

**School of Engineering and Technology Industrial Advisory Board**

**Meeting minutes for November meeting at The University Center at Gaylord**

**Friday, November 5, 2010**

**Members Present:**

Bob Andersen, Fred Berg, Nathan Callaghan, Chris Conklin, Darryl Dinel, Lynnette Eding, Diane Haig, Ralph Larsen, Don Stephanic, John Truckey, and Brian Theriault

**LSSU personnel present:**

Ray Adams, Ron DeLap, and Jeanne Shibley

**Review of April 2010 Action Items**:

1. Please Consider and Submit Projects for 2010-11.

**Status: Ongoing reminder.**

**Responsible: All**

1. New secretary idea: Keep a list of unemployed IAB members and forward the info to all members for potential opportunities.

**Status: Please forward to IAB secretary to update list.**

**Responsible: Nathan**

1. Call to the membership for new IAB members

* Need to add to the membership
* Asking all IAB members to solicit new candidates

**Status: Ongoing reminder.**

**Responsible: All**

1. Is it a possibility to mail out box of information to IAB members that are going to the MACRO events, so they can have a collection of Engineering related items on hand? If IAB members present at MACRO events would like this, contact Sheri in the Engineering office and she can get this out to you before the event.

**Status: Jeanne is sending out the information as needed – Thank You!**

**Responsible: N/A – Item Closed**

1. GD&T Status Follow-up with Paul on GD&T status. Robert was looking for feedback from IAB because of the lack of teaching materials – wanted to improve capability. Talk of what it would cost to purchase GD&T material for LSSU - $$$ new, LSSU could find material at auction for $5k that could be updated to be useful.

**Status: IAB will work on feedback & get it back to Ron. If anyone else has input, please send to Ron.**

**Responsible: Fred & John**

1. Making meetings available remotely – The University Center at Gaylord & LSSU have the capability, will actively pursue for next meeting.

**Status: Discuss prior to Spring 2011 meeting.**

**Responsible: Fred, Jeanne, & Nathan**

**IAB Member Employment Status**

Dave Allison – ???

Steve Bryan – now with Akebono

Adam Lyon - ???

Matt Witte – now with Transportation Technology Center

Marty Zoellner – now with Honeywell

**Chairman’s Report**

IAB industry updates from Fred.

If IAB has input for our role statement, please provide to Fred or myself.

Fred made a pitch for an upcoming chairman election in the spring.

**Recruitment Subcommittee Report**

Chris stated lots of students do not understand the difference between process and discrete manufacturing.

Lots of discussion and concerns about graduation rate of 26% recently published in newspaper – Ron to investigate, know rate within Eng & Tech is much higher – not sure of motive of article…

Robotics tradeshow (called Automate) in Chicago (McCormick) coming up – fee is nominal (carpet, etc.).

If you have a live demo, get double the space – RIA March 2011? – Ron wants to participate, please get info to him.

Ron is a big believer of return on investment – Mt. Pleasant MACRAO event he attended was not worth it based on the interest that night.

Bob Anderson’s Detroit area show had a lot of interest.

Chris Conklin’s Arenac show was good too.

Need to re-assess what geographical areas are working & what are not.

Ron has been taking around the hockey skate guard, developed at the PDC, to MACRAO nights, etc. to show what students at LSSU design & manufacture (Message: You can do this too!).

Consider targeting good hockey teams for recruitment opportunities?

FIRST Robotics competitions have been very beneficial to recruiting.

Lego Mindstorm Team (9-14) competitions are also promising (part of freshmen curriculum) – great tool to get them interested in LSSU (long term recruiting) – Jeanne is one of the ambassadors for Michigan.

Ron investigating a program called AdWords to get LSSU FIRST Robotics to come up during a Google search on the web – looking for good web designer to implement.

Frank McClelland (retired school teacher, wannabe hockey player) came in with his idea that he wanted PDC’s assistance with – had an idea to protect the foot from impacts – filed a patent for the idea (life savings) – contacted multiple equipment companies without interest – somebody suggested LSSU, finally got contacted by Red Wings equipment manager (Paul Boyer) – coach passed on his letter – said Pros wouldn’t wear it unless they’re hurt (market is small too) – tried a few methods…

Red Wings, Flames, & Blues all called requesting them even though he didn’t sanction it – early designs were getting out (without his approval) and teams wanted more even though they were breaking (but better than hitting the player’s foot!).

Started working with PDC to perfect design – there is a lot of variation with hockey skate boots – took months to get down a universal design (2 sizes now – additional demand for larger & smaller ones now) which PDC was pivotal in developing.

4 Red Wings are currently wearing them (2 forwards, 2 defensemen).

15-16 NHL teams are buying them for both pro (optional) & farm teams (mandating them).

Every Skate Fender that is sold gives LSSU a royalty – agreement that was made to finance Frank’s idea.

Manufactured in Gaylord now (Mayfair Plastics) – Frank has a tool shop there, too… just trying to keep up with demand.

Thinks the quality of work from LSSU is great!

LSSU is on the package and his website (skatefenders.com) – cost currently is $65/pair.

Fred’s request for minutes inclusion:

Continue MACRAO night recruiting (Jeanne will send out information packets)

Darryl & Diane to support RIA activities

FIRST Robotics & Lego competition schedules to be sent to Chris for distribution

Ron’s Message for Recruitment:

Road Less Traveled message given to Admissions – Ron will send to Chris for distribution to IAB

LSSU Undergrad focused: 75-100% (not as concerned about grant writing – have to be able to teach to keep tenure!)

LSSU Small University – teachers know their students’ names – Ron has all of the students in his phone – Dave McDonald is still teaching labs after 38yrs

Optimal size is 300 students (currently @ 185)

Hands-on focus (i.e. getting our hands dirty)

Hands-on, student centered education

Enrollment was at 340-350 at one time, went down because of switch of Eng Tech to Eng & US/Can exchange rate – also because of declining number of high school graduates.

**University Center at Gaylord Tour**

All rooms at the facility have ITV. Library and computer room are accessible by the students and community.

**School / PDC / Program Updates**

#1 reason for students coming into our department this year was the scholarship package offered.

There is a unique calculator on the LSSU website to see what prospective students can expect to get.

10% are from Grand Rapids.

Program of Choice: Roughly 50% is Mechanical

Ron’s passion is recruiting.

Considering Alternative Energy Minor (maybe call Energy (Power) Minor instead?).

Saginaw Valley is in the lead in this area for the state.

PDC now stands for Product Development Center (instead of Prototype Development Center).

Considering charging for quotes because of the amount of work required to develop (ex. 80 hours on recent request).

**Senior Projects**

Want Senior Projects finished on time – do we need to change scope / revisit our approach? Consensus is no, but suggest more review up front to make sure they are truly achievable – has been a source of dissatisfaction with some grads because of requirement that it must be complete to graduate.

Concerned with the results of one project – it was not successful (wrong robot chosen – specs said otherwise). Not sure what to do with it at this point.

New Goal is final graded presentation by the first week of April – will still present at Spring IAB meeting.

Need to formalize realistic scope up front for improved success (detailed RASIC, etc.).

**Miscellaneous**

Ron to follow-up with one or two pager for MACRAO nights to be more effective in our recruiting message.

Good to Great by Jim Collins

3 Areas that Overlap: Passions, Strengths, & Economic Engine

Our Strengths / Passions: Robotics, Hands-On, Small Class Size, & Faculty

LSSU does not have an University Relations Officer in Lansing – hired marketing firm to represent our interests.

Long term concern on whether State will allow us to ultimately continue to exist...

**Additional Action Items (not captured above):**

1. If IAB has input for our role statement, please provide to Fred or Nathan.

**Responsible: All**

1. Continue MACRAO night recruiting (please contact Jeanne as materials are needed).

**Responsible: All**

1. Support RIA Activities

**Responsible: Darryl & Diane**

1. FIRST Robotics & Lego competition schedules to be sent to Chris for distribution.

**Responsible: Jeanne**

1. MACRAO Recruiting Message 1-pager

**Responsible: Ron**

**Closing Remarks**

Next Meeting: April 29, 2011 at LSSU Campus.

Respectively Submitted,

Nathan Callaghan

LSSU IAB Secretary