

“2010 M&S Leadership Summit”

**Conducted on 1 February 2010
by NTSA
on behalf of the
U.S Congressional M&S Caucus**

**Report provided to the
NDIA Systems Engineering
Modeling and Simulation Committee Meeting
of 16 February 2010**

**W. F. Waite
www.BWaite@AEgisTG.com**

OUTLINE

- I. CONTEXT and STATUS** ←
- II. INTENTION**
- III. AGENDA and PROTOCOL**
- IV. RESULTS**
- V. PARTICIPATION**

CONTEXT and STATUS



Purpose of the Caucus?


The Caucus will showcase M&S initiatives, promote the M&S industry, and will be a forum to understand the policy challenges facing this growing and versatile technology.

CONTEXT and STATUS



www.ndia.org/meetings/01C0/Pages/default.asp

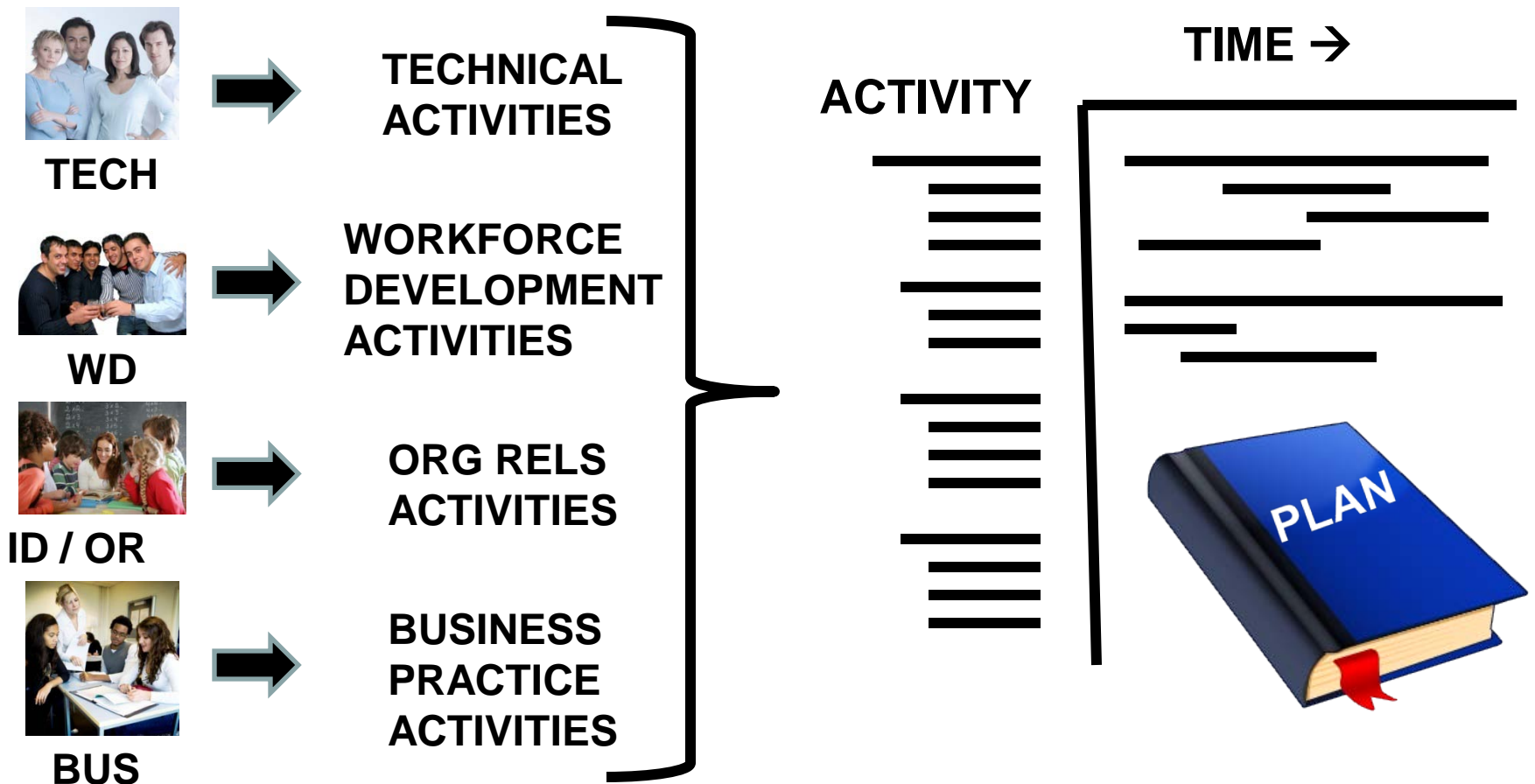
OUTLINE

- I. **CONTEXT and STATUS**
- II. **INTENTION** 
- III. **AGENDA and PROTOCOL**
- IV. **RESULTS**
- V. **PARTICIPATION**

PURPOSE of the MEETING

- Commit to ‘Real-ize’ H.Res.487,**
- declaring Modeling and Simulation a
“national critical technology” -
by establishing, implementing, and
initiating a comprehensive
“National M&S Enterprise Campaign”
to accelerate evolution of the M&S
discipline, workforce, industry and
market.**

National M&S Enterprise Campaign Definition



OUTLINE

I. CONTEXT and STATUS

II. INTENTION

III. AGENDA and PROTOCOL 

IV. RESULTS

V. PARTICIPATION

Meeting Agenda

0830 – 0835 Call to Order and Remarks

- ***Dr. Linda J. Brent***, CEO and Senior Managing Associate, The ASTA Group, LLC
- ***RADM Fred Lewis***, President, National Training and Simulation Association

0845 – 0930 Keynote Address

- ***Mr. Michael Schrage***, Fellow, Sloan School's Center for Digital Business, MIT, and Senior Advisor, Security Studies Program, MIT

0945 – 1145 Panel - Articulating a Path to the Future for a National Enterprise

- ***Dr. Eva Baker***, Distinguished Professor, National Center for Research on Evaluation, Standards, and Student Testing (CRESST)
- ***Professor Jennifer T. Bernhard***, Department of Electrical and Computer Engineering, University of Illinois at Urbana-Champaign
- ***Dr. Dexter Fletcher***, Senior Research Staff Member, Institute for Defense Analyses
- ***Dr. Lesa Roe***, Director, NASA Langley Research Center
- ***Dr. Bryan Setser***, CEO, NC Virtual Schools
- ***Dr. Kristina Stillsmoking***, Director, Seeger Surgical Simulation Center, Baylor University Medical Center, Dallas, TX

1145 – 1330 Luncheon

- Congressional Commentary
- M&S Awards Ceremony

1330 – 1600 Facilitated, Structured Working Groups

- Research & Development / Technology
- Workforce Development
- Industrial Development / Organizational Relations
- Economics / Business Practice

1615 – 1715 Out-Briefs – Working Groups

1715 – 1730 Closing Remarks

Workshop Topical Organization



Sim Summit

**A Roundtable on the Future of the
Modeling and Simulation
Profession, Industry,
and Marketplace**

For information enquire at:
info@sim-summit.org



www.sim-summit.org

Workshop Topical Organization

- **M&S TECHNOLOGY** - What powerful M&S technologies are available? What technology investment is desired?
- **WORKFORCE DEVELOPMENT** - How can we assure the perpetual sufficient availability of a qualified M&S workforce?
- **INDUSTIAL DEVELOPMENT / ORGANIZATIONAL RELATIONS** – How can we improve the coherence, inter-visibility, cooperation and brand recognition of the M&S industry?
- **BUSINESS PRACTICE** - What elements of business practice are most relevant to modeling and simulation? What influences on business practice are desirable for the industry and the profession?

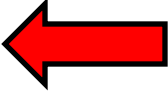
Workshop Topical Candidates

- **TECHNOLOGY R&D**
 - Body of Knowledge Index
 - Research Agenda
- **WORKFORCE DEVELOPMENT**
 - Curricular Development
 - STEM
 - Education Delivery
- **INDUSTRIAL DEVELOPMENT (Organizational Relations)**
 - Existing Organizations, Roles and Relationships
 - Prospective National Organization(s)
- **BUSINESS PRACTICE**
 - NAICS
 - M&S Value proposition

Group Effort / Work-Process

- **Seed preconceived Ideas**
- **Poll for ideas (brainstorming)**
- **Identify common interests**
- **Identify candidate ‘Activities’ for National Enterprise Campaign**
- **Draft Activity nomination template(s)**
- **Summarize determinations/ findings / recommendations**
- **Back-Brief Plenary**

OUTLINE

- I. **CONTEXT and STATUS**
- II. **INTENTION**
- III. **AGENDA and PROTOCOL**
- IV. **RESULTS** 
- V. **PARTICIPATION**


Group Effort and Product

- **Identify candidate ‘Activities’ for National Enterprise Campaign**
- **Draft Activity nomination template(s)**
- **Summarize determinations/ findings / recommendations**
- **Back-Brief Plenary (1 page!)**

Topic-Activity Nomination Template

- **Context:**
 - Circumstance:
 - Need:
 - Opportunity:
- **Activity:**
 - Duration:
 - Relationships:
- **Resources:**
- **Management:**
- **Advocate:**

OUTLINE

- I. **CONTEXT and STATUS**
- II. **INTENTION**
- III. **AGENDA and PROTOCOL**
- IV. **RESULTS**
- V. **PARTICIPATION** 

After the Meeting...

- Solicit and socialize candidate Campaign activities:

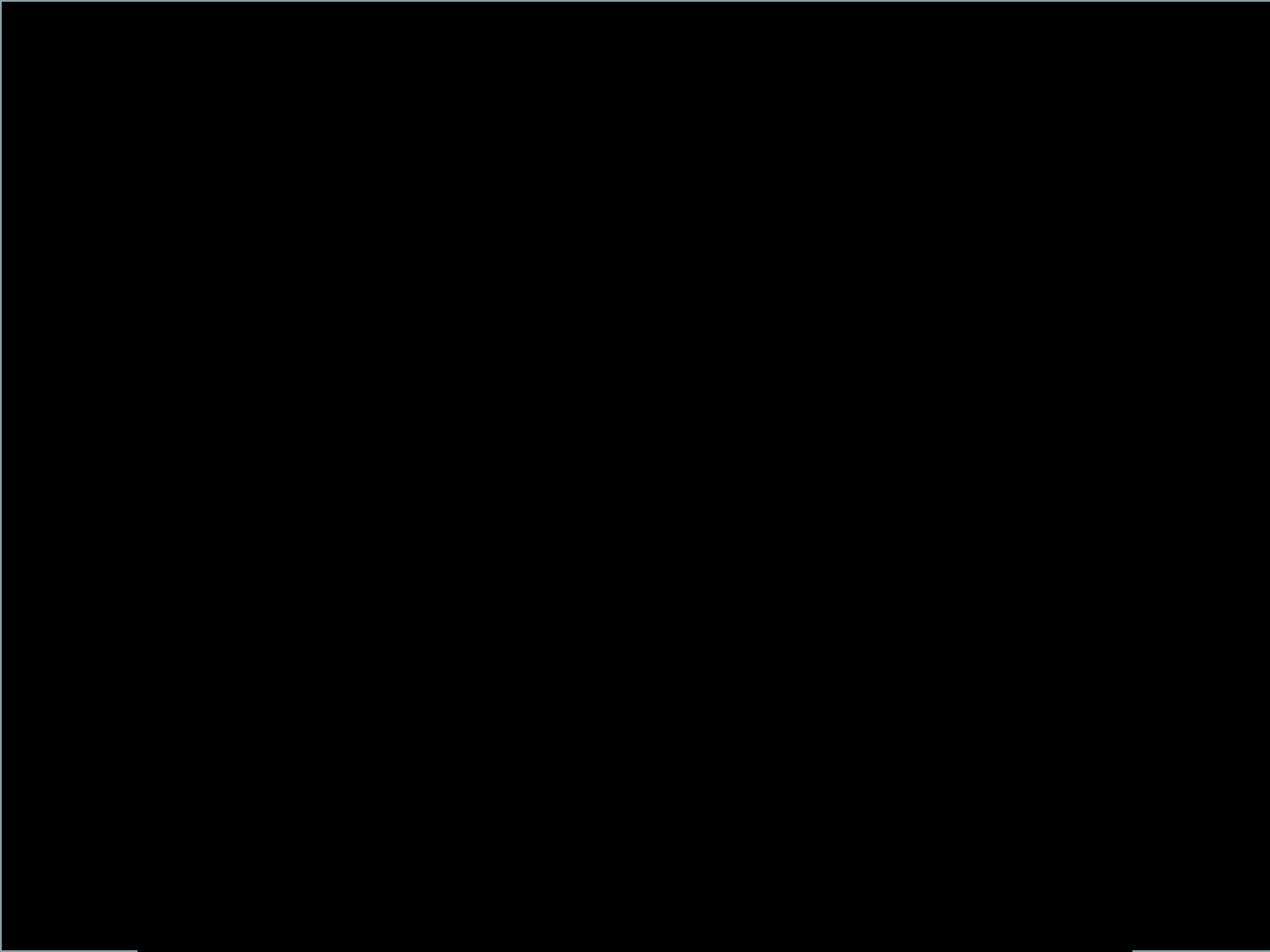
Context *[establish the context pertaining to the rationale of the subject recommended activity to follow. Explain in effect what is evidently true about our world, what shortfalls exist in the present state, and why it is provident to create a different future state. Address as appropriate:]*

Activity: *[Identify and describe briefly the activity (sub-activities, etc) necessary and sufficient to capitalize on present opportunity, and satisfy the need for change to achieve HR-487. What must we do to make HR 487 true?]*

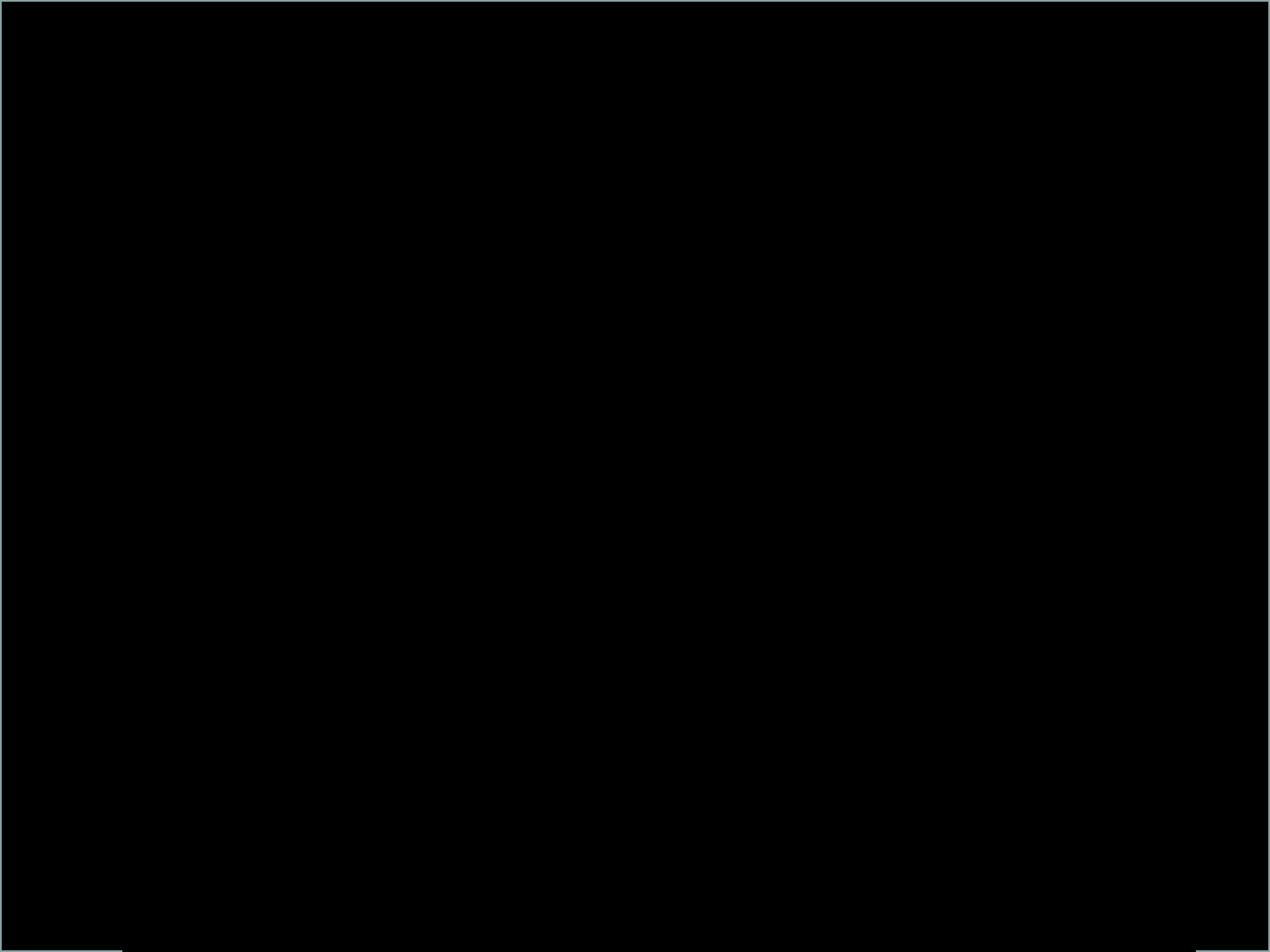
After the Meeting...

Management: *[Describe how each activity will be managed. Cite which individual or organizational stakeholder will lead the activity, identify management strategies to be employed, and cite how schedule, product, cost and risk will be controlled. What is the management structure and process necessary and sufficient to complete each activity as planned, given necessary resources?]*

Result: *[Indicate the consequence or result of each of the activities /sub-activities introduced above, and the objective criteria whereby completion of the activity may be independently confirmed. What new, improved state is intended to pertain pursuant to completion of each activity? How do we know when we're done?]*





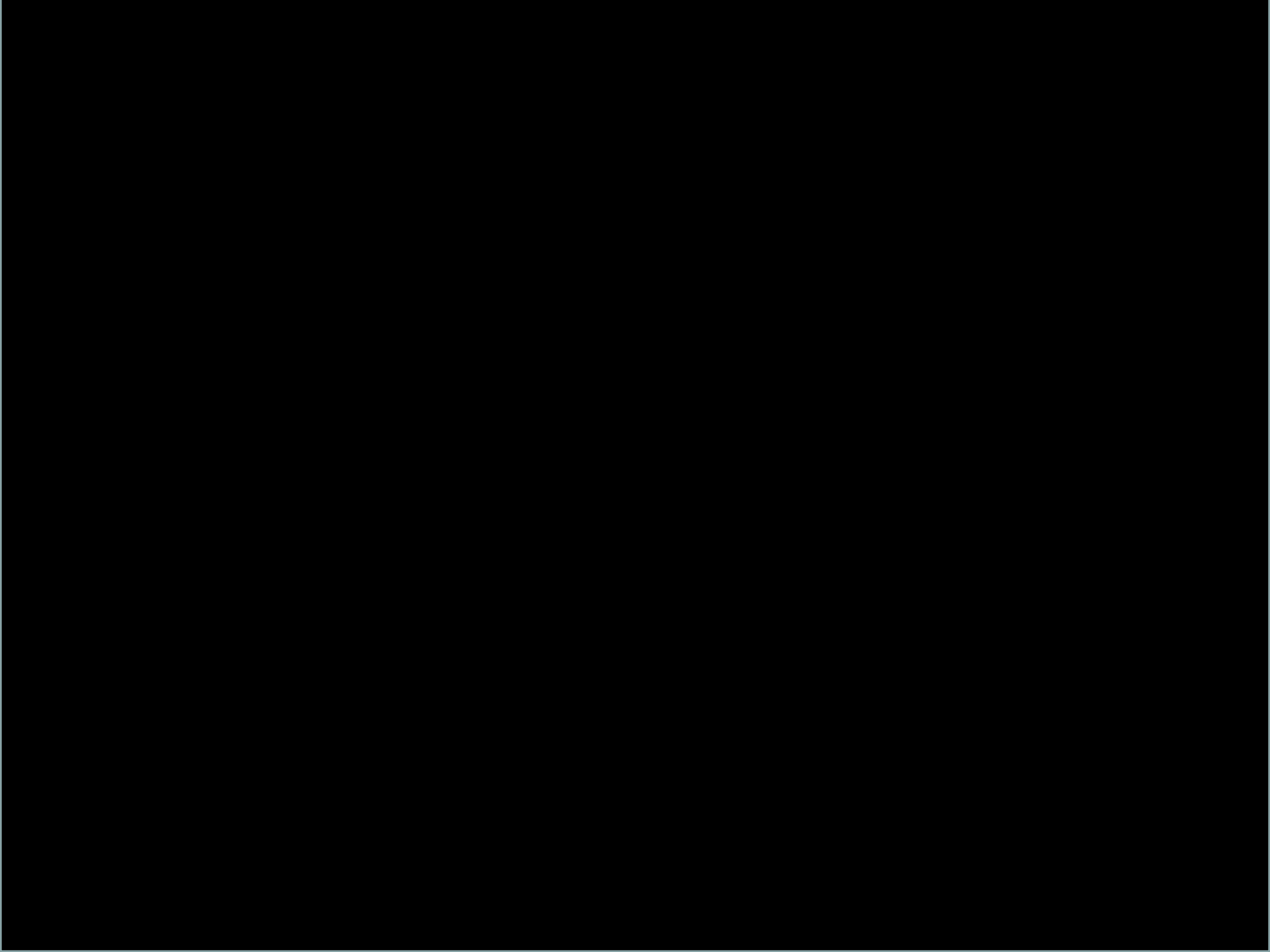


After Solicitation...

- **Review candidate ‘Activities’**
- **Select Activities to generate 2-3 year Action-Plan**
- **Identify relationships among activities**
- **Record DRAFT National Enterprise Campaign Plan**
- **Establish consensus across M&S Community-of-Practice**

National M&S Enterprise Campaign *EXECUTION*





Industrial Development / Organizational Relations

Group Scope

What characteristics are most significant in establishing a recognizable and self-conscious M&S industry?

What actions might be taken to improve the coherence, intervisibility, cooperation and brand recognition of the M&S industry?

Centers of Excellence Commercial Consortia

INSTITUTE for
SIMULATION
& TRAINING



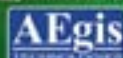
AGIMS

MSREC



Exhibited at
SimSummit

Produced by



www.AEGIS10.com

Modeling & Simulation Inter-Society Coordination

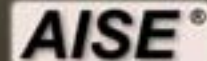
SAE



AIAA



ISCS
Italian Society for
Defense Simulation



FRANCSIM
Societe de
Simulation Francophone



ASCE

The Latvian Society
for Computer
Simulation



Korean
Simulation
Society



Department of Defense
Human Factors Engineering
Technical Advisory Group



CASS

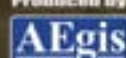


UKSIM
United Kingdom
Simulation Society

Exhibited at
SimSummit

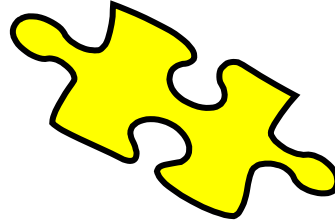
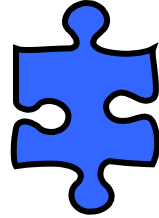
Inter-Society Coordination

Produced by



www.AEGIS10.com

Organizational Relations Status



One More Step
in the Long Climb
to Understanding
And Greater Synergy

Alabama M&S Council (AMSC)
“www.amsc.to”

SimSummit
“www.sim-summit.org”

Georgia Tech
“www.gatech.edu/”

Air Force Institute of Technology (AFIT)
“www.afit.edu”

M&S Professional Certification Commission (MSPCC)
“www.simprofessional.org”

Arizona Center for Interactive M&S (ACIMS)
“www.acims.arizona.org”

Naval Postgraduate School (NPS)
MOVES (Modeling, Virtual Environments and Simulation) Institute
“www.movesinstitute.org”

Old Dominion University (ODU)
Virginia Modeling, Analysis and Simulation Center (VMASC)
“www.vmasc.odu.edu”

Simulation Interoperability and Standards Organization (SISO)
“www.sisostds.org”

Patuxent Partnership
“www.paxriver.org”

National Defense Industrial Association (NDIA)
“www.ndia.org”

National Center for Simulation (NCS)
“www.simulationinformation.org”

International Society for Optical Engineering (SPIE)
“www.spie.org”

University of Central Florida (UCF)
Institute for Simulation and Training (IST)

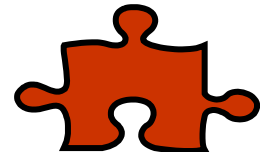
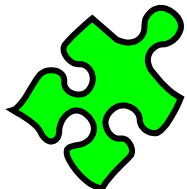
Society for Modeling and Simulation International (SCS)
“www.scs.org”

Arizona State University (ASU)
“www.asu.edu”

National Training Systems Association (NTSA)
“www.trainingsystems.org”

Service and DoD M&S Oversight

M&S Net
“www.site.uottawa.ca/~oren/SCS_MSNet”



How Do They Fit Together?

What Do They Do For You?

What Can They Do Less, More, Better?

What Do They Do for Industry/Government?

How Do they Relate to the Universities/Schools Training M&S Professionals?



M&S Industrial Development Environment

- **STATUS:**
 - **US State industrial development groups (FL, VA, AZ, AL, NE, MA, NM,, TX, CA, ...)**
 - **Professional Societies (SCS, SISO, NTSA, SIGSIM, INFORMS, ITEA, etc., etc.)**
 - **European and Asian national and regional associations (China, Japan, Korea, Italy, Canada, Australia, EUROSIM, etc.)**
 - **No US or international ‘covering organization’ or effective inter-nodal network**
- **EVOLUTION:**
 - **establish implement and initiate a “national M&S enterprise campaign”**

Topic Area Emphasis

ORGANIZATION COOPERATION - What should be the relationships among organizations in the M&S industry?

NOVEL ORGANIZATIONAL FORMS - What forms of 'meta' organizations or operational relations can / should exist to establish cooperative cohesion among institutional, regional, national and international organizations operating in the US; and serve to facilitate the evolution, execution and accomplishment of a *national M&S campaign*?