

I/UCRC Annual Center Directors Meeting, Washington DC
January 8-9, 2015

Innovative Ideas From Innovative Managing Directors

Dr. Steve Midson, Managing Director

Center for Advanced Non-Ferrous Structural Alloys (CANFSA)

Colorado School of Mines



About Our Center

CANFSA currently has 2 sites:

- Lead Site – Colorado School of Mines
- Additional Site – University of North Texas
 - CANFSA was formed in 2011

CANFSA's vision:

Become the premier place for research in the area
of non-ferrous structural alloys



IMD Targets

Metric	Initial Status	Targets		
		End of Year 1	End of Year 2	End of Year 3
Membership	9 members	12 members	16 members	22 members
Funding from Membership	\$335,000	--	\$650,000	\$900,000
Outside Research Funding (Grants)	None	\$200,000 for 3-year project	Additional \$500,000 for 3-year project	Additional \$500,000 for 3-year project
Employment of Graduating Students by Members	--	33% of graduating students will be hired by CANFSA members	33% of graduating students will be hired by CANFSA members	33% of graduating students will be hired by CANFSA members
Outcome of Survey to Quantify Value of Center to Members	N/A	10% improvement in satisfaction over baseline survey	10% improvement in satisfaction over year 1 survey	10% improvement in satisfaction over year 2 survey



IMD Vision

- Hired two researchers as co-managing directors
 - Researchers have international reputations in the field of non-ferrous alloys
 - Dr. Steve Midson – Managing Director
 - Dr. Bob Field – Assistant Managing Director
- Managing directors are capable of holding in-depth technical discussions with potential members
 - Identify their research needs
 - Construct research efforts that meet these needs
- Each managing director works about 33% time



Background of IMDs

Dr. Steve Midson

- Ph.D. in metallurgical engineering
- More than 30 years industrial experience
 - Small businesses, large corporations, trade association
- Currently runs a consulting company

Dr. Bob Field

- Ph.D. in metallurgical engineering
- More than 30 years industrial and laboratory experience
 - National Lab, large corporations
- Recently retired from Los Alamos National Lab



IMD Status – After 16 Months

Metric	Initial Status	Target - End of Year 1	Actual Status
Membership	9 members	12 members	13 members (6 new members)
Funding from Membership	\$335,000	--	\$399,000 (20% increase)
Outside Research Funding (Grants)	None	\$200,000 for 3-year project	\$453,000
Employment of Graduating Students by Members	--	33% of graduating students will be hired by CANFSA members	1 of 4 graduating students has been hired by a CANFSA member
Outcome of Survey to Quantify Value of Center to Members	N/A	10% improvement in satisfaction over baseline survey	13% improvement in satisfaction over baseline survey



Managing Directors' Focus

- Identify new members
- Retain current members
- Increase level of contact between students and members
- Improve members' satisfaction in Center



Identify New Members

- *Potential members are not aware of CANFSA*
- Identified a list of potential members
 - Networking
 - Site directors & faculty
 - Managing directors
 - Members
 - Utilized a trade association database containing contact information of about 20,000 metallurgists
- Directly contacted at least 50 companies
 - Hold videoconference sales presentations with potential members



Identification of New Members

- Timing is important
 - Large corporations
 - Need to put funding into next years' budget
 - Be aware of budgeting schedule for target companies
 - Small businesses
 - Can make decision any time
 - Government Labs
 - Often have funds left over at end of financial year
 - August/September



Retain Current Members

- *Increase level of involvement of members in center activities*
- In between the 6-monthly IAB face-to-face meetings
 - Initially held monthly videoconferences on each project
 - Students present recent results
 - Found that monthly was too often
 - Currently have student videoconference presentations about 3 months after IAB meetings
 - Encourage people other than just IAB members to participate



Retain Current Members

- Need to perform projects of interest to members
 - Initial Center projects were suggested by faculty
- Just finished a 6-month process to identify new projects
 - Collected project ideas from members and faculty
 - Received 31 separate ideas
- Via voting and videoconference discussion
 - Reduced to 11
- Identified industrial & academic champions for each project
 - Presented proposals at fall IAB meeting
- IAB voted to define priority

Top 7 projects were all suggested by members



Retain Current Members

- *Increase level of contact between students and members*
- Established an industrial mentor for each project
 - Mentor's role described in written instructions
 - Assist faculty members in advising students
 - Communicate with their students on a monthly basis
 - Assist students in establishing project goals
 - Help students learn program management practices
- Encouraging internships at members' facilities



Logic Model

- Establishing a logic model was an arduous experience
 - Time consuming
 - Painstaking

BUT

- Forced directors to think about how to achieve goals
 - Made detailed analysis of resources & activities
 - Identified innovative tactics to meet objectives
 - Determined appropriate progression of tactics in out-years



“Final Words of Wisdom”

- Treat I/UCRC like a business
 - Sales is most important
 - Once you have obtained members
 - Exceed their expectations



Summary

- Managing director's focus
 - Identify new members
 - Increase members' participation and satisfaction in the Center
 - Videoconferences
 - Solicit ideas from members regarding improvements in the Center
 - Student mentoring
 - Student visits and internships
 - Leveraged projects
 - Hiring of students

