UCSB Corporate Affiliates Program Leadership: Over 25 years of industry experience

Leslie Edwards, Ph D.
Amgen and Miravant (Research and Management)

Chris Russo
Hughes, Synopsys, ARM, Greenhills Software
(Engineering and Sales)
Why industry values the UCSB Corporate Affiliates Program

• **CAP provides a “corporate” style interface to a research institution i.e. responsive, attentive and results oriented**

• **Allows for examination of ANY research area in Engineering & the Sciences which aligns with a company’s product/research direction**

• **Capability to do exhaustive recruit/employee searches with information sessions, targeted research lab access and advisor email campaigns**

• **Awareness and access to ALL the campus facilities that are available for industry use**
National Academy members 25 in Engineering and 28 in Sciences

4 Nobel Laureates within past 10 years

5th Ranked Engineering schools/institutions- citations

US News and World Report ranks three COE departments in the top 20

- #4 Materials Engineering
- #9 Chemical Engineering
- #18 Electrical Engineering

#18 Engineering Graduate School

Five Sciences’ departments rank in the top 20:

- Chemistry and Biochemistry
- Ecology, Evolution, and Marine Biology
- Geography
- Earth Science
- Physics
# Top 20 institutions in engineering based on impact

22 May 2008

Data from Thomson Scientific’s Essential Science Indicators, 1 January 1997 – 31 October 2007

<table>
<thead>
<tr>
<th>Institution</th>
<th>Papers</th>
<th>Citations</th>
<th>Citations per paper</th>
</tr>
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<tr>
<td>1 Harvard University Cambridge, Massachusetts</td>
<td>1,067</td>
<td>12,788</td>
<td>11.90</td>
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<tr>
<td>2 AT&amp;T Various locations, US</td>
<td>1,239</td>
<td>13,089</td>
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<td>3 California Institute of Technology Pasadena, California</td>
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<td>13,699</td>
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<td>21,466</td>
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<td>37,448</td>
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<td>9 IBM Corporation Various locations worldwide</td>
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<td>11 Cornell University Ithaca, New York</td>
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<td>12 Northwestern University Evanston, Illinois</td>
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<td>14 Johns Hopkins University Baltimore, Maryland</td>
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<td>20 Technical University of Denmark Lyngby, Copenhagen, Denmark</td>
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</table>
How we reach out to industry

• Conduct “Collaboration Exploration Days”
  – Exploring potential areas of collaboration

• “Access UCSB” Event – July 7th 2010
  – Showcase of UCSB touch points for Industry

• Corporate Affiliates Program Newsletter

• UCSB “Industry Center” Website

• Success Stories
  – Illustration of successful corporate interactions with UCSB

• UCSB’s Engineering & Sciences Corporate Affiliates Program
  – Membership Program
**HRL: R & D Collaboration Exploration Agenda**  
**ESB 2001**  
**Friday, June 19th, 2009**

<table>
<thead>
<tr>
<th>Time</th>
<th>Presenter and website location</th>
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<tbody>
<tr>
<td>8:30am</td>
<td>Meet at front of Parking Lot 10, call Chris Russo, Technology and Research Manager, (805) 280-2905 as you get close to campus</td>
</tr>
</tbody>
</table>
| 9:00-9:30am   | **HRL Presentation: Overview of HRL Research direction**  
**Bill Jeffrey** – President and CEO HRL |
| 9:30–10:00am  | **David Gay** – Director of Technology, Institute of Collaborative Biotechnologies, Adjunct Professor, Chemical Engineering  
[http://industry.ucsb.edu/faculty/profile/241](http://industry.ucsb.edu/faculty/profile/241) |
| 10:00-10:45am | **Bob York** - Professor Electrical & Computer Engineering  
[http://industry.ucsb.edu/faculty/profile/164](http://industry.ucsb.edu/faculty/profile/164)  
[http://my.ece.ucsb.edu/yorklab/](http://my.ece.ucsb.edu/yorklab/) |
| 10:45-11:15am | **Glenn Fredrickson** – Professor, Chemical Engineering and Materials, Director of the Mitsubishi Chemical Center for Advanced Materials (MC-CAM)  
[http://www.mrl.ucsb.edu/~ghf/ghfgroup/index.html](http://www.mrl.ucsb.edu/~ghf/ghfgroup/index.html) |
| 11:15am       | Travel to Beachside Cafe  
**Mike Witherell** – Vice Chancellor of Research, Professor of Physics  
[http://industry.ucsb.edu/faculty/profile/242](http://industry.ucsb.edu/faculty/profile/242)  
[http://research.ucsb.edu/vice/index.shtml](http://research.ucsb.edu/vice/index.shtml)  
**Jerry Gibson** - Professor and Department Chair Electrical & Computer Engineering Media Arts and Technology  
[http://industry.ucsb.edu/faculty/profile/95](http://industry.ucsb.edu/faculty/profile/95)  
**Leslie Edwards** – Director of Corporate Business Development  
[http://www.industry.ucsb.edu/faculty/profile/300](http://www.industry.ucsb.edu/faculty/profile/300) |
| 11:30-12:45pm | Beachside Café for Lunch  
**Christopher Palmstrom** – Professor Electrical & Computer Engineering, Materials  
[http://www.industry.ucsb.edu/faculty/profile/524](http://www.industry.ucsb.edu/faculty/profile/524) |
| 1:00-1:45pm   | **Umesh Mishra** – Professor of Electrical & Computer Engineering, Director of the AFOSR PRET Center for Non-Stoichiometric Semiconductors and of the ONR MURI Center (IMPACT)  
[http://my.ece.ucsb.edu/mishra/](http://my.ece.ucsb.edu/mishra/)  
| 1:45-2:30pm   | **Leslie Edwards** – Director of Corporate Business Development  
[http://www.industry.ucsb.edu/faculty/profile/300](http://www.industry.ucsb.edu/faculty/profile/300) |
| 2:30-3:00pm   | **Mark Rodwell** – Professor Electrical & Computer Engineering  
[http://industry.ucsb.edu/faculty/profile/156](http://industry.ucsb.edu/faculty/profile/156) |
| 3:00-3:45pm   | UC Santa Barbara, Engineering and the Sciences Corporate Programs, www.engineering.ucsb.edu/industry/ |
Access UCSB event- a showcase of touch points for industry

NEXT EVENT July 7, 2010

Agenda

- Welcome and Introduction to UCSB
- Corporate Affiliates Program
- Research and Licensing Collaborations with UCSB
- Leveraging the Small Company/University Relationship
- Grants for Industry-University Collaborations
- Strategic Recruitment and Internships
- Industry/University Relationships Will be Critical over the Next Decades
Dear Marie,

With the first quarter of the academic year coming to a close, the Corporate Affiliates Program is pleased to send you our second newsletter. In this issue you will find an updated list of available facilities on campus here at UCSB, a list of upcoming events throughout the university and a new Success Story highlighting the benefits of collaboration between industry and UCSB.

We always appreciate any input you may have on how we can improve, so please don’t hesitate to send us your feedback. Thank you for your continued support of our program. For further information, please visit the Industry Center website at: www.industry.ucsb.edu

Sincerely,
The Corporate Affiliates Program

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**In This Issue**

- Upcoming CAP Events
- New Facilities on Campus
  - Allergan and UCSB
- New CAP Members

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**Available Facilities at UCSB**

The Corporate Affiliates Program has recently updated its records of facilities and equipment available for use by industry here at UCSB. Of notable change are the installation and arrival of 2 new Transmission Electron Microscopes at the Microscopic and Microanalysis Facility, the addition of wet processing instruments at the National Nanotechnology Infrastructure Network (NNIN), and the new two-photon microscopy instrument at the Microscopic Facility within the Neuroscience Research Institute (NRI). To see the full list of available facilities on campus, please click on the link below.

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**Facilities List**

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**Allergan and UCSB: A Winning Collaboration for California State Grant Funding**

Allergan Medical chose to become a member of the Corporate Affiliates Program three years ago. By working through the Corporate Affiliate Program,
UCSB - A CATALYST FOR YOUR SUCCESS

UCSB has the ability to help you find the research, talent, facilities, matching funding, and expertise that you and your company need. Using the Industry portal you can:

- Find faculty experts
- Find technology available for licensing
- Find students for hire as interns and employees
- Take the next step to creating a meaningful partnership
- and more....

In addition, UCSB’s Corporate Affiliates Program (CAP) helps companies pursue long-term relationships with the campus. Contact CAP to see how we can help you achieve your goals with the university.

Success Stories

Northrop Grumman - The charter member of the Corporate Affiliates Program

Based on the joint research and development programs, plus the numbers of alumni Northrop Grumman employs from UCSB, UCSB is one of the top tier schools with which Northrop Grumman works.
Novacoast is a Santa Barbara based IT Professional Services and Product Development Company. Eron Howard, Novacoast’s Vice President of Development and UCSB Alum, coordinates Novacoast’s recruiting and intern program with UC Santa Barbara. Today, 25-30% of all Novacoast employees are UCSB alumnus. Based on the nature of Novacoast’s business, they have very stringent skill set requirements for the type of customer facing consulting developers they employ.

Novacoast has been recruiting top-engineers exclusively out of UC Santa Barbara for over 5 years. Eron noticed, once the word got out about the quality of Computer Science majors who were graduating from UC Santa Barbara, competing for top quality software engineering graduates became more challenging as Microsoft, Apple, Google and others moved in. Novacoast was attending fall and spring career fairs on campus and discovered the best students were not the ones necessarily attending these events. They then decided they needed to step up their campus penetration efforts to attract the best and brightest prospective employees.

To assist them with their recruiting efforts, they joined the UC Santa Barbara Corporate Affiliates Program (CAP). This allowed them to significantly increase their visibility on the campus. They started with fall and spring information sessions to inform students about Novacoast and encourage them to apply for internships at the company. Information sessions are advertised campus meetings where companies have the opportunity to present to students an overview of their company and participate in interactive discussion forums. These sessions also allow students to have discussions with the company and submit their resumes for potential interviews in the future. Eron discovered that if he conducted a Novacoast information session during the first few weeks of classes in the fall with pizza and iPod give-aways, the students would come in flocks.

This was a great start for filling their pipeline for interns for the year.

The main reason Novacoast has been so successful targeting the right students as future employees is because they have created a robust intern program. This is their primary avenue to cultivating full-time consulting developers. This program allows them to immerse the interns into the culture of Novacoast’s business and ensure alignment of the intern with the career path of a Novacoast developer. The intern program generally lasts 6 to 12 months. They have anywhere from 8 to 15 UCSB Computer Science majors interning at any time. During this period, the intern has the opportunity to pick a project to work on and set his or her own deadlines. Once an engineer is promoted to a full time consulting developer, they will spend a lot of time in front of the customer representing Novacoast to Information Technology Director-level clients. Having the deep knowledge of Novacoast business practices and the ability to represent themselves technically, in front of high caliber IT professionals is paramount.

Another recruiting avenue that Novacoast has utilized is the UCSB Computer Science Capstone program (http://capstone.cs.ucsb.edu). This course is an industry sponsored two-quarter sequence of undergraduate classes that presents an opportunity to develop innovative solutions to real industry problems. Student teams work on challenge problems suggested by industry leaders. Solutions to these problems require innovative approaches that are at the frontier of the available technology.

Eron says “The UCSB Capstone program puts students in a real world project scenario; complete with specification development, timelines and deliverables.” Novacoast has participated in the program 3 consecutive years, and with a team of 5 or 6 students, he hires at least one team member, each year, as a full time employee.
The Corporate Affiliates Program is...

...a portal for companies to explore prospective research partnerships, utilize world-class facilities, recruit top students & gain campus visibility
The Corporate Affiliates Program is...

Connections to relevant research centers and funding opportunities

- Facilitated access to labs and available equipment

- Faculty Introductions
  Topical research discussions

Capstone Senior Projects
Company sponsored classroom projects
Visibility

Having your company standout on campus among hundreds of others can be a challenge but as a Corporate Affiliate we help you do just that.

Events
Classroom participation
Customized recruiting
Access to faculty
Research days
Inside knowledge
Putting it together for you

As a Corporate Affiliate we can help you connect with the right people and resources to meet your goals. We save you time and make you more efficient by optimizing your relationship with UCSB, the number one public institution for engineering impact.

“We were able to gain tremendous validation in our industry as a result of being an affiliate of UCSB.” Eugene Keane, CEO
UCSB’s Corporate Affiliate Members

Company Size

Talent Focused

Research Focused