

National Science Foundation
Industry/University Cooperative Research Centers
NSF I/UCRC 2005 Annual Meeting

January 12-14, 2005
Key Bridge Marriot, 1401 Lee Highway, Arlington, VA

Notes from Small Group Discussion
Recruitment and Retention

Thursday, January 13, 2005, 2:30 – 4:00pm

Ian Pepper, Co-Director, Arizona Water Quality Center (WQC), The University of Arizona, with **Dale Niesz**, Former Co-Director, Ceramic and Composite Materials Center (CCMC), Rutgers University

Recruitment:

1. Have a relevant product (faculty expertise)
2. Real leveraging
 - a. Financial leveraging
 - b. Knowledge leveraging
3. Student access
4. Faculty access

Retention:

1. Treat them like customers
2. Engage in relevant knowledge transfer
3. Rapid response and flexibility
4. Information access/website communication