenary Speaker; Dr. Ray Haynes, Northrop Grumman; and Dr. Reza Abbaschian, Dean, Bourns College of Engineering, University of California, Riverside. The detailed write-up of this session was presented as an item for publication within the next CMC Newsletter.

Helene Demont coordinated and tabulated the conference evaluations. This year's evaluation forms have a new format. Each division will handle responsibility for their session evaluations and determine their division conference awards based on evaluation rankings. The overall conference evaluation will be available by paper and on-line.

We were pleased to have nine sponsors for this year's CIEC (one sponsor provided bags only) as follows:

- Amatrol
- DuPont
- Hewlett-Packard
- Lockheed Martin
- Minitab
- Northrop Grumman
- Rensselaer Polytechnic Institute
- Rolls-Royce
- SolidWorks (bags)

Looking to next year (2008 CIEC), Linda Krute and Helene Demont will be Co-General Conference Chairs for CIEC in New Orleans. They visited the conference hotel in mid December and were very pleased. The general location of the hotel was not affected by last year's hurricane Katrina. The hotel was very accommodating and happy the conference was returning. The hotel room sizes and lay-out will make it difficult for concurrent sessions and there is no available space for an Expo.



David H. Quick, Ph.D.

K-12 Educational Pipeline, Future Workforce

By Richard Blais

The Special Interest Group (SIG) on the K-12 Educational Pipeline, Future Workforce is made up of the following members:

Richard Blais, PLTW & Chair
Dianne Butler, LMCO
Mark Fischer, PTC Education
Paul Mailhot, Autodesk
Marie Planchard, SolidWorks
Joe Tidwell, ASU
Sam Truesdale, Rolls Royce
Steve Quinlan, SME Foundation

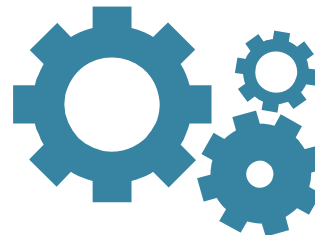


Richard Blais

The objectives for the SIG are:

- Help disseminate nationally the first draft of the K-12 Content Standards for Engineering/Engineering Technology among key stakeholder groups for review and comment.
- Help communicate the importance of the K-12 Content Standards for Engineering/Engineering Technology as one of four sets of national learning standards for STEM.
- Review the CMC approved Science-Technology-Engineering-Mathematics (STEM) Career Cluster Programs Criteria and Rubric for curricula based K-12 STEM programs and use it to develop a draft criteria and rubric for extra-curricula based K-12 STEM programs.

The Special Interest Group (SIG) on the K-12 Educational Pipeline, Future Workforce has met via conference call once. If any other member of the CMC would like to join this SIG please contact Dick Blais at blaisrr@att.net



Special Interest Groups News

By Ray Haynes

ASEE CMC member companies and individuals remain very proactive in national diversity initiatives at universities and professional organizations including conference sponsorships, presentations, workshops and award winners.

- ASEE leadership has re-acted positively with the CMC list of proclamations and recommendations during the recent BOD meeting.
- The 2007 EDI Conference theme is "Diversity in Engineering" featuring speakers from most of the professional organizations such as AISES, NSBE, SACNAS, SHPE, and SWE.
- CMC Members will be participating in the breakfast keynote on Wednesday at EDI Conference.
- CMC SIG material will be featured in the April issue of PRISM with diversity comments in the "last word" section.
- HP, courtesy of Joe O'Brien, will co-host 8-10 diversity professional organizations at the ASEE National Conference in the exhibit hall, along with support from Bob Black at ASEE.
- The first ASEE National Conference CMC-Diversity Workshop is being planned to be held on Thursday, June 28th on the campus of University of Hawaii-Manoa. The host will be Dean Peter Crouch. UoHA has the most diverse student body, faculty and administration in the United States.



Ray M. Haynes, Ph.D.



Engineering Deans Council

By Joseph O'Brien

On Monday, February 26, ASEE hosted the second ASEE Engineering Deans Council Industry-U.S. University Partnerships Workshop in Washington DC. Wayne Johnson, Vice President, University Relations Worldwide, launched this topic with his presentation at the 2004 EDI in New Orleans. Today Wayne and HP participate in three parallel but different activities – the University Industry Demonstration Project (UIDP), the Bay Area Science and Innovation Consortium (BASIC), and Engineering Deans Council committee on Industry-U.S. University Partnerships.

The topics and participants generated stimulating dialogue on creating a climate for stronger collaboration between industry and schools of engineering. This along with other activities, UIDP and BASIC, are shrinking the divide.

The workshop was lead by Dr. Paul S. Peercy, Dean of the College of Engineering, University of Wisconsin-Madison, and Chair of the ASEE Engineering Deans Council. He opened the workshop with a discussion of its genesis, a discussion of other activities, and introduced the agenda and speakers.

Louis Masi, IBM Director of University and Innovative Programs, presented the Industry Perspective. IBM recently became an ASEE corporate Member. As such, they will participate in the Engineering Deans Institute, Annual Conference, and the Global Colloquium.

Tim Mulcahy, VP Research from the University of Minnesota, gave a university perspective based on a survey of industry in the state of Minnesota. In his presentation, he also discussed the attributes and benefits of healthy university-industry partnerships, citing perspectives offered by Wayne Johnson, VP University Relations – World Wide from Hewlett-Packard, to demonstrate the attributes of a holistic university- industry relationship. Key points included:

- Healthy university: industry research partnerships have positive spill-over effects that benefit many aspects of the academic mission
- Direct financial benefits associated with IP derived from industry-sponsored research is often over-estimated in frequency and in value
- Universities should join national efforts to improve corporate relations, but would benefit greatly by focusing on local or regional corporate partners.

Susan Butts, Director of External Technology at Dow Chemical, presented the progress of the National Academy of Science GUIRR University Industry Demonstration Project (UIDP) and Dow's use of the 6-Sigma process to evaluate sponsored research with academia and its use to speed up the process of getting agreement.

Joe O'Brien asked Susan for Dow to participate in the Corporate Members Council. He has asked Pete Janzow, CMC Membership Committee Chair, and Scott Williams, ASEE marketing to contact her.

Jilda Garton, Georgia Tech, talked about new approaches to University Industry Partnership. During her presentation and others during the day, it was apparent that the sponsored research discussions yield better results for both sides when held in the context of a higher level partnership that has many facets and this opportunity is just one of many.



Joseph O'Brien

Engineering Deans Council Continued

By Joseph O'Brien

- U.S. universities are increasingly interested in working with industry sponsors of research even as they compete in the global marketplace for leading faculty, talented students, and research funding;
- New tools and models of research contracting including the University-Industry Demonstration Partnership and the Innovation Summit hold a great deal of promise for streamlining and improving contracting processes; and
- Institutional approaches to university-industry relationships coordinate recruiting, consulting, philanthropy, technology transfer and research contracting. Along with attention to professional practice, these can help build broad interactions and long-term relationships.

John Fraser, Director of IP Development & Commercialization at Florida State University and President of the Association of University Technology Managers (AUTM), presented the opportunities and issues from AUTM's perspective. John included significant data and attribution.

- US academic tech transfer is an enormous endeavor with 28,349 commercialization licenses currently active, each a relationship with a company;
- The current mechanisms resulted in 3,641 new products being introduced into the market since 1998.
- Each license and product contributes to the Bayh-Dole goals by saving lives, improving the quality of life and increasing US productivity and competitiveness;
- AUTM members track the formation of commercialization relationships at their own offices, but such data do not appear to be aggregated nationally;
- AUTM members are working to increase the effectiveness of U / I relationships and the productivity of such relationships.



The workshop was originally scheduled to split into two parallel breakout groups, about 20 people each, to "Analyze 6-Sigma process for potential university implementation" and "Why it takes so long to negotiate a contract between industry and universities". However, the weather-induced flight cancellations around the country allowed us to address both topics sequentially with everyone in attendance at each. Susan Butts led the 6-Sigma discussion and Gilda Garton led the Why It Takes so Long. Both led to a very fruitful dialogue.

Going Forward

- The presentations and the summaries of the Breakouts are posted on the ASEE web site.
- Paul Peercy is giving a presentation on the meeting outcomes and accomplishments at the Engineering Deans Institute (EDI) in Puerto Rico and along with HP's Joe O'Brien at the ASEE Annual Conference in Hawaii.
- On April 5, Paul and Joe will be at UIDP meeting in Washington DC.
- Lou Witkin, HP University Relations, will deliver a session, Monday 10:30 – 12:00, at the ASEE Annual Conference on the successful process developed by the Bay Area Science and Innovation Consortium (BASIC).

Industry Day at ASEE 2007 National Conference Honolulu Tuesday, June 26, 2007

By Letha Hammon

Be sure to include Industry Day sessions in your plans! The ASEE Corporate Member Council is proud to sponsor a day of timely, thought-provoking discussion. Please join us for:

Session 2107 7 a.m. – 8:15 a.m.

National Learning Standards for K-12 Engineering Education

In a relatively short time due to the emphasis on STEM, engineering education has become a significant part of American curricula in the nation's schools, yet no national standards for pre-college engineering education exist. National learning standards guide instruction in K – 12 science, mathematics and technology education, but not in engineering. This noticeable absence is at a time when a valid set of comprehensive and rigorous learning standards for K – 12 engineering is most needed.

Through a partnership with the National Association of State Directors of Career and Technical Education Consortium (NASDCTEc) and the Corporate Member Council, Project Lead The Way was asked to coordinate and facilitate the conference for the development of engineering standards with many of the vested stakeholders for the pre-college programs.

Representatives from business and industry, higher education, government, engineering organizations and societies, and K – 12 gathered at a conference in Baltimore to develop these vitally needed learning standards. This diverse and informed development forum included representatives from the membership of the Corporate Member Council (CMC) of ASEE, Duke University, the University of Maryland Baltimore County, Purdue University, St. Louis Community College, and from ASEE, AAES, NAE, NAMEPA, NAPE, NASA, and SME. In addition, the group included representatives from national teacher education associations for science, mathematics, and technology education and national STEM programs.

The presentation will review the work of the conference team that developed the K-12 E/ET learning standards and an open dialogue will result.

The presentation will review the work of the team that developed the K-12 E/ET learning standards and an open dialogue will result.

Speakers: Ray Morrison (Lockheed Martin) and Richard Blais (PLTW)

Session 2207 8:30 a.m. – 10:15 a.m.

Women in Engineering: It's a Business Imperative!

Sponsored by the Diversity Special Interest Group of the Corporate Member Council, this panel will explore the business imperatives of recruiting and retaining Women in Engineering, both in academia as well as industry. We will hear from representatives from WEPAN, SWE, SACNAS and MentorNet as they frame issues associated with providing the proper stimulus and support to diversify the field of engineering.

Moderator: Ray Haynes (Northrup Grumman)

Session 2407 12:30 p.m. – 2 p.m.

CMC/ CIP Joint Business Meeting Luncheon (ticketed)

Joint CMC/ CIP Business Meeting Luncheon to discuss business of mutual interest. Moderator: Ray Morrison - CMC; Kay Zimmerman – CIP



Letha Hammon

Industry Day at ASEE 2007 National Conference Honolulu Tuesday, June 26, 2007 Continued

By Letha Hammon

Session 2507 2:15 p.m. – 4 p.m.

Globalization: Economic Growth Factors – the Development of PhDs & Commercialization of Invention...a continuation of the "Industry Speaks with One Voice" series

A session in the "Industry Speaks With One Voice" series: The impact of globalization on U.S. industries affects industry relations with universities across the board including long-standing relationships in research, recruiting, continuing education and philanthropy. In research, Third World countries recognize industrial investment in university research as a key enabler for their economic growth. External to the US, economic drivers include the development of PhDs and the commercialization of invention.

The session will explore these areas of interest and discuss the impact on industry and university relationships.

Moderator/speaker: Joe O'Brien, HP. Speakers: Letha Hammon, DuPont; Ray Haynes, Northrup Grumman; Joe Tidwell, ASU; David Quick, Rolls-Royce.

Session 2607 4:30 p.m. – 6 p.m.

Enabling the Us Engineering Workforce

Special panel session presenting progress/impact of the National Collaborative Task Force on Engineering Graduate Education Reform to Enable a Strong U.S. Engineering Workforce for Competitiveness. New model for lifelong learning combined with advanced engineering practice, innovation-centered project-based learning, professional graduate studies and experiential learning that develop the U.S. engineering workforce in industry for preeminence in innovation.

Co-Moderators: Duane Dunlap (Western Carolina) and Don Keating (University of South Carolina). Panel members: Joe Tidwell (ASU), Norm Egbert (Rolls Royce), Samuel Truesdale (Rolls Royce).

Session 2736 6:30 p.m. – 8 p.m.

EDC/ Engineering Technology/ CMC Reception (ticketed)

Session 2936 7:30 p.m. – 9 p.m.

EDC/ Engineering Technology Deans/ CMC Dinner (invitation only)

As a member of the CMC, please plan to join the Deans of Engineering and Deans of Engineering Technology for the CMC sponsored event!

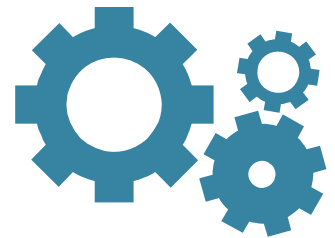
Please also join us on Wednesday, June 27, 2007 for:

Session 3407 12:30 p.m. – 2 p.m.

This is an invited panel session of issues of diversity and path forward for action including panel from industry and academia.

Use Industry Day 2007 as your opportunity to build a dialogue with an expanded international industry presence. For more information, visit the ASEE Annual Conference website at

www.asee.org/conferences/annual2007



2008 Conference for Industry and Education Collaboration

By Samuel Truesdale

The 2008 Conference for Industry and Education Collaboration will be in New Orleans, LA on February 13-15, 2008

Conference Theme: **Securing Our Engineering Future**

If you would like to participate as a presenter in the 2008 CIEC conference and have an idea for a session, workshop or paper that relates to the theme and/or to the collaboration of industry/government and education, please submit a half-page to one-page abstract to one of the four Division Program Chairs listed below. Deadline for submission is April 30, 2007 for the College Industry Partnerships (CIP) Division. NOTE: All presenters must register for the conference and pay the appropriate registration fee. For more information please visit our website at:

www.asee.org/conferences/ciec/2008



Participating Divisions

Cooperative Education (CED)
College Industry Partnerships (CIP)
Continuing Professional Development (CPD)
Engineering Technology (ETD)

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Upcoming Events

CIEC 2008 Onsite Program Planning Meeting	April 4-6
UIDP Meeting in Washington DC	April 5
Engineering Deans Institute	April 15-18
National Collaborative Meeting at Wilmington, DE	April 23



Editor's Corner

By Samuel Truesdale

I am looking forward to working with the team to foster, encourage, and cultivate the dialogue between industry and engineering educators and seeing you all at the ASEE 2007 National Conference. More information on the Conference can be found at www.asee.org/conferences/annual/2007

I hope that you enjoyed this edition. You can find this and past issues of the CMC Newsletter on the CMC website at: www.asee.org/activities/organizations/councils/cmc

Our next publication deadlines will be November 1, 2007 and March 1, 2008. If you would like to have an article featured in our next publication, please send me your input two weeks before the deadline so that it may be included.

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Samuel Truesdale