“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
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.

http://forbes.house.gov/Biography/MSCaucus.htm
2010 M&S LEADERSHIP SUMMIT

CONTEXT and STATUS

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

- TECH
- WD
- ID / OR
- BUS

- TECHNICAL ACTIVITIES
- WORKFORCE DEVELOPMENT ACTIVITIES
- ORG RELS ACTIVITIES
- BUSINESS PRACTICE ACTIVITIES

TIME ➔ ACTIVITY ➔ PLAN
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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
2010 M&S LEADERSHIP SUMMIT

Workshop Topical Organization

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?

• INDUSTRIAL DEVELOPMENT / ORGANIZATIONAL RELATIONS – How can we improve the coherence, intervisibility, 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
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I. CONTEXT and STATUS
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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:**
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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*

NDIA M&S Committee PARTICIPATION

BUSINESS PRACTICE ACTIVITIES

TECHNICAL ACTIVITIES

ORG. RELS. ACTIVITIES

BUSINESS PRACTICE ACTIVITIES

BUS

ID / OR

WD

TECH
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?
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While slides are not required for your participation, you are welcome to provide. For continuity throughout the day, we request that you use this template and font style (Arial or Helvetica, no less than size 16 font size, please).

• Discuss further points using this style of bullets.
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Organizational Relations Status

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

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

International

National

Inter-regional

Regional

Organizational

Standing

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?