Industry outreach efforts of the Wisconsin MRSEC are facilitated by the Advanced Materials Industrial Consortium (AMIC).

The 2017-18 efforts and initiatives include:

- **Successful annual meetings**
  - 84 attendees (~25% from industry) at the 2017 Fall annual meeting, with keynote speakers Profs. Rebecca Willett and Dane Morgan addressing role of data sciences in materials research.
  - 170+ attendees (~33% from industry) at the Spring Facilities Open House, highlighting regionally unique instrumentation

- Increasing engagement with industry through student projects, facilitated by a new makerspace

- Development of the Regional Materials & Manufacturing Network (RM²N) to facilitate engagement of industry on technical challenges