



**MINUTES OF MEETING  
28 OCTOBER 2013  
MONTREAL, QUE., CANADA**

**Attendees:**

Kelly Dallas, ArcelorMittal USA  
Kip Findley, Colorado School of Mines  
John Gerrard, ArcelorMittal USA  
Alex McLean, University of Toronto  
Ron O'Malley, Nucor

Alan Druschitz, Virginia Tech  
Jose Garcia, Nucor  
Myrissa Maxfield, Virginia Tech  
Emmanuel De Moor, Colorado School of Mines  
Paul Sanders, Michigan Tech  
Pello Uranga, University of Navarra

Staff: Chris McKelvey

**1.0 CALL TO ORDER AND INTRODUCTIONS**

Ms. Dallas called the meeting to order and welcomed those in attendance.

**2.0 ANTI-TRUST GUIDELINE REVIEW**

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

**3.0 COMMITTEE PURPOSE AND OBJECTIVE**

Ms. Dallas reviewed 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 EVENT - Update**

Ms. Dallas provided an update on the AIST Midwest Chapter's High School Engineering Seminar event, scheduled for 6 November 2013. She mentioned the participation of students including Purdue – Calumet, Valparaiso University, and NIPSCO (the local power company). She explained that they went through a process to arrive at the date selected, and their plan is to broaden the region served. In all, they expect 16 high schools to participate!

Jose Garcia suggested that perhaps social media would be helpful in helping to promote the event and tracking impact.

Paul Sanders offered that they have done a similar event and that tracking has demonstrated that not many entered the steel industry. John Gerrard responded that the first thing we need to do is to attract them toward the industry.

## **5.0 “THE REAL STEEL” MARKETING VIDEO CONTEST - Update**

Mr. McKelvey provided the group with the updated official rules for the 2014 video contest sponsored by the AIST Foundation. He outlined the changes which included: returning to the deadlines of 31 October to enter, and 31 December to submit the videos, the inclusion of high school students, and re-vamped prize structure (up to five prizes of US\$1,000, and a grand prize of US\$3,000).

## **6.0 MICHIGAN TECH STEEL INDUSTRY DAY**

Dr. Sanders provided a presentation summarizing the Michigan Tech Steel Industry Day that was presented as part of the Kent D. Peaslee Junior Faculty Award he received from the AIST Foundation. He detailed the various ways the program was promoted on campus, including:

- Campus calendars and video displays
- E-mails to freshman residence hall counselors
- Engineering Fundamentals freshman were given “explorations points” for attending
- Faculty notified in daily “Tech Today”
- “Stickers” were placed on campus sidewalks
- Posters and prizes

The day included a daytime event: steel displays, 500 students passed through the main lobby, and FREE lunch. In the evening, they also provided an industry panel discussion for 130 students with company introductions, an 11 minute video on steel process (produced by ArcelorMittal). Each company discussed an engineering discipline including electrical, mechanical, metallurgy, and mining.

Dr. Sanders indicated that they targeted the freshman class, with about 1/3 of those engineering students “undeclared majors” (one third to one half of the participants were freshman). He mentioned that they had great local media coverage of the event, with help from the university public relations department, and media relations at Gerdau. They would love to tie this event into a career fair.

## **7.0 INTERNSHIPS AND RECRUITING**

The meeting transitioned into a general discussion about internships and recruiting over lunch. Dr. Sanders offered that internships are immensely successful with 10 of 20 students in his graduating class planning to go into the steel industry. Mr. Gerrard shared that their retention rate is 14%

higher if the student did an internship. His company currently restricts internships to sophomores and above. Dr. O'Malley indicated his company opens the internships up to freshman, and they take resumes at career fairs. Dr. Sanders offered that some societies offer automatic scholarships to students at certain schools. Dr. O'Malley also shared that they have undergrads working on projects to vest their interest in the company.

Dr. Findley commented that students often lose sight of where scholarships are coming from because they can "offset" other scholarships they receive.

Dr. Druschitz commented that they are seeing more and more recruiters at Virginia Tech. Mr. Garcia responded they are recruiting earlier and earlier. Mr. Gerrard commented that some companies will pay for the student's senior year once they have accepted a job offer. Dr. Sanders responded that he is not in favor of "expiring offers" because they force a decision. Mr. Gerrard responded that his company waits until after Thanksgiving because they want an informed decision from the students.

The group then commented briefly on starting salary range and Dr. McLean inquired if the industry is interested in Masters level candidates. Dr. O'Malley responded that there are lots of opportunities at his company to work in a specialized plant with a Masters degree. Mr. Gerrard offered that his company does not hire Masters level candidates for plant positions.

## **8.0 NEXT MEETING**

Ms. Dallas reported the next roundtable will be held on Monday, 5 May 2014, Noon – 1:45 p.m. (EST) at AISTech 2014 in Indianapolis, Ind.

## **9.0 ADJOURNMENT**

There being no further business, Ms. Dallas adjourned the meeting.

Minutes respectfully submitted,  
Chris McKelvey, AIST