



NSF Cooperative Agreement EEC-1160504



Conducting Site Visits & Writing Annual Reports after COVID

Presenters:

Schaffer Grimm (TANMS) & Adam Curry (ASSIST)

UCLA | CSU Northridge | UC Berkeley
Cornell | Northeastern | UT Dallas





Conducting Site Visits & Writing Annual Reports after COVID

Presenters:

Schaffer Grimm (TANMS) & Adam Curry (ASSIST)

NC STATE UNIVERSITY

FIU | FLORIDA INTERNATIONAL UNIVERSITY



UNIVERSITY OF VIRGINIA
SCHOOL OF ENGINEERING



UNC
SCHOOL OF MEDICINE

M UNIVERSITY OF MICHIGAN

THE UNIVERSITY OF UTAH

COVID Impact on Annual Report

What TANMS did:

- Industry Ecosystem was written in ~ March / April time frame
- Preamble at the front of the Industry Ecosystem section:
 - Defined that COVID was a massive uncertainty
 - Had no idea as to the short or long term repercussions
 - Prior to NSF agreement to provide additional years to companies

What ASSIST did:

- Writing began in February, drafts completed by mid-March
- Great deal of online collaboration & review to complete
- COVID contextualized the Vision in the Narrative
- Industry Ecosystem section didn't address COVID

COVID Impact on Annual Report

Consider:

- How do you deal with (and address in the report) the impact of COVID on the industry program?
 - More limited engagement opportunities with current and prospective members
 - Economic slowdown impact on membership levels
 - Everybody's work life getting upended
 - Any loss of members, licensing delays, etc.
- Changes / modifications to your ecosystem structure due to COVID?
 - Are these short term or long term changes?
 - The effect it may have on any industry projection
- Any impact on how the Center works together virtually to get the report written

COVID Impact on IAB Meeting

What we did (TANMS):

- TANMS always has an IAB meeting at the same time as the Annual Review
 - Provides an update to members and fosters SWOT discussion
 - This year it was virtual which allowed the following:
 - Used as a practice run for the NSF review presentations (the week before)
 - Did not require them to sit in on the NSF presentations
 - Reduced time impact (only zooming in for critical portions)
 - Address industry questions to make final presentation better
 - More reps from industry members (no budget issues)
 - Included prospective companies
 - Recorded presentations which can now be delivered to other prospects or members who missed the meeting
 - Internal SWOT discussion a few days later, the day prior to the NSF closed door session
 - Allowed time for members to provide input to SWOT to be discussed

COVID Impact on IAB Meeting

What ASSIST did:

- ▶ Industry member virtual meeting 1 week prior to the Annual Review
- ▶ Focus
 - ▶ Annual Review
 - ▶ Invited to all sessions, but emphasized Industry update and NSF meeting
 - ▶ Participation: 10 / 19 current members
 - ▶ Reminded members of research portfolio and technical progress
 - ▶ Highlighted Innovation Ecosystem activities and successes
 - ▶ Sought feedback
 - ▶ New opportunities and benefit options
 - ▶ Research planning for Y9+
 - ▶ Membership update

COVID Impact on IAB Meeting

Consider:

- How do you foster networking?
- Advice on moderating a zoom meeting (vs a real one)?
- Do you record center presentations and provide that to industry members or have it be live?
- Expand invite (beyond IAB member reps)?
 - TANMS did to any employee at an IAB member company and for any IAB prospect member (Only technical presentation updates – not SWOT discussion)
 - ASSIST invites other IAB company employees, but not non-member companies for the Annual Review prep. ASSIST has recently invited non-member co's to 6-month industry meeting
- IAB SWOT generation?
 - Do you pre-populate it prior to the SWOT discussion? Pros / Cons?
 - If so:
 - SWOT from previous year?
 - PI generated SWOT analysis?
 - Feedback from IAB members during / after overview presentations?
 - ???
- Timing of the meetings to prevent zoom fatigue?
- What do you do about student posters / presentations?
- If this meeting is just for industry prep for the annual review, what do you share, how do you motivate industry to attend this and the annual review?
- Any demos?

COVID Impact on Annual Review

What TANMS did:

- Agenda
 - 2 days – mix of ERC run zooms and NSF run zooms (when closed door)
- IAB attendance
 - Only at the closed door session
 - Provided updates beforehand
 - Reduce time impact on IAB members
 - Try to prevent zoom fatigue
 - May have missed an opportunity for them to view “Student Poster Session”
- Notable addition: – Both TANMS and ASSIST had a Student “Poster” session:
 - 5 different breakout rooms
 - Each breakout room had 6 students with:
 - Limited time allotted for presentation and Q&A
 - Pre-formatted slides

COVID Impact on Annual Review

What ASSIST did:

- ▶ Virtual, 2 Days with shorter presentations
 - ▶ **Day 1:** 12:30 – 3:55 pm EDT
 - ▶ Systems & Testbeds: 10 min + 5 min Q&A
 - ▶ “Thrusts”: 15 min + 5 min Q&A
 - ▶ **Day 2:** 9:05 – 1:40 pm EDT
 - ▶ EWD & DCI: 40 min incl Q&A
 - ▶ Virtual poster session (Zoom breakout rooms): 1 hour
 - ▶ Innovation: 15 min + 10 min Q&A
- ▶ Registrants: 8 / 19
- ▶ Innovation response to COVID
 - ▶ ~1/4 of presentation
 - ▶ Webinar & Virtual incubator
 - ▶ Networking

Annual Review Lessons Learned

- ▶ Compressed time made complete answers difficult
- ▶ Online format prevents valuable sideline discussions
- ▶ Student presentations were highly valuable
- ▶ Decision point: Pre-record or not?
 - ▶ Pre-recording reduces pressure and presents opportunity for marketing later
 - ▶ Live allows better engagement with prior discussion and SVT questions

COVID Impact on Annual Review

Consider:

- How do you deal with (and address in the review) the impact of COVID on the industry program?
 - More limited engagement opportunities with current and prospective members
 - Economic slowdown impact on membership levels,
 - Everybody's work life getting upended,
 - Any loss of members, licensing delays, etc.
- Any impact on how the Center works together virtually to prep for the review?
- Do you want to have students present?
- IAB attendance during all the other presentations?

BACKUPS

COVID Impact on Annual Report

What we did (TANMS):

- Industry Ecosystem was written in ~ March / April time frame
- Preamble at the front of the Industry Ecosystem section:
 - Defined that COVID was a massive uncertainty
 - Had no idea as to the short or long term repercussions
 - Prior to NSF agreement to provide additional years to companies

Discussion Questions:

- How do you deal with (and address in the report) the impact of COVID on the industry program:
 - More limited engagement opportunities with current and prospective members
 - Economic slowdown impact on membership levels
 - Everybody's work life getting upended
 - Any loss of members, licensing delays, etc.
- Changes / modifications to your ecosystem structure due to COVID?
 - Are these short term or long term changes?
 - The effect it may have on any industry projection
- Any impact on how the Center works together virtually to get the report written