Value Chain TAB Meeting

2016 Q1

April 5th, 2016

Agenda

Time (ET)	Subject	Presenters
2:30 p.m.	Student Relations & Value Chain Advisory Board Joint Discussion	Shannon Geddes, SRC Jennifer Dickens, SRC
3:00 p.m.	Committee Business	Jennifer Dickens, SRC
3:10 p.m.	Liaison Best Practices e-Workshop Review	Jennifer Dickens, SRC
3:20 p.m.	SRC Subscription Reports	Mark Shelman, SRC
3:30 p.m.	Election of 2016 VC TAB Vice-Chair	Scott List, Intel
3:40 p.m.	2016 VC TAB Priorities	Scott List, Intel
4:00 p.m.	Wrap-Up and Adjourn	All

Student Relations & Value Chain Session

- Introductions
- Joint discussion

Committee Chairs

Chair

Intel Corporation

✉ R. Scott List
Principal Engineer, Components Research
5200 NE Elam Young Parkway, Hillsboro, OR, United States 97124

Co-Chair

Semiconductor Research Corporation

✉ Jennifer Q Dickens
Manager, Business Technology
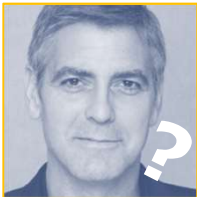1101 Slater Road, Suite 120, Durham, NC, United States 27703

User Support (2003 – 2008)
Business Analyst (2008 – 2016)
Manager, Business Technology (Present)

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Committee Members

Member		
Micron Technology, Inc.	✉ **Steve Kramer** **Sr. Engineer and NRI/FCRP Assignee**, Emerging Memories Group 8000 S. Federal Way, Boise, ID, United States 83707	
GLOBALFOUNDRIES	✉ **Zoran Krivokapic** **Senior Member of Technical Staff** 2600 Great America Way, Santa Clara, CA, United States 95054	
IBM Corporation	✉ **Frank Liu** **Research Staff Member**, IBM Austin Research Lab 11501 Burnet Road, Austin, TX, United States 78758	
ARM, Incorporated	✉ **Mark McDermott** **Research Liaison** Austin, TX, United States 78759	
NXP Semiconductor	✉ **Bill Read** **DTMS, External Research**, CTO Office 6501 William Cannon Drive West, Austin, TX, United States 78735	
Texas Instruments Incorporated	✉ **Jim Wieser** **Director Strategic Technology/Research**, CTO Office 2900 Semiconductor Drive, Santa Clara, CA, United States 95051	
RTI International	✉ **Ken Williams** **Senior Center Director**, Materials and Electronic Technologies 3040 Cornwallis Road, Research Triangle Park, NC, United States 27709-2194	

Committee Alternates

Alternate

IBM Corporation — ✉ **Praneet Adusumilli**
Advisory Engineer, IBM Research
Albany, NY, United States 12203

Mentor Graphics Corporation — ✉ **Jim Elliott**
HR Program Manager - Staffing, Human Resources
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IBM Corporation — ✉ **Brian Gaucher**
RSM/Manager Smarter Energy Manager, IBM Research
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National Institute of Standards and Technology — ✉ **Joseph J. Kopanski**
Electrical Engineer, Semiconductor Electronics
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IBM Corporation — ✉ **Miaomiao Wang**
Research Staff Member, IBM Research
257 Fuller Road Floor 3, C-14, Albany, NY, United States 12203

GLOBALFOUNDRIES — ✉ **Suzanne Wolff**
Recruiter, University Relations, Staffing
400 Stone Break Road Extension, Malta, NY, United States 12020

2015Q4 Action Items

- SRC will provide identification of non-compliant browser users by company to Value Chain TAB members in early January to facilitate upgrade/reconfiguration efforts are complete prior to Feb 1, 2016.

✓ We contacted each user that could be identified as possibly affected.

✓ We put a script on the site to notify TLS 1.0 users whenever they accessed the site.

✓ We got zero calls or emails regarding this change.

Liaison Best Practices e-Workshop (Mar 7)

- 43 WebEx Attendees
- Replay viewed 38 times so far

Member Contributions

- ## Sean King, Intel
  - How the liaison can help the PI succeed by providing the PI with materials and equipment.

- ## Luu Nguyen, TI
  - Managing commitment and workload.

- ## Henning Braunisch, Intel
  - Understanding the various ways in which technology transfer can be accomplished.

Highlights

- Explanation of different players and roles
- Examples and results of varying levels of liaison engagement
- Tech transfer opportunities

Best Practices

- Get involved early, at paper/proposal submission
- Establish a communication plan
- Seek understanding with the PI

Liaisons create opportunities for Tech Transfer

Offer student internships	Share insights with PI	Develop student presentation skills (reviews, presentations)	Distribute knowledge back into member company
Get updates via e-Workshop	Attend Annual Review	Provide access to real world problems and/or data	Sponsor student fellowships
Co-author papers	Attend TECHCON	Peruse peer-reviewed publication	Send recruiters to Career Connections at TECHCON
	Make equipment and labs available to researchers	Hire students	

Subscription Reporting

- **Enable a personalized subscription reporting service**
  - Reports personalized to your company and interests
  - Specify frequency of receipt (weekly, monthly, quarterly, etc)
  - Specify report format or report parameters where appropriate
- **Initiate an easy means to subscribe and unsubscribe**
- **Receive a report on-demand**
- **Fully automate the process**
- **Scalable (new reports, additional content, etc…)**
- **Now accessible on the SRC website!**
  - My SRC -> My Tools -> Manage my SRC subscriptions

![SRC] **Subscription Reports**

My Tools ▼ ▲

View / Edit my SRC profile

Apply to be a Liaison

Contribute to Compelling Research Reasons

Manage my SRC subscriptions

Change my password

Manage My SRC Subscriptions

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SRC REPORTS

✓ **Recent and Upcoming Event Attendance**

Reports company attendance for upcoming Research Reviews and e-Workshop events as well as those events completed in the last 30 days. Note that each SRC research program and event type is reported in a separate worksheet within the Excel workbook.

Monthly delivery

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Reports on company attendance for all Research Reviews and e-Workshops held over the prior year. Note that each SRC research program and event type is reported in a separate worksheet within the Excel workbook.

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✓ **Personnel Participation**

Reports all current company personnel including contact information, SRC web account status and usage, event attendance, Liaison assignments and SRC board and committee participation. This report facilitates assessing the level of company participation in SRC as well as in comparison with company rosters to determine where data has changed or should be retired.

Monthly delivery

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✓ **Research Details**

Report provides a comprehensive look at all tasks/themes within a company's membership including researchers, research descriptive data, liaisons assignments, students, research reviews, I/S ratings (GRC) and current funding information (GRC). Report includes all current tasks and those ended w/in the last 90 days. Recent starts are color-coded green. Note that each SRC research program is reported in a separate worksheet within the Excel workbook.

Monthly delivery

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Reports now available to all SRC member company personnel

UNSUBSCRIBE ALL ← Tired of hearing from us?

SRC REPORTS

✓ **Recent and Upcoming Event Attendance**

You're subscribed to receive this monthly. Last delivered on March 1st

Reports company attendance for upcoming Research Reviews and e-Workshop events as well as those events completed in the last 30 days. Note that each SRC research program and event type is reported in a separate worksheet within the Excel workbook.

Monthly delivery (last scheduled delivery 1-Mar-2016)

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✓ **Prior Year Event Attendance**

Reports on company attendance for all Research Reviews and e-Workshops held over the prior year. Note that each SRC research program and event type is reported in a separate worksheet within the Excel workbook.

Quarterly delivery (last scheduled delivery 2-Jan-2016)

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Personnel Participation

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Go ahead, you know you want it!

Not subscribed

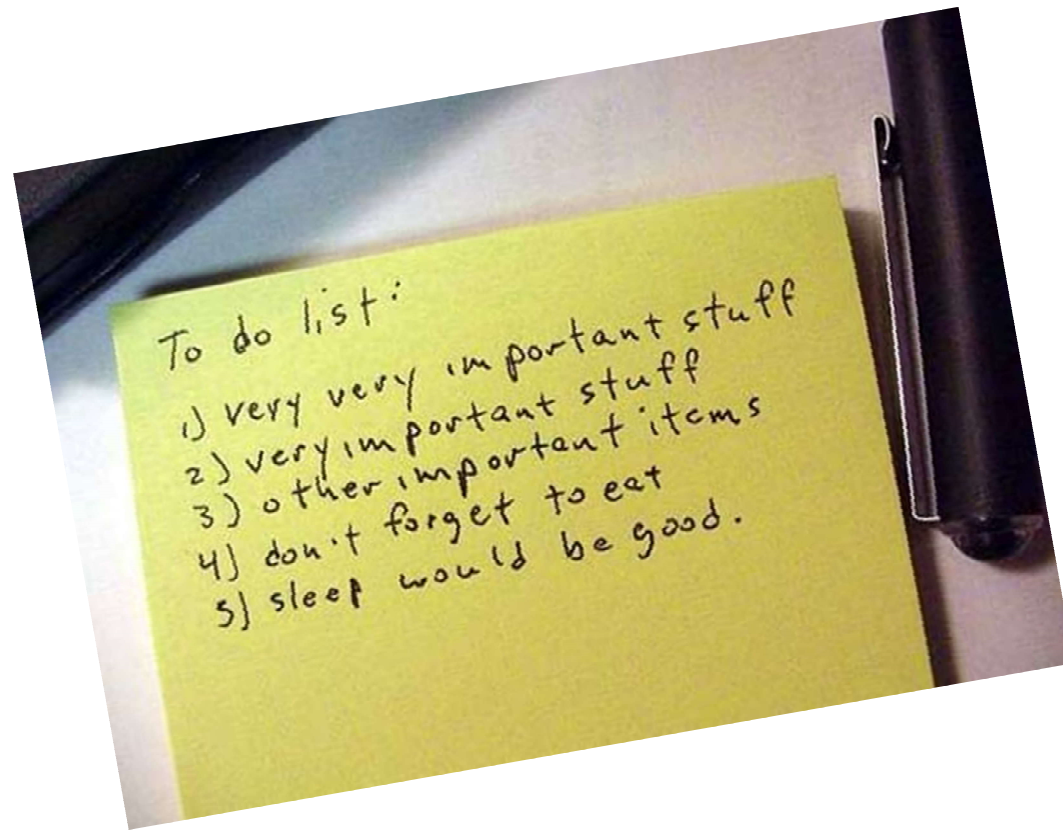**SUBSCRIBE**   **SEND ONCE**

Check it out now! Click **Send Once** to get a copy of the report in the next 10 minutes.   Do this whether you're subscribed to it or not.

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Subscription Reports

- **Current Requirements**
  - Must be at an SRC member company
  - Valid company email address on file (e.g. @ibm.com)
  - Currently hold an SRC website account

- **Long-term goals**
  - Expand reports as needed (audience or report)

2016 VC TAB Priorities

1) Liaison Best Practices Webinar- many thanks to Jeni for very successful coordination and execution!

2) Value Impact of New Thrusts Organization:
   a) Recruitment of new members?
   b) Topics lost in the reorg?
   c) Impact of fewer solicitations per SA/thrust- 2 or 3 yr wait?
   d) Is there sufficient critical mass?
   e) Were the changes good or bad for your company?
   f) Are there additional thrust topics of interest to your company that might foster membership growth- Ken and Steve have been working on a summary of new perspective member interests not covered by our current thrusts?

3) Best Practices for Tech Transfer:
   a) Any updates beyond a similar VC review about two years ago?
   b) Intel is trying to annually identify all internal transfers as well as SRC origin of impactful projects.

4) Liaison Engagement Level:

a) Are your company's liaison engagement metrics at appropriate levels (Jeni's data)?

b) Would it be useful to compile company specific lists of projects without liaisons by thrust for prospective new liaisons?

5) Barriers to Value Extraction:

a) Any issues with access to professors, students, research results, software, etc?

b) If so have they been successfully addressed by the thrust directors?

6) Value of Leveraged Funding?

- a) NSF, state governments, university funding, Mubadala?

7) 2016 VC TAB Vice Chair Volunteers?

8) Others/Opens?

Election of 2016 VC TAB Vice-Chair