

Society Agility Council

March 8, 2022, 12:00 pm meeting

Participating	Unable to Participate
<b>Shef Baker</b> , Publications	
<b>Babu Chalamala</b> , Topical Staging Subcommittee	Susan Troler-McKinstry, Chair
<b>Lincoln Lauhon</b> , Meetings	Ashley White, Focus on Sustainability
<b>Julia Phillips</b> , Topical Curation Subcommittee	
<b>Paul Drzaic</b> , Industry Engagement Subcommittee	
<b>Eileen Kiley</b> , Director of Programs	
<b>Gopal Rao</b> , Chief Editor for Technical Content	
<b>Natalie Larocco</b> , MRS Liaison, IES	

Action Items

<b>Paul</b>	IES bullet points for Julia
<b>Eileen and Natalie</b>	Compile IES metrics
<b>Eileen</b>	Send Task Force report on virtual to Lincoln

MTGC Chair Lincoln Lauhon, sitting in for SAC Chair Susan Troler-McKinstry, opened the meeting.

Agenda

Subcommittee Updates

1. Welcome Paul Drzaic – new IES chair
2. Update from TCS – Julia Phillips
3. Revitalization of the Industry Engagement Subcommittee – Paul Drzaic

“In-Between” Meetings

Time Permitting: How to Cover Differentiation and Curation

Industrial Engagement Subcommittee: Paul Drzaic reporting

The former IEC fulfilled more of an advisory role. Paul wants to change that role.

Initial Thrusts

1. Access and preserve meaningful legacy activities like iMatSci.  
iMatSci will continue. Daniel Shores, mechanical engineer/lawyer, Boston, has agreed to work to re-establish iMatSci post-COVID. Natalie Larocco, IES liaison, has a call set up with Daniel next week. She has emailed the previous organizing committee to see who’ll re-join.
2. Increase engagement by multinational technology and industrial companies.
3. Develop metrics to set a baseline and track progress
4. Build the committee

Past MRS engagement with industry has focused on small companies and start-ups, reflecting the preponderance of academic membership. Paul would like to initially focus on increasing engagement with large multinational companies with large R&D budgets. Metrics should be developed to enable MRS to measure progress towards goals related to industry engagement.

Why focus on large multinational companies?

R&D budgets are very large. Small portions of large budgets can be very impactful to MRS.

The need for R&D and innovation should pave a way for MRS engagement.

Progress can be made on pressing global problems via innovation in materials.

Multinational technology companies must be part of the solution. If it’s in their interest, they will invest.

MRS needs to figure out what the needs are to attract companies.

*Goal: Find one major or two minor successes over the next year.*

#### Initial Activities and Framework

Paul will interview the decision-makers of large multinationals.

Paul has communicated with: John Mauro, PSU retired Corning; Dave Parrillo, Dow; Dan LeCloux CTO Dow Dupont (an interview is set for Friday.)

Suggestions from SAC members:

Shef Baker:

- Bill LaFontaine, IBM; Karel Czanderna, retired CEO of Flexsteel, Owens-Corning, others  
Yonn Rasmussen, Xerox; Greg Galvin, serial entrepreneur, Kionix, Calient Optical, Rheonix...

Julia Phillips:

- Alan Taub; Julia will help make connection. She asked for bullet points to reference for this IES conversation.

Gopal Rao:

- S22 Chair Eunjoo Jang, leads Samsung Quantum Dot; S23 Chair Robert Blum, Intel
- Francesca Iacopi, TCS member, mentioned IEEE EDS as a community that could find a home in MRS and a symposium for S23 will start this process

Ashley White:

- Background information is available on topics relating to industry and sustainability intersection (Industry Relations Working Group that Richard Souza was working on before he left MRS) (by email)

Babu Chalamala:

- Jim Cushing/Om Nalamasu, Applied Materials

#### Initial activities and framework – areas of potential value

1) Recruiting pipeline: how to leverage in a mutually beneficial way. Companies need the talent that MRS has at the Meetings. How can we make our talent pool visible to companies? Now that MRS Career Services is outsourced, how should IES pursue recruiting related initiatives?

2) Technology and Innovation pipeline

Applied research programming

Training, targeting Publication content, webinars. Turn into engagement.

3) Networking pipeline. Building a community that regards MRS as a home over multiple years. There are many examples of for-profit conferences that companies send employees to because everyone will be there.

*MRS would likely need to offer symposia on applied research topics that are not cutting edge, which is too far out for industry, and commit to sustaining a community.*

Baseline for tracking progress: metrics for industrial involvement.

Symposium support – tracking industry sponsorship of MRS activity by area and company.

Meeting attendees from industry

Publications, how to track industry interest by generation or consumption?

Industry volunteer base

Trends in industry segments and geography

Can IES suggest ways that industry may participate in symposium organization? so that MRS can be proactive in getting proposals?

Lincoln suggested identifying or soliciting a symposium in which to experiment with symposium structure. Not much has changed in the format of technical symposia in a long time. Perhaps IES could come up with an event or ideas and see how symposium organizers or Meeting Chairs could contribute to execution.

The Topical Staging Task Force is looking ahead to bring in topics intentionally. How can MRS maintain them? How do we answer the handoff question for a follow-up symposium?

What areas would support an applied symposium with research at the right level of maturity to attract industry, even if not cutting edge by the standards of academia?

Babu asked why industry would be excited to come to MRS Meetings? The structure is bottom up with proposals but in the clusters, there's not a case for all these things. MRS rarely gets a symposium on quantum on a level that's interesting for a lot of attendees who aren't experts in this area. He suggested a symposium that connects the dots on what is happening, and to consider designing clusters with the intent of engaging industry.

Gopal notes that the Exhibit purpose is different, but has an industry base. Consider leveraging the Exhibit with industry.

Lincoln: The Career Center and Exhibit are outsourced. Does that make it easier or harder to leverage opportunities? For next meeting's agenda: does outsource of career center or exhibit introduce challenges for incorporating new ideas? How do we interact with the third parties?

Are there communities within the MRS structure that have industrial components? Lincoln would like descriptors that could be used to tag events and enable subsequent look up in a database.

**Topical Curation Subcommittee:** Julia Phillips reporting

What do PDSC and TCS need to work together productively? TCS can be better by connecting better with PDSC.

The TCS conversations with the Meeting Chairs take place before they have a complete understanding of their role. TCS weighed in with the S23 Meeting Chairs. At every review, the question is asked: can someone who's an MRS person find anything to submit to with small, focused symposia? Until recently, TCS received no feedback on the results of its input.

The proposals refer to industry participation but there's no evidence that it is done.

TCS has pointed out the possibility of partnering with other professional societies. That could be considered for industrial engagement.

In addition to large topics with a lot of coverage, what about other areas (polymers) that used to call MRS home? Other societies have taken a lot of the space that MRS once occupied. For S23, there's no good anchor for semiconductors. This should be looked at.

It's the same in the Fall with metals. Boston has many leading-edge metal research that would have been captured by MRS. There's a lot of opportunity potential. Is it worth trying to get back?

How can TCS be more useful?

Bottom-up is great but some top-down is needed; it makes the Meeting Chair job fun. This helps introduce order out of the chaos of many different little symposia.

The Collaborations Task Force is discussing engagement with other societies.

One of the reasons that TCS is important is to maintain communities over time. Meetings and Publications need to be tied together. TCS is not well informed about where there are current strengths in the Publications portfolio. That communication link is not yet established. The flow needs to go both directions.

Ramesh has ideas on how to connect with JMR and expand to other journals. Ramesh, Shef and Eileen are going to talk about the JMR game plan, which has Meetings implications, with the Executive Committee. After getting comments from the Executive Committee, they will talk to the Meeting Chairs. Lincoln will be part of the discussion.

PDSC used to retain communities. New subcommittees are created now to do what PDSC used to do. Board changes, and hybrid/virtual Meetings make it all more complex.

Lincoln noted that many goals identified by TCS, IES, and others could likely be addressed by a single well-designed symposium. If we are all stretched, focusing efforts on fewer initiatives that tick more boxes could make us more effective and efficient. Meeting Chairs and PDSC are given charges to differentiate and increase industry participation, but the data, analysis, and related infrastructure are insufficient. MASC can try to track outcomes it is nearly impossible to link these back to decisions upstream.

What do we need to make this work?

How to deal with the current governing structure?