



**MEETING MINUTES - FINAL  
UNIVERSITY- INDUSTRY RELATIONS ROUNDTABLE  
MONDAY, 6 MAY 2013  
PITTSBURGH, PA**

**Attendees:**

Kelly Dallas (Chair), ArcelorMittal USA	Nicholas Beldon, Ellwood Group Inc.
Dan Brisson, Nucor Steel Indiana	Joe Costabile, Hickman, Williams
Bill Emling, SMS Siemag LLC	James Fiddmond, Gerdau
Kip Findley, Colorado School of Mines	Jim Frost, ACIPCO
Chuck Fryman, Ellwood Group Inc.	John Gerrard, ArcelorMittal USA
Steve Hansen, SSAB Americas	Fred Harnack, United States Steel Corporation
Eric Hauge, ArcelorMittal Cleveland	Robert Heard, Carnegie Mellon University
Ryan Hubr, Gerdau	Meysam Jafari, Carnegie Mellon University
Lauren Keating, United States Steel Corporation	Kolin Keller, CMC Americas
Bill King, United States Steel Corporation	Bob Kuhn, Riverside Refractories Inc.
Ted Lyon, Hatch Associates Inc.	B.N. Mukhopadhyay, Gharda Scientific Research
Kent Peaslee, Missouri University of S&T	Tom Russo, MMFX Technologies Corp.
Mary Seals, Virginia Tech	Randy Skagen, Nucor Steel Tuscaloosa Inc.
Ron Smolen, H.A. Smolen Company	John Speer, Colorado School of Mines
Raul Topolevsky, Tenaris University	Jim Turnquist, Michigan Technological University
Yuan Wang, Gerdau Long Steel NA	Chenn Zhou, Purdue University Calumet

**1.0 CALL TO ORDER AND INTRODUCTIONS**

Ms. Dallas called the meeting to order and introductions were made around the table.

**2.0 ANTI-TRUST GUIDELINE REVIEW**

Ms. Dallas reported the meeting would be held in compliance with the AIST anti-trust guidelines provided with the agenda.

**3.0 COMMITTEE PURPOSE AND OBJECTIVE**

Ms. Dallas stated the purpose of the AIST Foundation University–Industry Relations Roundtable is to foster communication between our university network (professors and career services representatives) and the steel industry (human resources personnel and operations representatives). The committee objective is to increase the number of professors teaching a steel-related curriculum, and to increase the number of students interested in a career in the steel industry.

**4.0 AIST MIDWEST MEMBER CHAPTER UPDATE**

Ms. Dallas provided a brief overview of the successful program the AIST Midwest Member Chapter conducts with students. She reported the fifth year of the AIST Midwest Chapter High School

Engineering Seminar was held on Wednesday, 7 Nov 2012 at Purdue University Calumet. Fifteen high schools attended, 200 students and 17 faculty members.

Ms. Dallas reported they will host the 6<sup>th</sup> Annual High School Engineering Seminar this fall with a one-day seminar directed to high school juniors who have the potential and interest to pursue a college degree in the field of engineering. The program, focused on civil, electrical, mechanical, metallurgical, and materials science, is a hands-on format providing students the opportunity to learn about each discipline. Each classroom/lab setting will include a speaker from the steel industry and a professor to supervise the labs. Students also have an opportunity to network with university representatives and industry leaders. Kelly invited attendees to contact her if interested in participating, or learning more about creating a program. The Pittsburgh Member Chapter has expressed interest in a similar program.

As suggested at the last meeting, an invitation to the UIRR was sent to all AIST member chapter officers.

## 5.0 INDUSTRY SURVEY STATUS

Ms. Wharrey reported this committee has been discussing the need for a complete industry survey similar to the Japanese article reviewed at a previous meeting. A sub-committee was established to determine the purpose and scope of the survey. At the last meeting it was agreed a complete, current survey should be done by a professional company. A plan was reviewed and quote (\$67,000) was provided.

- Survey Purpose: *“To gain an understanding of steel industry awareness and appeal, educational experiences among university students, as well as increased insight to industry and academia.”*

Mr. Turnquist stated it was agreed at the last meeting to prioritize survey needs. A brief survey was sent to those who have attended the UIRR meeting. Of the 15 responses received, the top ten results (highlighted in yellow) were reviewed.

1. Select Universities – to assess the future pipeline of talent (very important – 12)
2. Select Universities – to ascertain subjects taught in curriculum (very important – 6)
3. Select Universities – to understand enrollment rates and majors offered (very important – 5)
4. Students in Targeted Fields of Study – for future employment plans (very important - 10)
5. Students in Targeted Fields of Study – to understand career goals / preferences (very important – 9)
6. Students in Targeted Fields of Study – to understand perception of the iron and steel industry (very important – 9)
7. Core Companies in Industry – to understand the expectations of new hires (very important – 9)
8. Core Companies in Industry – to determine projections of future hiring needs (very important – 8)
9. Current Employees at Core Companies – to assess key drivers of employer / industry attractiveness / retention (very important – 10)
10. Current Employees at Core Companies – to understand how their education plays into their job experience / satisfactions (very important – 10)

Following discussion, the purpose was streamlined to “understand what young people think when considering a career path in regard to the steel industry.” It was agreed a portable survey that can be used for student attendees at conferences, job fairs, Material Advantage members, and by individual companies. The survey can be conducted through student leaders, faculty, and career services. It is important the survey be issued repeatedly to keep information updated. The next step is to develop the questions for this survey.

Ms. Wharrey noted additional volunteers are needed on the sub-committee.

Ms. Wharrey reported AIST marketing staff member, Kurt Edwards, is currently working with marketing students at Carnegie Mellon University. As a class project, they were seeking to find information about the steel industry. During the project the students sent surveys to both operations and human resources. Thank you, to all those who responded. Their findings will be provided upon receipt.

## **6.0 FILLING THE GAP UPDATE**

Ms. Wharrey reviewed the AIST Foundation is working with SMA to implement a program that will help fill “the technical skills gap” within the steel industry. The technical skills gap issue is well known among manufacturing industries.

The SMA Human Resources Committee and the AIST Foundation UIRR created a task force to determine the most needed training as a priority. Companies represented on the task force are ArcelorMittal, BlueScope Steel, Cascade Steel, Deacero, Gerdau Long Steel, Harrison Steel, JSW Steel, Nucor Corp., SMS Millcraft, SSAB Americas, Steel Dynamics, United States Steel Corporation, and USS-POSCO Industries.

The task force met and determined, though there are many issues needing attention, training for Maintenance Technician-Electrical (MT-E) and Maintenance Technician-Mechanical (MT-M) is needed most at this time.

In order to determine what training is needed, a survey was sent to the task force with typical two-year training courses and suggested add-on courses. The results will be provided once the survey is closed.

The goal is to provide curriculum to technical programs at key schools identified by steel companies. Mr. Skagen, Nucor, agreed to share their efforts to develop meaningful curriculum.

## **7.0 AISI / AIST FOUNDATION PROGRAM EVALUATION**

Ms. Wharrey reported recommendations provided by this committee at the last meeting have been implemented for the AIST Foundation / AISI joint programs. AISI has informed AIST they will not be participating in the joint programs for the 2013-2014 academic year, but will support the on-going Curriculum Development Grants and year two of the current scholarships. AISI intends to re-

join for the 2014-2014 programs. The AIST Foundation Board of Trustees has agreed to cover the 2013-2014 programs.

Changes:

- FeMET Curriculum Development Grants – Revised to allow both undergraduate and graduate students to work on updating curriculum.
- FeMET Design Grant – University teams must self-declare a design challenge theme relevant to the North American steel industry. The proposal requires interaction with a local steel producer, and the program allows participation by both undergraduate and graduate students.
- Scholarship / Internship Program (FeMET, StEEL, Premier) – The amended scholarship program will be for one-year only, allowing both sophomores and juniors to apply, and potentially increasing the pool of applicants. Applicants may re-apply each year. Each grant will include participation in a paid summer internship at a steel-related company and a \$5,000 scholarship for the subsequent academic year.

## **8.0 “THE REAL STEEL” MARKETING VIDEO CONTEST**

Mr. McKelvey provided a brief history on the creation of the video contest by the UIRR in 2011. Promotion of the 2013 contest began in August of 2012 and was included in monthly newsletters through December. Information was sent to all Material Advantage chapter chairs and chapter Faculty Advisors. The contest was also promoted to department chairs at 57 university marketing departments.

Changes to the contest included a new focus for 2013:

- The video needs to introduce viewers to the steel industry by spotlighting high-tech careers including what type of jobs engineers perform in the steel making process, why workers in these positions enjoy what they do, and their outlook about the future of the “new” steel industry?
- The deadline to enter was pushed ahead from 31 Oct to 31 Dec.
- The deadline to submit the final video was pushed ahead from 31 Dec to Feb.

By 31 Dec we received 10 entries into the contest. By the 1 Feb 2013 deadline, we only received three videos in hand. The contest was also marketed as a Chapter fundraising event, to raise funds for MS&T13, which is in Montreal, Canada this Oct.

The Contest Committee reviewed the videos, cast their ballots independently, then the tabulated results were shared with the judges. Based on very low scores, a conference call was scheduled. It was unanimously decided that all three of the videos failed to meet the specified goals. No prizes were awarded, and each team received an honorable mention and \$500 for their efforts.

When contacted, each of the teams who entered the contest cited a lack of free time, and the break in semesters as being detrimental to their teams – they simply fell apart. Other distractions including Super Storm Sandy were cited as excuses for not completing the project.

A discussion followed to identify ways to try the contest again for 2014. Suggested changes included:

- Opening the contest up to high school students.
- Selecting one specific career in the steel industry to focus on profiling.
- Rolling the dates back to the original time frame (enter by 31 Oct - videos due by 31 Dec).
- Consider more prizes of less money (i.e.: 8 - \$1,000 prizes).

The contest committee will convene over the summer to revise the contest for implementation in August of 2013.

## **9.0 LEARNING METHODOLOGIES AS APPLIED TO STEEL INDUSTRY**

Due to the shortness of time, Mr. Topolevsky generously suggested he report at the next meeting.

## **10.0 OTHER BUSINESS**

Ms. Dallas asked for any other business.

## **11.0 NEXT MEETING**

Ms. Dallas reported the next meeting would be held on Monday, 28 Oct 2013, 10:30 a.m. – Noon (EST) at MS&T'13, Montreal, Que., Canada.

## **12.0 ADJOURNMENT**

There being no further business, Ms. Dallas called for a motion to adjourn.

*A motion was made to adjourn the meeting. The motion was seconded and approved unanimously.*

Minutes respectfully submitted,  
Lori A. Wharrey, AIST Manager – Board Services

The minutes have been electronically sent to the members of the University-Industry Relations Roundtable for review, corrections, additions and approval. Information contained in these minutes is pertinent to the UIRR of the AIST Foundation, Warrendale, Pennsylvania and is to be treated as confidential.