

**I/UCRC Annual Center Directors Meeting, Washington DC  
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# **Innovative Ideas From Innovative Managing Directors**

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# About Our Center

## **A 2-Site I/UCRC:**

**Virginia Tech (lead) & Oregon State University**  
w/Partner Universities: Maine, British Columbia

### **Vision:**

Be the leading source for fundamental research  
and education in wood-based composites

### **Mission:**

Advance the science and technology of wood-based  
composite materials

## **Other pertinent Center information:**

Established in 1999, became an I/UCRC in 2010



# IMD Background

1. What was your role prior to becoming an IMD?

Managing Director

2. Were you already involved in Center operations?

Yes

3. Were you hired from the outside specifically for the IMD position?

Yes, from 13-year professional career in the wbc industry

4. What prompted your application for the IMD Supplement?

The need to recruit:

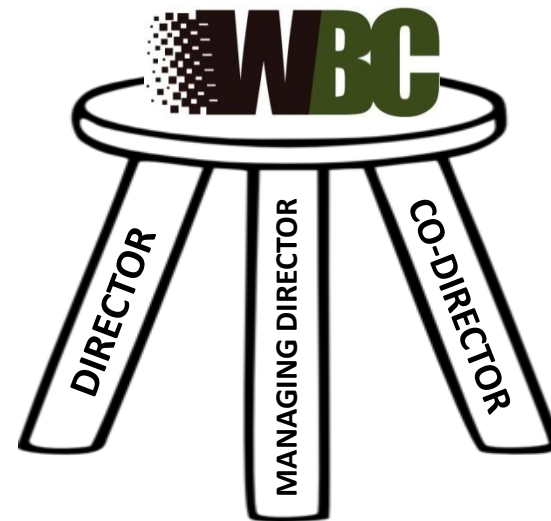
- Loss of members during recession
- Ties to North American housing industry
- Industry consolidation
- Developing relationships



# Effect of IMD on Center Structure

What effect, if any, has your position as IMD had on the structure of your Center?

- IAB Executive and Technical Committees
- Partner Universities
- IMD is single operations contact for both sites, all partners
- Continue to operate under three-legged stool model



# Innovative Ideas

What innovative things you have done as an IMD?

- Increased focus on diversity
- Significant increase in industry engagement
- Partner with an international conference (Wood Adhesives)
- Improve standardized data collection/operations tools
- Moved to F/T for duration of Supplement



# Outcomes/Learnings

What are some outcomes (both good and/or bad) resulting from some thing(s) you have implemented as an IMD

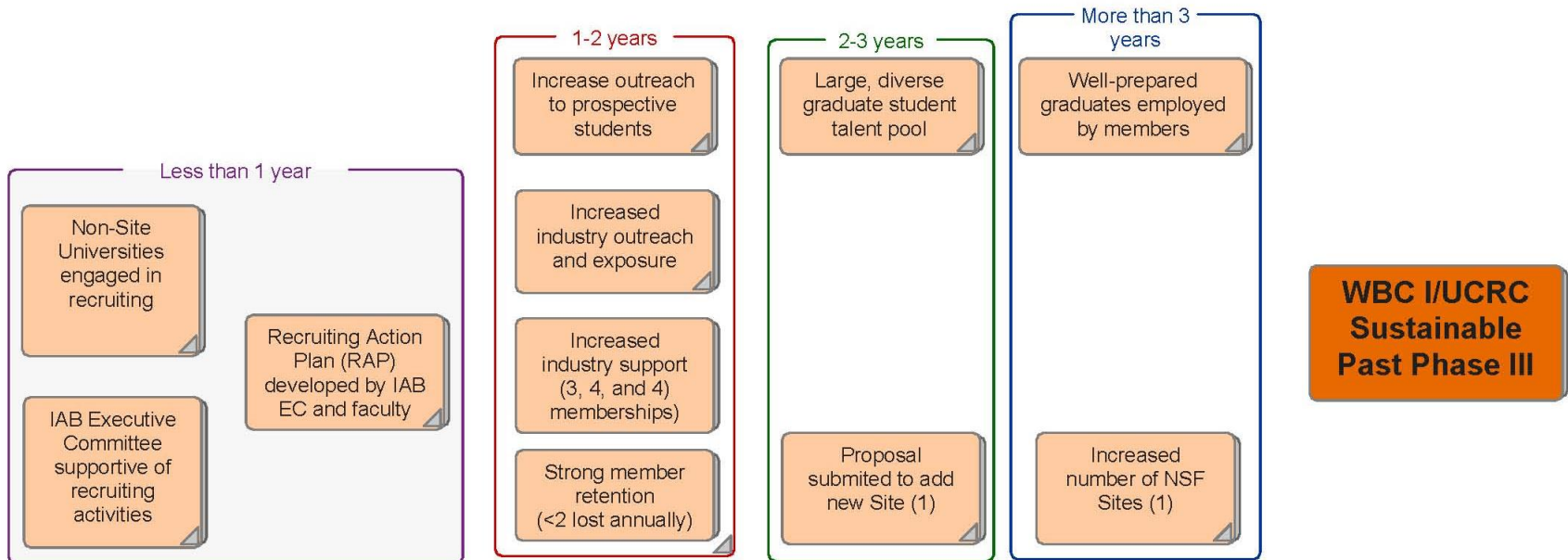
- Relationships matter
- Logic Modeling
- Sometimes difficult to get invitations to visit prospective members
- IAB Meetings can be your best recruiting activity
- Travel is expensive and challenging
- Value of IMD and Directors for recruiting



# Logic Model

Are you following a Logic Model to evaluate the effectiveness of the IMD? YES  
If so, can you tell us about the Logic Model imposed by the addition of the IMD?

## Logic Model - WBC I/UCRC Sustainable thru Phase III: Categorized Outcomes (Worksheet 2)



# Closing Words of Wisdom

Other comments about your experiences? Any “words of wisdom” for us to take home?

- Intense recruiting effort only possible with IMD Supplement
- Don't underestimate the value of preparing future professionals for your target industry
- Engage current members to reduce chance of losing them
- Include members, Directors and faculty in recruiting efforts
- Keep your Logic Model in your sights
- What works for one Center/IMD may not work for others

