

# Establishing Successful Relationships with Industry



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# AGENDA

- Goal
- Motivation
- What is ISBIR?
- ISBIR – The process
- Challenges
- Solutions
- What is in it for you?
- Last word

# Goal

- Present a successful model on how to
  - Underline the industry-related services of IEEE
  - Achieve industry involvement through students
  - Benefit from the already existing volunteer force
  - Receive more financial resources
- To reach Academia, Students and Industry under one name, i.e., **IEEE**

# Motivation – Why Industry?

- Affects the direction of new technologies
- Introduces new challenges to SET (and vice versa)
- Has more financial power to do R&D
- Plays a significant role in determining the curriculums in related departments of academia
- Employs IEEE members

# Motivation - Why funding from Industry?

- To realize more activities/events
- To implement your projects
- To add value to IEEE membership
- To provide more services to members in your section
- To encourage/reward the student involvement

# Motivation - Why ISBIR model?

- Reminds the importance of Academia – IEEE – Industry triangle
- Utilises the current human power of IEEE
- Successfully implemented in Region
- Adds value to/Underlines the IEEE services
  - by leveraging collaboration with industry
- Encourages today's students/future's professionals to take a vital part in making a visible change within IEEE

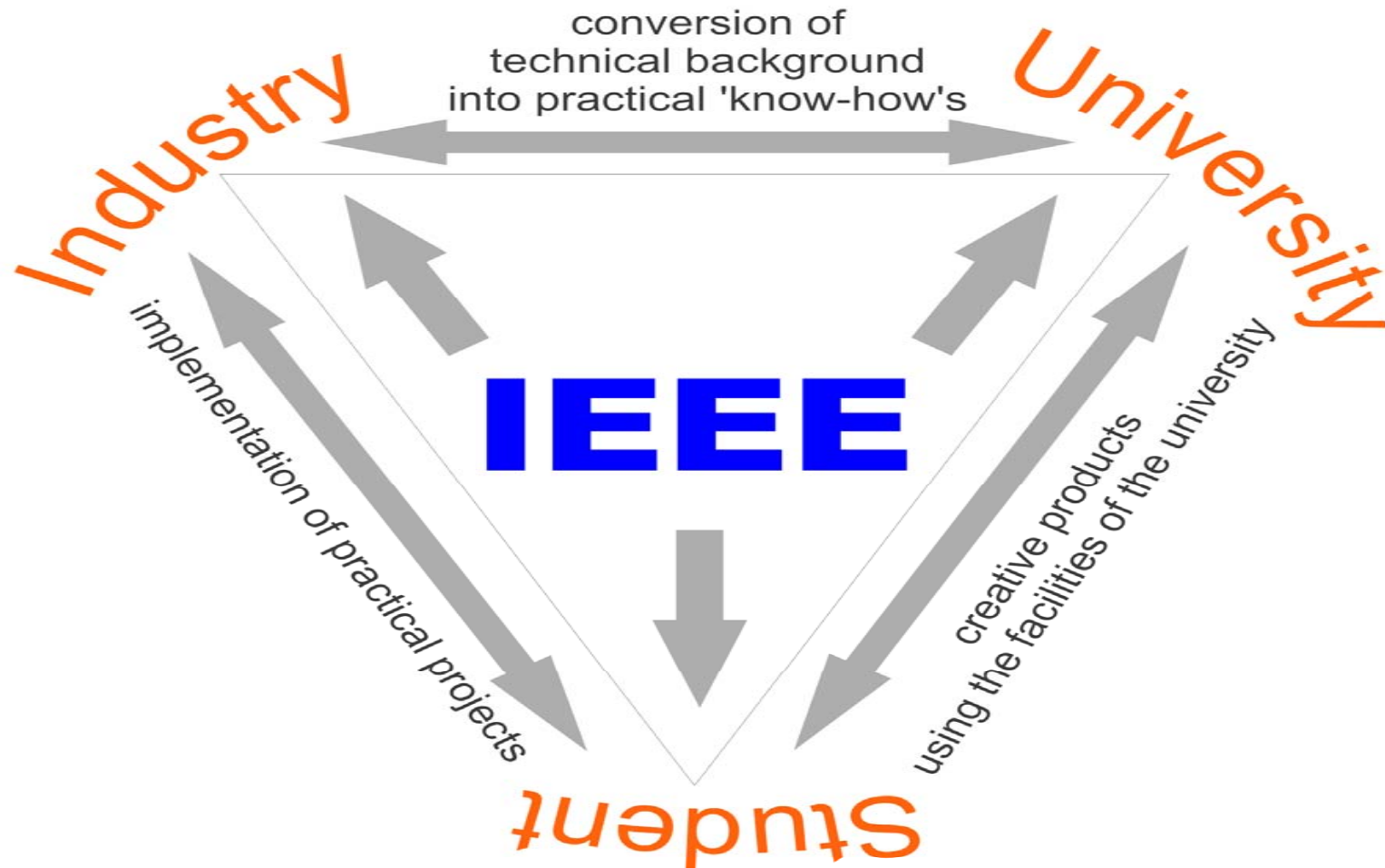
# ISBIR

## IEEE Student Branches Industry Relations

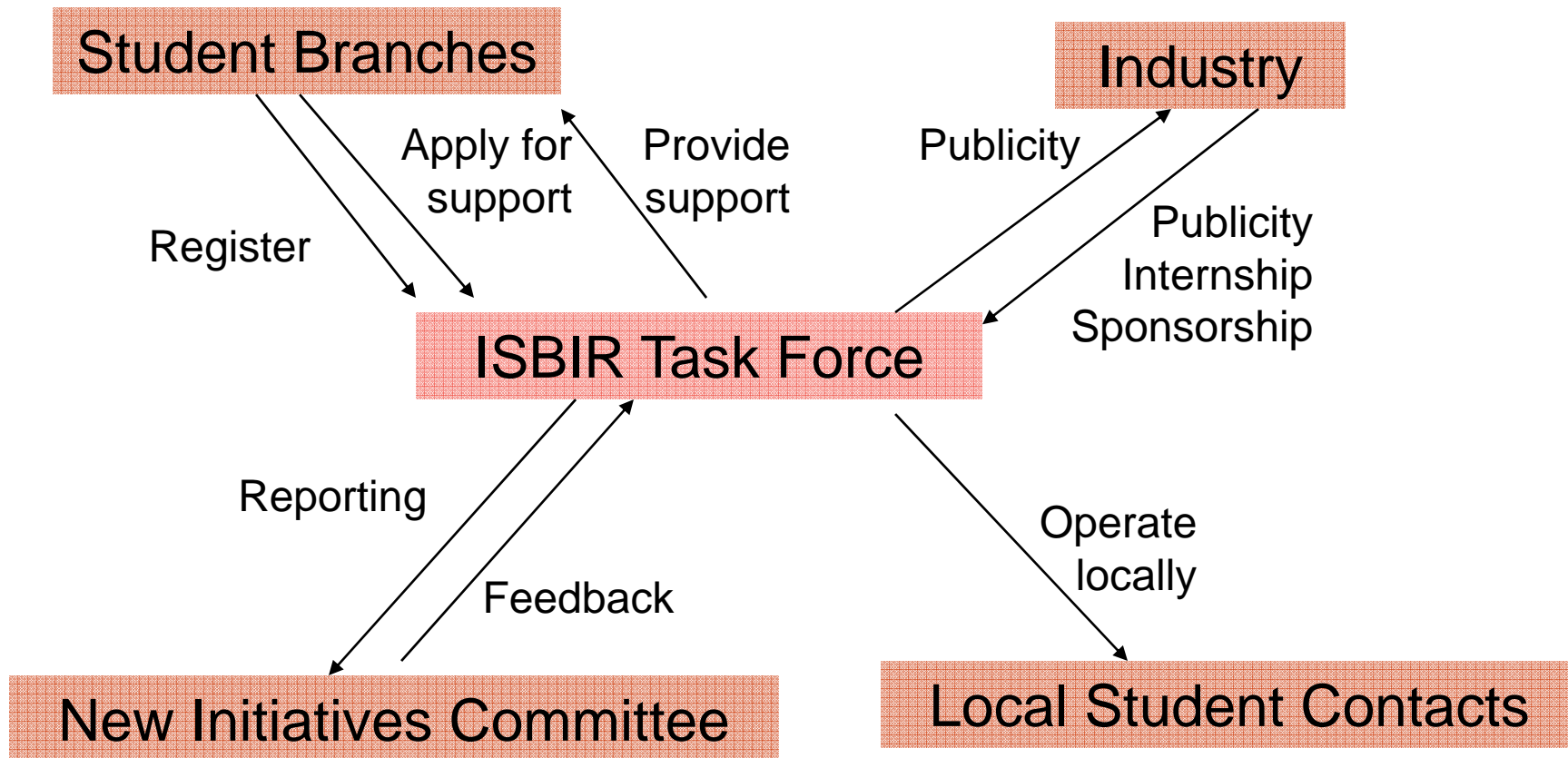
ISBIR is a platform to share best practices and experiences about industry relations.

- Provides guidance and other support (financial, material, training) to SBs to establish relations with industry
- **First and only initiative** proposed by student volunteers
- Approved in 2007 by IEEE BoD with **high-priority**

# ISBIR



# ISBIR – How do we operate?



# How ISBIR covers the world



# ISBIR - Achievements

Metric	Till Q2/2008	Expected Figure Dec/08
Value of support from industry	\$ 55K	\$ 100K
# of SBs activated through ISBIR Program	40 (3 regions)	80 (5 regions)
# of hits per day for ISBIR Web Portal in average	470 hits	800 hits
# of internship positions offered via ISBIR Portal	81	100
# of CVs submitted to ISBIR Portal	1300	2000
# of IEEE volunteers placed via ISBIR Portal	13	45
# of corporate partners of ISBIR in different areas	9	20

# Main Goals of ISBIR

- Increase awareness and visibility of IEEE services & membership advantages within the industry
- Utilizing potential of IEEE volunteers in reaching out to industry
- Increase the awareness of industry relations within IEEE all regions
- Establish a global network for sharing experience between IEEE volunteers
- Guide and support IEEE volunteers (especially students) in industry-related activities

# ISBIR - Achievements

ORACLE®



**Microsoft®**

**vodafone**

Praxis High Integrity Systems



**TOSHIBA**



Life at its best is a series of challenges. A big enough challenge will bring out strengths and abilities you never knew you had. Take on challenges and you will bring yourself to life.



# ISBIR – Challenges ( Industry )

- Increasingly esoteric publications
- Difficulty to track down industry relevant content/journals
- Insufficient industry relevant publications (esp. Extracts)
- Too much academic dominance
- Lack of industry-related conferences
- US centric

## ISBIR – Challenges ( Industry ) contd.

- Irrelevant to industry (Must rebalance towards industry)
- Perceived as an organisation for Electronics Engineers only
- Lack of detailed knowledge about the wide variety of IEEE services (Poor awareness in the non-EE community)
- Expectations towards immediate/short-term returns especially in the first stage of cooperation

Being addressed

## **Solution: Establishing healthy and long-term collaborations**

- Take necessary actions to cater for specific expectations of companies
- Provide continuity
- ISBIR Local Student Contacts work with Section IROs in each section determining the local expectations of companies

## **Solution: Leveraging IEEE services**

- IEEE Product & Service Publicity (eg. Job site)
- Internships & job positions
- ISBIR Portal
- Supporting role for IEEE congresses & events

# ISBIR Web Portal ([www.isbir.org](http://www.isbir.org))

The screenshot shows the ISBIR web portal interface. At the top, there is a navigation bar with four main sections: 'ISBIR HOME' (IEEE Student Branches Industry Relations), 'CAREER' (IEEE Student Exchange Program), and 'CONTACT' (Contact to ISBIR). A search bar is located below the navigation bar. The main content area features a large banner with the text 'Feel the energy of young ISBIR network, let this potential meet your expectations.' and a prominent orange button labeled 'INDUSTRY'. To the right of the banner is an image of a globe surrounded by colorful pushpins. Below the banner, there is a news article titled 'ISBIR initiates Student Exchange Program...' dated Saturday, 08 March 2008 21:31. The article includes a quote: '...The most effective internship target-matching program worldwide considering mutual satisfaction of top companies & talent students...'. To the right of the article is a section titled 'Apply for Internship' with a blue arrow pointing downwards. On the far right, there is a 'LOGIN FORM' section with the text 'Hi Ferhan Ozkan,' and a 'Logout' button. Below the login form is a 'USER MENU' section with links for 'Your Details', 'Your CV Details', and 'Logout'.



# What is in it for you?

- ISBIR can provide your Student Branches
  - financial, material, trainer support
  - guidance in finding sponsors for their events
  
- ISBIR can help you
  - to collect your industry links in one big pool  
(to make it available to SBs, section reps when needed)
  - to publicize your industry-related events
  - to provide more services to student members in your area  
(internships, SEP, jobs, etc.)

# How to ISBIR ?

- Inform your SBs about ISBIR
- Vital role of IROs for local IR actions
- ISBIR Portal : [www.isbir.org](http://www.isbir.org)
- Contact us on : [isbir@isbir.org](mailto:isbir@isbir.org)

ISBIR has begun to unlock the potential  
of the IEEE network

With your ongoing support,  
ISBIR **WILL** prove to be a vital part of IEEE's future



*Celebrating volunteer achievements worldwide*





Thanks for Listening...



“... Let this potential meet your expectations...”