Industry/University Collaboration in Software Engineering Education: Refreshing and Retuning Our Strategies

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Panelists

- Mikio Aoyama
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- Tim Lethbridge
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- Nancy Mead (Panel Chair)
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- Ana M. Moreno
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Traditional Methods of Industry Participation

- Serving on industry advisory boards
- Making donations
- Encouraging employees to work with universities as adjunct faculty or guest lecturers
- Sponsoring and speaking at faculty development workshops
- Bestowing grants to help develop new degree programs
- Donating scholarships and summer internships to students in these programs
- Providing support for realistic capstone projects
- Modifying and updating employee position descriptions to raise the bar
- Creating an financed chair position
New Realities

- Software engineering staff members change jobs often.
- Industry investment in software engineering education has become an expensive luxury.
- Some organizations that hire software engineering graduates have little actual interest in software engineering.
- Financial analysts are concerned with the next quarterly report more than with what might happen five years from now.
- We are now in a global economy; strategies for industry/university collaboration that work in one country or region may not work in another.
Let’s Discuss

Discussion Questions
Today

Before giving your point of view please describe
• What kind of organization you come from
• What your role is
• How collaboration can support your objectives
Discussion Questions

• Is industry/university collaboration viewed favorably by your organization/university?
• What are the real benefits for industry when they participate in such a collaboration?
• Can universities provide tangible benefits to industry?
• What does industry expect from such a collaboration?
• What do universities expect from such a collaboration?
• What challenges do universities need to face to make it easier to collaborate with industry?
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