

Minutes of the Strategic Planning Committee Meeting

Venue: Room 205D, PERC, University of Florida

Date: February 14, 2017

Time: 4:00 – 6:00 p.m.

Members Present:

1. Dr. Raymond Farinato
2. Dr. Altony Miralles
3. Dr. Reg Davies
4. Dr. Greg Spontak
5. Dr. D.R. Nagaraj
6. Dr. Partha Patra
7. Dr. Brij Moudgil
8. Dr. Premal Shukla

1. Suggestion to remove “greener” word from mission statement. Why limit to only greener particulates and greener surfactants. Work in any sector. Keep greener as one of the bullet items in the research plan.
2. Suggestion to prepare a CPaSS booklet – which gives overview of the research activities.
3. CPaSS and the IAB meetings should help students find jobs, and companies to recruit qualified workforce.
4. Having good contact in company is critical. Industry members should help CPaSS Directors access the right people in own or other companies to increase membership.
5. Industry members should leverage their CPaSS membership:
 - a) Free consulting
 - b) Invite faculty to site to give courses and training programs
 - c) Get instrumentation analysis done at university
 - d) Come and work in the lab with students for a few days
6. Suggestion to attend research meetings and conferences, and come back with at least one new good idea.
7. Suggestion to sell product to the operators, then go to Management. If you go straight to management, chances are more of being rejected. If workforce is informed and appraised about it already, then management will make a more positive decision.
8. Technology Roadmap – it is not like we do not have any roadmap. A roadmap is where we are at present, and where we want to go, and along that path, what kind of projects we should do, what types of members we should recruit, and what activities and marketing strategy to apply. But it is very important to know where we are at present. Then start building steps on the map. What is the most pressing problem we got?

9. To identify research areas:
 - a) At closed door meeting ask members to write down three areas of research.
 - b) For members not present, send three ideas by email by February 22, 2017.
 - c) Current members should give top three areas which would be of most use to them. What is the magic bullet? What is the most need you have?
 - d) SPC should undertake a survey with the current members and find out their top three needs.
 - e) Center is more successful with “wet” systems, than “dry” systems. Wet systems include coatings, suspensions, surfactants.
 - f) Microstructure of the particle is of tremendous interest and use. Rheology is one of the tools to study it.
10. Suggestion to invite experts by paying them only travel money, and getting updated on the latest developments in the area.
11. A good literature search should be done on potential new members and potential new thrust areas.
12. “Hook” projects are on current hot themes, one page reports, from industry perspective, that CPaSS can use to leverage for new members and hook them with it.
13. NSF requirements are the following:
 - a) Students graduate on time
 - b) Projects finish on time
 - c) Industry buy in is there
 - d) Get ideas from industry
 - e) Pre-competitive research ideas
14. The Strategic Research Plan being made will contain:
 - a) Benefits for the members
 - b) Roadmap
 - c) Marketing Plan
 - d) Top three areas/needs
 - e) Are we in the right direction?
 - f) To give it to new members to give complete CPaSS information
15. There was discussion on whether to apply for Phase III with NSF or not. NSF will provide only \$40,000 per year. But having NSF value is important, and ability to apply for grants within NSF with limited competitors. Minimum amount from membership fees and enhancement projects per site for Phase III is \$250,000 per year.
16. The next SPC meeting is on August 8, 2017 at Solvay (Stamford, Connecticut), just before the IAB meeting in Columbia University (August 9-10, 2017).