



Steering Committee Meeting

March 24, 2016

Agenda

- Detailed “Final” Schedule
- Sponsor Update
- Attendance to Date
- Keynotes Update
- Overall Schedule/Key Events Review
- Near-Term Actions

Detailed “Final” Schedule

Systems Engineering in DC (SEDC) 2016 Schedule

Thursday, March 31, 2016 (late morning)

Presentations					
	Track 1: CIPR (Grand Dominion III- VI) <i>Track Chair: Mike deLamare</i>	Track 2: MBSE (Jeffersonian I&II) <i>Track Chair: Tim Eveleigh</i>	Track 3: Program Management (Jeffersonian III&IV) <i>Track Chair: Karl Geist</i>	Track 4: SoSE (Jeffersonian V&VI) <i>Track Chair: TBD</i>	Eastern Tour Presentations (Grand Dominion I-II) <i>Track Chair: Don Gelosh</i>
9:45- 10:15	C-1. A Model-Based Approach to Resilient Architectures <i>Warren K. Vasek</i>	M-1. A New Energy Systems Modeling Framework <i>Nina Shabirani et al., ODU</i>	PM-1. Systems Engineering: a Project Success Enabler <i>Randy Simpson, Vitech Corporation</i>	S-1. Adaptable Systems of Systems <i>Bonnie Johnson, Naval Postgraduate School</i>	9:45-10:30: Complex Systems: How to Recognize Them and Engineer Them <i>Brian White</i>
10:20 - 10:50	C-2. ANTS in your systems - A swarming ecosystem defense for executive cybersecurity risk appetite representation <i>Earl Crane, Emergent Network Defense, Inc.</i>	M-2. Model-based design of Human-Machine Interaction <i>Lance Sherry, Honda Koudaki, GMU</i>	PM-2. Meeting-Free Software Development, in Distributed Teams <i>Tiger Bucavento, Teamed.io</i>	S-2. Emergence in Complex Adaptive Systems <i>Gloria Camacho, Lehigh, GWU</i>	
10:55 - 11:25	C-3. Considerations and Logistics in Extreme Repowering <i>Josiah Long, Bechtel</i>	M-3. Brief Overview of the Concepts and Principles Encapsulated in the WG's Complexity Primer for Systems Engineers <i>Jimmie McEggs, Ph.D., M.P.P., JHU Applied Physics Laboratory</i>	PM-3. Systems Engineering Management Approach for Functional Analysis for an Integrated Capability of Arrival/Departure/ Surface Management with Tactical Runway Configuration Management <i>Rosana R. Stoica et al., GMU</i>	S-3. Visualizing Critical Infrastructure as a System of Systems <i>Mark A. Wilson, Strategy Bridge International, Inc.</i>	10:35-11:20: A Systems Thinking Approach to Developing Learning Outcomes for Systems Security Engineering <i>Don Gelosh, WPI</i>
11:30 - 12:00	C-4. Applying the First Stage of MBSE to Critical Infrastructure Protection & Recovery (CIPR) Infrastructures Domains <i>Loren Mark Walker, BCT-LLC</i>	M-4. Employing MBSE for the Design and Construction of a Power Plant - A Case Study <i>Edward Huang, Abbas K. Zaidi, GMU</i>	PM-4. Quality Management in Engineering Firms: Contrasting Two Scenarios <i>Rosana R. Stoica & Elshadai Yilma, GMU</i>	S-4. Evaluation of Systems Performance of Linked IT Capabilities of Increasingly <i>Shanna Pal et al., GWU</i>	11:25-12:00: Making “Agile” Work in Large Government Agencies and Offices <i>Rick Campbell, Strategy Bridge International, Inc.</i>

12:00 PM - 1:00 PM **Lunch. Sponsored by Stevens Institute of Technology**

- **Will make a few adjustments as possible to meet specific issues, drop-outs, etc.**
- **Still need a few track chair names**
- **Program goes to press Friday (3/25)**
- **Will provide updates during the conference, as needed**

Sponsor Update

- We have made a number of adjustments to make up for the revenue loss of the Platinum Sponsor drop-out
 - JHU APL is now a Gold Sponsor
 - MITRE is now a Gold Sponsor
- Several sponsorship opportunities remain
 - Some Tables still available

Attendance to Date

- Full: 136
- Student: 22
- Day 1: 15
- Reception Only: 3
- Day 2: 11
- Tutorials Only: 3
- Reception Only: 3
- Presentation Only: 13 (2 Keynotes)
- Total: 203

Registration is still open! Tell everyone!

Keynotes Update

- Opening keynote: R. James Woolsey, Former Director of Central Intelligence
 - Funding to support from Bechtel as a Gold Sponsor
- Keynote for Day 2: Bill Murtagh, NOAA's Space Weather Prediction Center
- All confirmed and ready for the presentation

Schedule/Key Events

- Began soliciting vendor participation – July 2015
- Finalized venue agreement – July 2015
- Steering Committee Kickoff – 13 Aug 2015
- Release Call for Papers and Tutorials – September 2015
- Abstracts due back – 22 December 2015
- E-Mail conference “brochure” – December 2015
- Notify presenters – 28 January 2015
- Earliest registration ends – 30 January 2016
- Book entertainment for reception – NLT January 2016
- Begin late registration – 1 March 2016
- Final papers due – 15 March 2016
- Main Conference Sessions – 31 March, 1 April 2016
- Tutorial presentations at GMU – 2 April 2016

Near-term Actions

- Print program
- Print signs
- Print badges
- Stuff bags (Tuesday at 5:00 PM SPEC Innovations offices – food provided)

Questions & Discussion

- Any other topics?

Backups

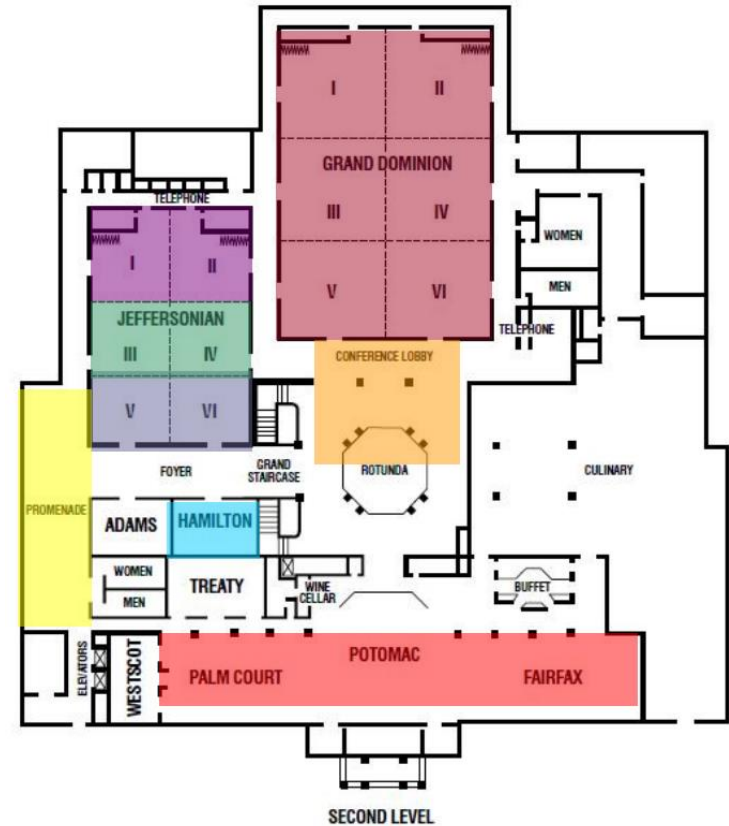
SEDC 2016 Goals

- Scheduled for March 31st, April 1st and 2nd
- Promote at IW 2016 to increase attendance
 - Need to develop brochures
- Increase number of papers & attendees

Theme & Topics

- Theme: Critical Infrastructure Protection and Recovery
- Potential Topics & Tracks
 - Cyber security
 - Resilience
 - Threats to infrastructure
 - Dependency analysis
 - Assessment methodologies
 - ...

Venue: Westfields Marriott, Chantilly, VA



Sponsor Levels

Platinum (\$10,000) – Sold Out

Gold (\$5,000) – Sold Out

Silver (\$3,000) – 3 Available

Bronze (\$1,000) – No limit

Booth (\$2,250) – Sold Out

Table (\$1,250) – 4 Available

Current Sponsors (Reserved)

Platinum

- IBM

Gold

- Stevens Institute of Technology
- Strategy Bridge
- Worcester Polytechnic Institute

Exhibitors

- | | |
|-----------------|----------|
| • Virginia Tech | • Vitech |
| • NoMagic | • 3SL |
| | • GWU |

Pricing Structure and Budget

Proposed Ticket Prices

	Sept -> Jan 15	Jan 15 -> March 12	March 12 -> March 31
Ticket Type\Time:	<i>Early</i>	<i>Normal</i>	<i>Late</i>
Regular	\$299	\$379	\$499
Day 1	\$199	\$199	\$299
Day 2	\$99	\$199	\$199
Student	\$99	\$99	\$199
Reception Only	\$59	\$59	\$59
Tutorials Only	\$49	\$49	\$49

- ***With current projections these prices the conference essentially breaks even***
- ***If we have additional revenues, then we can consider other options to enable a better conference experience (e.g., enhanced A/V)***

Keynotes

- Considering up to 4 keynotes
- Tentative: R. James Woolsey
 - National security and energy specialist
 - Former Director of Central Intelligence
 - Former Under Secretary of the Navy
 - Recent testimony to the Senate on “Heading toward an EMP catastrophe”
- Need to finalize
- Exploring other options and leads
 - Gina has contact in the Office of the President
 - Discussing with Joint Chiefs of Staff for potential CIPR (DCIP) speaker
 - Charlotte Sullivan is seeing who we can get from DHS
 - ...

