



# UMIACS

## Corporate Relations Committee

---

Ashok Agrawala,  
Michael Cummings,  
Ramani Duraiswami,  
Bill Rand

# Forms of Past Corporate Participations

---

- Grants
- Donations
  - Money
  - Equipment
  - Software
- Collaborative Projects
- Visiting Scientists
- Setting of a Research Lab here

# Examples

---

Aerospace Corp	Microsoft
Children's Digital Library	NTT
CISCO	NVIDIA
D. Vinci Interactive	Panasonic
Disney	Patton Electronics
Fujitsu	Raytheon
FXPAL	Sprint
Google	Telecommunications Services
Koolspan	Tumri
Kumatsu	Visual Analytics
Lockheed Martin	

# Industrial Relations at Berkeley

---

## Industrial Membership Programs

### **EECS Industrial Members**

EECS industrial membership programs were established to encourage cooperation between members of industry and the Department:

- to facilitate faster transfer of research results to industry
- to help keep research focused on problems that interest industry
- increase industry access to research publications, students and faculty
- encourage industrial gifts/grants to support educational and research activities

There are 3 EECS industrial membership programs:

<b><u>Berkeley EECS Affiliates Program (BEECSA)</u></b>	<b>(21 Members) (\$ 125K/year)</b>
<b><u>Research Partner Program</u></b>	<b>(25 Members) (\$ 50K/Year)</b>
<b><u>Industrial Liaison Program (ILP)</u></b>	<b>(41 Members) (\$10K/Year)</b>

In addition, a number of research centers, laboratories, and projects associated with the EECS department have their own industrial membership programs:

[Berkeley Initiative in Soft Computing \(BISC\)](#)

[Berkeley Microfabrication Lab \(BMLA\)](#)

[Berkeley Sensors and Actuators Center \(BSAC\)](#)

[Berkeley Wireless Research Center \(BWRC\)](#)

[Center for Intelligent Systems \(CIS\)](#)

[Center for Optoelectronic Nanostructured Semiconductor Technologies \(CONSRT\)](#)

[Gigascale Systems Research Center \(GSRC\)](#)

[Parallel Computing Laboratory \(Par Lab\)](#)

[Reliable, Adaptive and Distributed systems Laboratory \(RAD Lab\)](#)

# Observations

---

- Working with the industry is very different from working with any federal agency
- Much more regular attention is required
- Have to answer – What do they get in return ?

# What do they want?

---

- Research
- Development
- **Access to students**

# Stumbling blocks

---

- IP issues
- University does not do “work for hire”
- Lack of Support
- University/College/...

# Suggestions – 1 – CTO Talk Series

---

- Focus on a few companies to develop relationship
  - CTO Level talks
    - One per semester



# Suggestion – 2 – One Day Tutorial

---

- Specialized Tutorials
  - One Day
  - On topics of current interest
  - Instructor to be paid extra

## Suggestion – 3 - Collaborations

---

- Establish a “Clearing House” for sharing information/contacts/requests for partnering on proposals, etc.

# Suggestion – 4 – Research Collaboration

---

- Should be at the Lab level
- If we collaborate on problems of industrial interest some students get trained and may candidates for hiring.