

**GUIDELINES FOR THE
INDUSTRIAL ADVISORY BOARD
QUALITY AND MANUFACTURING MANAGEMENT PROGRAM
THE PENNSYLVANIA STATE UNIVERSITY**

PURPOSE: The Industrial Advisory Board (IAB) is a select group of representatives from industry, who provide guidance to the Quality and Manufacturing Management (QMM) program on academic issues and current trends and future directions in the manufacturing enterprise. IAB is a forum where ideas are exchanged and recommendations made. IAB provides direct linkage and communication between the program and the manufacturing industry.

FUNCTION:

The Industrial Advisory Board is expected to:

1. Act as an advisory group to QMM, as well as to the Colleges, on specific academic and resource issues.
2. Act as a link between the program and its industrial and professional partners, providing an opportunity for communication of current and future industry and professional needs.
3. Identify actions the program and the colleges should take to meet special inter-college or program needs.
4. Provide recommendations on initiatives that the program should undertake to continuously improve and to meet the needs of manufacturing enterprises.

ORGANIZATION:

The QMM program will have an Industrial Advisory Board consisting of a maximum of twenty individuals from industry. The IAB shall have a chair and vice-chair elected from the board. The term of office for chairpersons and vice-chairpersons is one year (or until the next annual meeting). The vice chair becomes the chair.

MEMBERSHIP:

The IAB members are corporate representatives, and as such represent their companies. An individual member may designate a corporate substitute for a given

meeting but a permanent replacement of an individual must be approved by the IAB Officers and the QMM Co-Directors.

IAB corporate members are selected by the QMM Co-Directors; each subject to the concurrence of the IAB chairman and vice-chairman.

Each IAB member is expected to:

1. Attend the semi-annual meetings, which are held in the fall and spring semesters. IAB members are selected for their individual merit and expertise as well as their corporation's products and manufacturing activities. Because corporate commitment is important, individual members are encouraged to designate substitutes to attend the meetings when it is impossible for the elected individual member to attend.
2. Become familiar with the operations and curriculum of the QMM program.
3. Contribute to the identification of important issues and assist in the formulation of recommendations to help the program and the Colleges in continuous improvement.

MEETINGS:

It is expected that IAB members will have an opportunity to meet with QMM students as well as faculty to hold discussions concerning any issues that may be relevant to the program's progress and to identify significant opportunities and/or barriers to the program's progress. As a result of these meetings and other discussions held with the program leadership, a report will be prepared for the deans by the IAB, and will be shared with the program Co-Directors.

As part of the program reports to IAB, the status of recommendations and findings resulting from previous meetings will be discussed. It is also expected that periodically throughout the year, the program will communicate with IAB members concerning program developments and activities.

COMPANY BENEFITS:

The benefits of corporate representation on the QMM IAB will likely vary from company to company. These benefits include:

1. The company has an opportunity to influence the philosophy and direction of an innovative program on manufacturing management education. While the faculty has some ideas of its own, it wants the program to remain responsive to the needs of industry in the 21st Century. The company can help the faculty do that!

2. The company has an opportunity to identify talent at the beginning of the pipeline rather than waiting until the students graduate. Interns would help the company do this as would the early availability of a resume book and access to the program leadership anytime via the telephone or personal visits.
3. Through a relationship with the QMM Program, the company will have an opportunity to learn about other resources and services available from a large, research university in the areas of research, technology transfer, and executive education.
4. Through networking with other IAB representatives, the company has an opportunity to benchmark and exchange ideas with counterparts in other organizations.
5. From time to time, the QMM Program will sponsor a conference or workshop on a contemporary issue in manufacturing that should be of interest to people in the company. Represented companies will be invited to send individuals to these programs.
6. If the company has local operations, they may want to sponsor qualified employees in the QMM Program on a part-time basis. On the other hand, they may see the value in sponsoring qualified employees in the program on a full-time basis regardless of the location. Partnering with the program neither qualifies nor disqualifies the company from taking advantage of either of these opportunities but does give them a larger stake in the operation.
7. In the longer term, the university and the company can work together to determine how the QMM Program can be made available to the employees at the site, via technology. While the university has no immediate plans for doing this, this possibility will not be ruled out for the future.
8. The company, through the National Coalition of Manufacturing Leadership (NCML), will become a partner in a nationwide organization of universities and companies whose goal is global preeminence of the US manufacturing industry.
9. Industry benefits from the success of customer driven professional programs such as QMM in that their success and support from industry serves to convince the academic community that these programs are viable and fill a real need.
10. The company will be publicly identified with a cutting-edge program in manufacturing at a leading research university.

The bottom line is, the QMM program will become an important part of the knowledge supply chain to manufacturing companies.