



## Special Newsletter on 14<sup>th</sup> World Conference on CEE at Stanford University – 24–27 June 2014

*Frank E. Burris, Secretary General and Carlos Ripoll, Newsletter Coordinator*

From a long line of past newsletters, you are quite accustomed to seeing a "President's Corner" article in this lead-off position in our newsletter. While contemplating the content of this newsletter, we decided to focus virtually the entire newsletter content on the forthcoming 14<sup>th</sup> World Conference on Continuing Engineering Education (WCCEE) at Stanford University on 24–27 June 2014. Thus, what you will see in the following pages are highlights of the coming WCCEE, in nearly chronological order. If you have not yet visited the current version of the conference website, please look in on <http://iacee2014.stanford.edu>. Also, if you have not yet made plans to participate with us at Stanford, please take steps immediately to participate in this highlight of each IACEE biennium. Early registrations have already surpassed the total attendance at Valencia in 2012 so we are definitely looking forward to a very successful and well-attended conference in Palo Alto, California, USA.

Immediately following this message, please find the 2014 IACEE World Conference schedule to help you plan your visit to Stanford and your participation with us. In addition to the many conference features and presentations highlighted in this newsletter issue, note that the conference features three themes in three days:

- Theme 1: Global Workforce of Tomorrow (Wednesday, 25 June)
- Theme 2: Innovation in Education (Thursday, 26 June)
- Theme 3: University-Industry Collaboration (Friday, 27 June)

Each of these themes is carried out with a Keynote Presentation in the morning, approximately 18 paper presentations in late morning and early afternoon, and Plenary Panel Discussions on the themes in the late afternoon. In addition, the late session on Thursday afternoon features a Posters Showcase and Reception. The final meeting of the 2012-14 IACEE Council will occur at the Huang Engineering Center all day on Monday, 23 June. Following Thursday's elections at the General Assembly session, the new 2014-16 IACEE Council will convene on Saturday morning, 28 June at the Creekside Inn to organize itself, elect an Executive Committee, and begin planning for the new biennium.

Enjoy reading about the World Conference in this Newsletter and, more importantly, enjoy participating with us at Stanford in late June!



Frank Burris

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# IACEE 2014 World Conference Schedule

Draft Program	MONDAY 6/23/14	TUESDAY 6/24/14	WEDNESDAY 6/25/14	THURSDAY 6/26/14	FRIDAY 6/27/14	SATURDAY 6/28/14
	IACEE Council	IACEE Conference Workshops	IACEE Conference			IACEE Council
	20 - 30 people	40 - 80 people	300 partic/presenter	300 partic/presenter	300 partic/presenter	20 - 30 People
			<b>Theme 1: Global Workforce of Tomorrow</b>	<b>Theme 2: Innovation in Education</b>	<b>Theme 3: University - Industry Collaboration</b>	
8:00 AM			Registration and Check-in Breakfast Huang Engineering Center	Registration and Check-in Breakfast Huang Engineering Center	Registration and Check-in Breakfast Huang Engineering Center	
8:15 AM						
8:30 AM	Light Breakfast		Conference Opening 8:30 am - 9:00 am NVIDIA Auditorium	Day 2 Opening & Keynote 8:30 am - 9:30 am Speaker: Andrew Ng - Coursera NVIDIA Auditorium	Day 3 Opening & Keynote 8:30 am - 9:30 am Speaker: Leonard Lane - Li & Fung NVIDIA Auditorium	
8:45 AM						
9:00 AM			Keynote Presentation 9:00 am - 10:00 am Speaker: John Hennessy - Stanford NVIDIA Auditorium	Coffee Break 9:30 am - 10:00 am	Coffee Break 9:30 am - 10:00 am	
9:15 AM						
9:30 AM						
9:45 AM						
10:00 AM			Coffee Break 10:00 am - 10:30 am	3 Parallel Tracks 3 presentations each track (20 min each) (9 presentations total) 10:00 am - 11:00 am Huang Engineering Center Room 018, NVIDIA, MacKenzie	3 Parallel Tracks 3 presentations each track (20 min each) (9 presentations total) 10:00 am - 11:00 am Huang Engineering Center Room 018, NVIDIA, MacKenzie	
10:15 AM						
10:30 AM	IACEE Council Meeting Huang Engineering Center Room 018 9:00 am - 12:00 pm		3 Parallel Tracks 3 presentations each track (20 min each) (9 presentations total) 10:30 am - 11:30 am Huang Engineering Center Room 018, NVIDIA, MacKenzie	Q&A with Speakers 11:00 am - 11:30 am Room 018, NVIDIA, MacKenzie	Q&A with Speakers 11:00 am - 11:30 am Room 018, NVIDIA, MacKenzie	
10:45 AM						IACEE Council Meeting Creekside Inn 9:00 am - 12:00 pm
11:00 AM		Meeting with Session Chairs 11:00 am - 12:00 pm				
11:15 AM			Q&A with Speakers 11:30 am - 12:00 pm Room 018, NVIDIA, MacKenzie			
11:30 AM						
11:45 AM						
12:00 PM	Lunch Noon - 1:00 pm		Lunch Noon - 1:00 pm Location: Stanford Engineering Quad	Lunch 11:30 am - 1:00 pm Location: Stanford Engineering Quad	Lunch 11:30 am - 1:00 pm Location: Stanford Engineering Quad	
12:15 PM						
12:30 PM						
12:45 PM						
1:00 PM						
1:15 PM			3 Parallel Tracks Three 20-minute presentations per track (9 presentations total) 1:00 pm - 2:00 pm Huang Engineering Center Room 018, NVIDIA, MacKenzie	3 Parallel Tracks Three 20-minute presentations per track (9 presentations total) 1:00 pm - 2:00 pm Huang Engineering Center Room 018, NVIDIA, MacKenzie	3 Parallel Tracks Three 20-minute presentations per track (9 presentations total) 1:00 pm - 2:00 pm Huang Engineering Center Room 018, NVIDIA, MacKenzie	
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1:45 PM						
2:00 PM			Q&A with Speakers 2:00 pm - 2:30 pm Room 018, NVIDIA, MacKenzie	Q&A with Speakers 2:00 pm - 2:30 pm Room 018, NVIDIA, MacKenzie	Q&A with Speakers 2:00 pm - 2:30 pm Room 018, NVIDIA, MacKenzie	
2:15 PM						
2:30 PM			Coffee Break 2:30 pm - 3:00 pm	Coffee Break 2:30 pm - 3:00 pm	Coffee Break 2:30 pm - 3:00 pm	
2:45 PM						
3:00 PM	IACEE Council Meeting Huang Engineering Center Room 018 1:00 pm - 5:30 pm	Two Pre-conference Workshops 1:00 pm - 5:00 pm Huang Engineering Center Room 018 & NVIDIA Auditorium	IACEE Award for Corporate Leadership in Continuing Engineering Education In Memory of Glen L. Martin 3:00 pm - 3:45 pm NVIDIA Auditorium	Innovation in Education Plenary Panel Discussion 3:00 pm - 4:00 pm NVIDIA Auditorium	IACEE Award for Individual Leadership in Continuing Engineering Education In Memory of Joseph M. Biedenbach 3:00 pm - 3:45 pm NVIDIA Auditorium	
3:15 PM						
3:30 PM			Coffee Break 3:45pm - 4:00 pm		Coffee Break 3:45 pm - 4:00 pm	
3:45 PM						
4:00 PM			Global Workforce of Tomorrow Plenary Panel Discussion 4:00 pm - 5:00 pm NVIDIA Auditorium	Coffee Break 4:00 pm - 4:15 pm	University - Industry Collaboration Plenary Panel Discussion 4:00 pm - 5:00 pm NVIDIA Auditorium	
4:15 PM						
4:30 PM				IACEE General Assembly 4:15 pm - 5:30 pm NVIDIA Auditorium		
4:45 PM						
5:00 PM		Coffee Break 5:00 pm - 5:15 pm	Transit Time 5:00 pm - 5:30 pm			
5:15 PM						
5:30 PM		EvolutionX Talks 5:15 pm - 6:15 pm NVIDIA Auditorium			Transit Time 5:00 pm - 6:15 pm	
5:45 PM						
6:00 PM	Dinner for Council Members 5:30 pm - 7:00 pm		Night in Concert Reception 5:30 pm - 7:30 pm Bing Concert Hall, Stanford University	Posters Showcase Poster Presentations & Reception 5:30 pm - 7:30 pm Huang Engineering Center		
6:15 PM						
6:30 PM						
6:45 PM		Conference Welcome Reception 6:15 pm - 8:30 pm Huang Engineering Center				
7:00 PM						
7:15 PM					Night at the Academy of Science Gala Dinner 6:15 pm - 9:30 pm California Academy of Sciences Golden Gate Park, San Francisco	
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## IACEE Celebrates its 25<sup>th</sup> Anniversary at 14<sup>th</sup> World Conference on CEE

The International Association for Continuing Engineering Education (IACEE) has brought together academic and industry engineering professionals for the past 25 years. As our association celebrates its silver anniversary, it is fitting to reflect on the IACEE's support of the international engineering community since its official founding in Beijing on 17 May 1989 at the Fourth World Conference on Continuing Engineering Education (WCCEE).

The origins of IACEE and its World Conferences on CEE began sixteen years earlier, when in 1973, UNESCO (United Nations Educational, Scientific and Cultural Organization) created the Working Group on Continuing Education for Engineers and Technicians (WGCEET). Aligned with UNESCO's mission of contributing to peace and security by promoting international collaboration through education, science, and culture, UNESCO formed the Working Group on Engineering Education/Industry Cooperation in 1974.

Dr. Joseph M. (Joe) Biedenbach, a Chaired Professor of Continuing Engineering Education at the University of South Carolina, and Professor John P. Klus of the University of Wisconsin-Madison organized a distinguished group of engineers to convene the first World Conference on CEE (WCCEE) in Mexico City in 1979. This activity creating the World Conferences eventually led to the founding of IACEE at the 4<sup>th</sup> WCCEE in 1989. The IACEE charter was signed during the opening session of the WCCEE on 17 May 1989 in Beijing, China.

Beidenbach and Klus worked tirelessly at the international level to achieve support for the IACEE in both academic and professional circles. From the very start, several international organizations within the field of engineering education actively promoted the new association.

As the IACEE's first President, Klus presided over the first six years of our existence with a characteristic enthusiasm and dynamism. As Former President, Javier Jimenez Espriu, remembered him, "John operated with long-term vision, full commitment, and a passion for continuing education that sought a preferential place in the education of professionals and with an enthusiasm which spread to all."

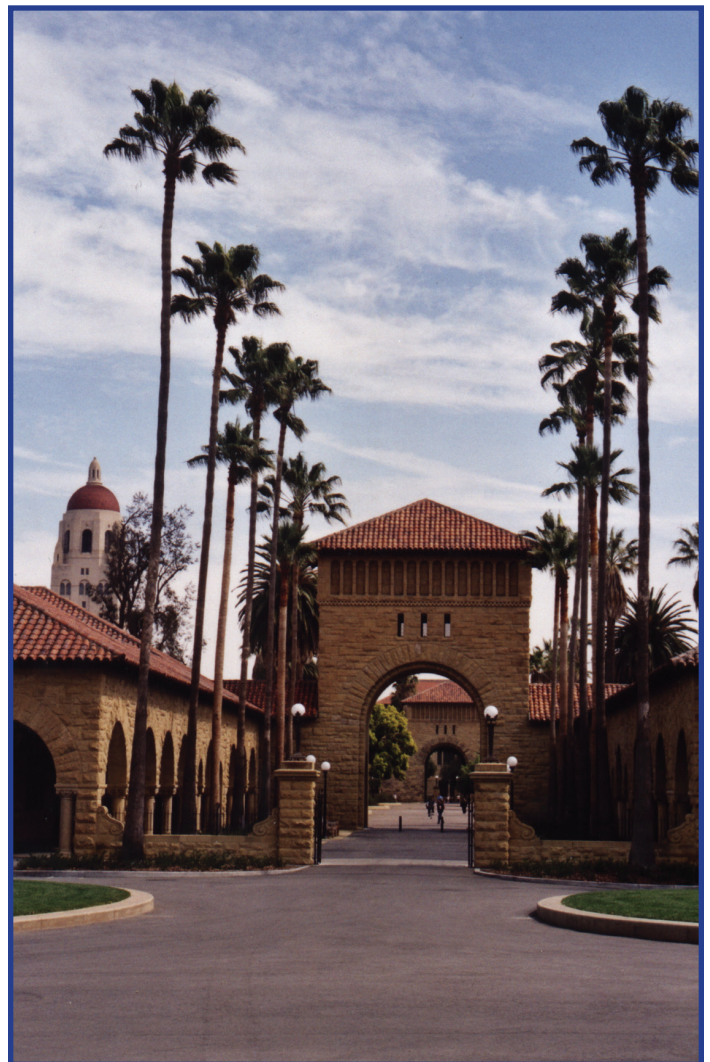
The IACEE is truly an international organization, and since our founding in 1989, triennial conferences have been held in cities around the world, including Espoo, Finland (1992), Sao Paulo and Rio de Janeiro, Brazil (1995), Torino, Italy (1998), Toronto, Canada (2001), and Tokyo, Japan (2004). In 2006 we began a biennial conference schedule, with WCCEEs in Vienna, Austria (2006), Atlanta, Georgia, USA (2008), Singapore, Singapore (2010), and Valencia, Spain (2012). The 2014 conference will be held at Stanford University, Palo Alto, California, USA. We now have 253 members in 39 countries representing leaders in both industry and academia.

Since its inception, our organization has been responsible for many 'firsts,' including offering the first-ever international standard for quality in CPD programs at the organizational level, the CPD-BQIP, an acronym for IACEE's Continuing Professional Development Benchmarking and Quality Improvement Program. This program's automated web-based data collection and reporting enables scalable, accurate self-assessment and benchmarking tools and is free to all of our members.

We also historically have bestowed two awards each year at our biennial World Conferences. The *IACEE Award for Individual Leadership in Continuing Engineering Education*, given in memory of Joseph M. Biedenbach, is awarded to an individual who has demonstrated world-class leadership in developing and/or promoting continuing engineering education.

We also recognize our industry partners with our *IACEE Award for Corporate Leadership in Continuing Engineering Education*, given in memory of Glen L. Martin. Glen was a pioneer and considered a warrior in promoting industry and academic collaboration. His passion after many years in academe led him to become Director of Professional Development for the engineering consulting firm CH2MHill. The international focus of IACEE is reflected in its Corporate Leadership award, whose recipients include organizations around the world such as Finland's Nokia, Bosch in Germany, the United States' General Motors, and China's Baosteel Corporation.

The IACEE continues to thrive as an international, non-profit and non-governmental organization that brings together diverse professionals with an interest in Continuing Engineering Education (CEE). Its contributions to the CEE profession over the past 25 years have been highly significant and we look forward to the next quarter century with great excitement for the growth and prominence of CEE in building the world's economies.





Patricia Hall

**Workshop #1:**  
**eMarketing Through Social Media and Online Tools**  
12:00 Registration and Check-in; 1:00-5:00 Workshop

**Facilitator:**

Patricia Hall, Associate Dean  
Continuing Education for Science and Engineering  
The University of Tulsa, USA

**Panelists:**

Jennifer Garay, Senior Communications Manager  
Stanford Center for Professional Development  
Stanford University, USA

Petri Lyytikainen, Head of Business Unit  
Professional Development  
Aalto University, Finland

Carissa Little, Director of Programs  
Stanford Center for Professional Development  
Stanford University, USA

Patricio Montesinos, Head of Unit  
Continuing Education Centre  
Universitat Politecnica de Valencia, Spain



Soma Chakrabarti

**Workshop #2:**  
**Innovations in Continuing Engineering Education**  
12:00 Registration and Check-in; 1:00-5:00 Workshop

**Facilitators:**

Soma Chakrabarti, Director  
Engineering & Interdisciplinary Professional Education  
Continuing Education Division  
University of Kansas, USA

Lars Frolund, Development Manager and PhD Fellow  
Centre for Entrepreneurship and Innovation  
Aarhus University, Denmark



Lars Frolund

**Panelists:**

Paul Marca, Executive Director  
Stanford Center for Professional Development  
Stanford University, USA

Kirsti Miettinen, Director  
Professional Development  
Aalto University, Finland

Ricardo Gutierrez Mercado, Director  
Development Division - Executive Education  
Tecnologico de Monterrey, Mexico

Carl Vieth, Corporate Education Director  
Department of Engineering Professional Development  
University of Wisconsin-Madison, USA

**A Meeting of the Minds: The EvoLLLution's Symposium on Higher Education and the Workforce by Amrit Ahluwalia, Managing Editor of The EvoLLLution – Tuesday, 24 June 2014, 5:15 pm**

When it comes to the value of a college education, there is a vast difference of opinion. Gallup recently found that 96 percent of chief academic officers are confident in their institution's ability to prepare students for success in the workforce. Only 11 percent of business leaders agree.

Such a significant separation does not leave much room for middle ground. Almost all higher education leaders think their graduates are ready for the workforce. Almost all employers say post-secondary graduates lack the skills and competencies they look

for in new hires. The wider population of Americans side with the employers when it comes to the value of postsecondary education. The majority of American adults — 58 percent — told Gallup they do not think degree-holders are well prepared for success in the workforce.

This is a gap higher education institutions need to bridge, and fast. Employers in high-skill fields are struggling to find viable American job candidates, while the national unemployment rate

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Amrit Ahluwalia

sits at 7.3 percent (one-third of whom have been out of work longer than six months). Meanwhile, the higher education environment is becoming increasingly competitive and there is a clear demand for institutions that can successfully prepare their graduates for long and prosperous careers. Everyone has seen the statistic, after all. According to the Lumina Foundation, 60 percent of Americans must hold a postsecondary credential by 2025 for the health of the national economy.

This attainment rate currently sits under 40 percent.

College and university leaders are beginning to accept the reality that students are, for the most part, looking to a college degree as a pathway to workforce success. 87 percent of provosts from across the postsecondary space say their institutions are focusing on ways to adapt their degree programs to help graduates get good jobs.

The question now becomes, how can we align the expectations, viewpoints, and requirements of corporations, higher education institutions, and the students they serve? This is the question we aim to tackle at The EvoLLLution's Symposium on Higher Education and the Workforce!

To help kick off this year's IACEE World Conference at Stanford, The EvoLLLution will feature three speakers from across the higher education/workforce divide. The speakers will present their innovative approaches to bridging the gap, and discuss the challenges that need to be overcome for their ideas to succeed.

Maggie Johnson, director of education and university relations at Google, will be sharing her perspective as a corporate employer. Having started her career in Stanford's Computer Science department, Johnson now manages ongoing learning programs for Google's employees and builds strategic partnerships with universities. She works tirelessly to increase access to and quality of computing curricula and to influence changes in the education space through policy and community engagement.

From the higher education side, you will hear from Edward Abeyta, director of K-16 Programs at University of California, San Diego Extension. Abeyta is one of the co-founders of STE[a]M, a group helping to develop a new generation of lifelong learners by connecting K-16 students to the workforce through higher education. Abeyta is committed to helping higher education break out of its shell by becoming more adaptive to the needs of students and responsive to the needs of employers.

Finally, we will have a third speaker who will bring a completely different perspective to the table; coming from outside the administrative halls of the institution, as well as from outside the offices of a major corporation.

Our speakers will share their innovative ideas and projects aiming to bridge the gap between higher education and the workforce. They will also shed light on the roadblocks standing in the way. These ideas will serve as the pillars to hold up the bridge between higher education and the workforce. Overcoming the obstacles and helping build the rest of the bridge is where we must all work together.



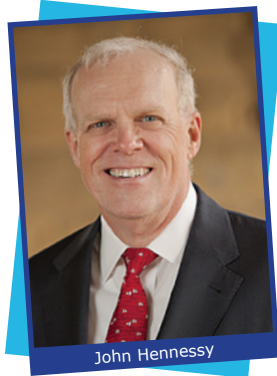
The gap between higher education and the workforce is vast, but there are thinkers across industry with some big ideas as to how to bridge the divide.

***IACEE World Conference Welcome Reception at Huang Engineering Center — Tuesday, 24 June 2014, 6:15 pm***



Please close your Tuesday by joining old friends and new ones for two hours at the official IACEE World Conference on Continuing Engineering Education Welcome Reception at the Huang Engineering Center on the Stanford campus!

**Keynote Day #1: Global Workforce of Tomorrow  
by John Hennessy, President, Stanford University — Wednesday, 25 June 2014, 9:00 am**



John Hennessy

John Hennessy is Stanford University's tenth President. Computer scientist, entrepreneur, and a member of the Stanford faculty since 1977, Hennessy served in a number of key leadership roles, including Dean and Provost, before being named President in 2000. In each of these positions, he worked to create an environment that nurtures innovative thinking. Realizing that today's complex problems require collaboration and the expertise of many, as President he launched university-wide, multidisciplinary initiatives in human health, environmental sustainability and international affairs.

Stanford University is recognized for its entrepreneurial spirit and the role it played in the development of Silicon Valley. Hewlett-Packard, Stanford Research Institute, Sun Microsystems, IDEO, Netscape, Agilent, Cisco, eBay, Netflix, Yahoo!, Google — these are just a few of the many Silicon Valley companies founded by Stanford alumni and faculty. When asked about the university

by a reporter for The New Yorker, venture capitalist John Dorr described it as "the germplasm for innovation," and in the same article, Stanford alumnus, entrepreneur and co-founder of Netscape, Marc Andreessen called Hennessy "the godfather of Silicon Valley."

Hennessy has a deep understanding of what it takes to transfer technology from academia to industry, to bring new ideas to the marketplace. In 1981, he and a team of researchers developed a computer architecture known as RISC (Reduced Instruction Set Computer). Three years later, he took a leave from teaching to co-found MIPS Computer Systems, now MIPS Technologies, which designs microprocessors.

RISC technology has revolutionized the computer industry by increasing performance while reducing costs, and Hennessy is recognized as a pioneer in computer architecture. He has received numerous professional accolades, including a 2004 NEC C&C Prize for lifetime achievement in computer science and engineering, a 2005 Founders Award from the Academy of Arts and Sciences, and the 2012 IEEE Medal of Honor, the highest award from the Institute of Electrical and Electronics Engineers.

**"Evening in Concert:" Bing Concert Hall Reception — Wednesday, 25 June 2014, 5:30 pm**

On 25 June do not miss the opportunity to network with engineering education colleagues while enjoying one of the San Francisco Bay Area's pre-eminent engineering feats: Stanford's new and revolutionary Bing Concert Hall. Uniting cutting-edge acoustic research with innovative architecture, the Bing Concert Hall demonstrates what can be achieved when academia and industry collaborate.

Both a visual and auditory jewel, the Bing Concert Hall provides the perfect venue for the opening reception of the IACEE's 14th World Conference on CEE. A spectacular reception to include wine and beer pairings with local gourmet cuisine and a show has been planned exclusively for IACEE conference attendees. Integrating architecture, acoustics, and technology, the Bing Concert Hall is a transformative visual and auditory arts experience.

The hall is visually striking with a 48-foot ceiling height and terraced vineyard-style seating surrounding the stage, affording every patron an intimate musical experience. Engineers and music lovers alike can appreciate the precision engineering and construction required to build nine reflective acoustic panels, or sails, weighing 8,000 lbs. each, that with unique curvatures, orientation, and shape provide unparalleled sound for the discerning ear.



The sails are the brainchild of Yasuhisa Toyota, a designer made famous by his work creating the crystal-clear sound of the Walt Disney Concert Hall in Los Angeles. Jonathan Abel, Stanford Professor and co-founder of the GRAMMY award-winning Universal Audio, led the technology team at Stanford's Center for Computer Research in Music and Acoustics (CCRMA) to enhance the musical experience. From any perspective, this is an evening you do not want to miss.

**Keynote Day #2: Going Big to Get Small—How MOOCs Individualize the Learning Experience  
by Andrew Ng, Co-founder, Coursera Corporation — Thursday, 26 June 2014, 8:30 am**

Andrew Ng, co-founder of Coursera, said in a recent interview "Ironically, we can give a class with 100,000 students better personalized instruction than a class with 100 students." With MOOCs (massive open online courses), lectures are put online so students can spend more time in engaging with the instructor doing interactive activities during the class session. Ng says the real value of education is not content, but interaction.

Ng and Coursera co-founder Daphne Koller are leading the online education revolution with their non-profit venture Coursera. Founded in 2012, the company's mission is to make high-quality education accessible to everyone by partnering with leading universities to offer free online courses to anyone who wants to learn. With over 4 million students registered in Coursera MOOCs, the

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company has extended the boundaries of learning, and gained valuable insights about how students learn.

Addressing a recent [conference](#) on Knowledge Discovery and Data Mining, Ng says that the large scale of MOOCs provides a new window into human learning. Ng's roles as a Stanford professor and head of Stanford's Artificial Intelligence lab afford him unique insights into how students' learn. Ng teaches Machine Learning, one of the most popular classes at Stanford, with an average enrollment of 350 students. The course focuses on artificial intelligence and robotics, teaching how to get computers to mimic how the brain works. [Wired Magazine](#) called Ng 'the man behind the Google brain' citing his experiments in Deep Learning, studying how to build machines that process data in a similar fashion to the human brain.

Ng's study of how the brain processes data led to his interest in new learning methods and subsequent founding of Coursera. In 2008, together with the Stanford Center for Professional Development (SCPD) Ng started SEE (Stanford Engineering Everywhere), one of the first universities to offer free, online distributed education. Ng's online Machine Learning class was offered to over 100,000 students, one of the first MOOCs.

Scaling learning opportunities offers new possibilities not for just the learners, but for educators. With Ng's first online Machine Learning course, 2000 students submitted exactly the same wrong answer. One wrong answer repeated 2000 times yields statistically significant data about how to measure and improve learning. Ng said "We found that everyone reversed the order of two steps, so I added advice to students to fix this error. We can find such errors and corrections automatically – which would be impossible when 2 out 100 students make the same mistake."

These data points can help answer fundamental questions that help assess effective learning strategies. And in the context of particular courses, this information can determine common misconceptions and help students fix them. MOOCs have tremendous power, not only to extend learning to more people, but with big data, evaluate learning strategies that work well, and those that need improving. With Coursera, Ng has collected more educational data in one year than all the universities in the history of mankind.

Andrew Ng thinks big. Not just in numbers, but also in impact, which is why he and his Coursera co-founder Daphne Koller were named among ***Time Magazine's Top 100 Most Influential people for 2013***. Ng believes that great education should not be only for the privileged but a fundamental human right. Ng has dedicated his career to understanding how the mind works. Quoting Plutarch, he says, "a mind is not a vessel that needs filling, but wood that needs igniting."

Professor Andrew Ng explores the impact of these new, innovative educational methods in his 26 June keynote at the IACEE 14<sup>th</sup> World Conference on Continuing Engineering Education "Exploring Disruptive Innovations in Higher Education." His talk will focus on how continuing education organizations, industry, and universities can implement egalitarian learning models to better engineering education.



## ***IACEE General Assembly – Thursday, 26 June 2014, 4:15 pm***



IACEE's General Assembly will be held on late Thursday afternoon during the World Conference. This session, formerly known as the General Membership Meeting, will feature a report by President Nelson Baker on our association's progress over the past two years plus an election of the new Council to serve as IACEE's governing body for the 2014-16 biennium. We have assembled a slate of candidates that is perhaps the most

competitive slate that we have ever had and urge you to look at the various candidates and to get to know them during the course of the Conference.

The new Council for the next biennium will hold its formative meeting on Saturday morning, 28 June at the Creekside Inn in

Palo Alto and will elect four Vice Presidents and a First Vice President to serve in the event of incapacity of the elected President.

Each member is entitled to vote within his/her membership category. For example, Type 5 Individual Members are entitled to vote for three Individual Member candidates on the ballot. Similarly, Type 4 Institutional Members are entitled to vote for eight Type 4 Institutional Members on the ballot. Only the principal contacts on each institutional membership are able to cast the institution's votes. A letter to each IACEE member regarding the ground rules for the elections and candidates was sent to each IACEE member on 1 April 2014. If further information is needed, please request it at [f.burris@iacee.org](mailto:f.burris@iacee.org).

To participate in the Thursday afternoon election, you must acquire your ballot from the IACEE desk in the lobby of the Huang Engineering Center before the start of the IACEE General Assembly at 4:15 pm.

## Keynote Day #3: Global Knowledge Networks Connect Industry and Academia by Leonard Lane, University of California, Irvine and Executive Director, Fung Academy — Friday, 27 June 2014, 8:30 am

Silicon Valley is well known for connecting industry with academia to fuel innovation. Seventy-five years ago, Stanford Class of 1934 engineering graduates Bill Hewlett and David Packard worked in a Palo Alto garage to further Hewlett's study of negative feedback. The result was the HP200A audio oscillator and a partnership with Walt Disney Studios to purchase eight devices to test a new sound system for the movie *Fantasia*.

Successful academic and industry pairings aren't exclusive to technology, or to Silicon Valley. We're splurging on *Cherry Garcia* and *Chunky Monkey* due in part to a \$5 correspondence course in ice cream making. Back in 1977, Vermont entrepreneurs Ben Cohen and Jerry Greenfield took advantage of alternate learning methods to start the wildly successful Ben & Jerry's ice cream company.

Today, no one is more qualified to talk about industry and academic partnerships than Dr. Leonard Lane. His deep experience in education and the private sector crosses many businesses areas and geographies. Lane teaches Competitive Strategy, Competitive Intelligence, Topics in Strategic Innovation, and Global Strategy at the **University of California Irvine's Paul Merage School of Business** and lectures on Global Competitive Strategy for numerous university MBA programs around the world.

In private industry, Dr. Lane is the **Fung Academy at Li & Fung's** Executive Director and Group Director of Leadership Development. Prior to joining the Fung Group in 2008, Dr. Lane led his own consulting firms, LL Strategic Development Group in Seattle, Washington, and LLA Pacific, Ltd. in Hong Kong.

With over 46 years of global experience in supply chain and integrated logistics, Dr. Lane helps companies create strategic, knowledge-based networks to achieve competitive advantage. As the learning and development arm of global supply chain leader Li & Fung, The Fung Academy's mission is to cultivate talent, accelerate learning and develop future capabilities for its largest asset—its people. The Fung Academy promotes innovation in global manufacturing environments by partnering with leading universities, such as MIT and Stanford.

Lane's work at the Academy's Innovation & Experimentation Center explores trends that will shape future global supply chain solutions. The Center's culture of experimentation is a prime example of how industry and academia are sharing knowledge to build businesses.



Leonard Lane

The Academy has recently worked to incubate new ideas and capabilities that manifest in real-world experiments, like working with Toys "R" Us in Hong Kong to bring 3D printing to retail and piloting a "big data" analytics program across the Fung Group, fostering innovation throughout the organization. Colleague Barbara Meynert describes Lane as "a rare person who combines vision, leadership, real-work experience, and delivery, serving as a great mentor along the way."

## "Night at the Academy of Science" Gala Dinner Celebrating 25 years of IACEE — Friday, 27 June 2014, 6:15 pm at California Academy of Sciences, Golden Gate Park, San Francisco

Enjoy our "Night at the Academy of Science" event at San Francisco's California Academy of Sciences to celebrate the 25<sup>th</sup> Anniversary of the IACEE. Founded in 1853, the Academy is ranked among the top ten science museums worldwide by the Huffington Post. One of the world's largest natural history museums, the California Academy of Sciences is located in famous Golden Gate Park near the Golden Gate, where San Francisco Bay meets the Pacific Ocean. The Academy features the world's largest completely digital planetarium dome and re-creations of rainforest and marine ecosystems.



Along with touring the magical halls of the Academy and exploring its vibrant exhibits, IACEE attendees are invited for an evening of cocktails, appetizers, and an exquisite three-course meal. The recently rebuilt Academy features several interactive exhibits that make learning about our world interesting and enjoyable. The

Academy's world-class exhibits provide the perfect backdrop to network with fellow continuing engineering education professionals.



Don't miss the museum's Rainforests of the World, a living, four-story rainforest housed in a massive 90-foot tall dome. This spectacular exhibit is the world's largest of its kind, revealing the inner-workings of one of the earth's most mysterious ecosystems. Trees, containing over 100 exotic reptiles from Madagascar, ascend to a canopy with over 250 tropical birds and butterflies of Costa Rica. Then, visitors experience a descent deep into a flooded Amazonian forest to glimpse into the secrets of its famed river.

The IACEE's partnership with the California Academy of Sciences on this memorable evening promises an interactive learning experience, excellent professional interactions, and fine food and drink.

## International Association for Continuing Engineering Education

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