

Progress on 07-09 Plan

July 24, 2006

ETIC Proposal: Recent Milestones

- May 23: Presentation to OSBHE AEED
- June 7: OSU Engineering Strategy Summit
- June 21: Presentation to Oregon Innovation Council
- June 29: ETIC Proposal amended to shift facility/equip to COP:
 - \$22.3M Base (unchanged)
 - \$34.4M ETIC Policy Package (\$42.65- \$13.41M COP + \$5.20M debt service)
 - \$13.4M Certificate of Participation
 - \$1.1M OPAS Policy Package (unchanged)
- July 7: ETIC endorsement of capital proposals
- July 14: ETIC biennium proposal approved as part of OSBHE proposed budget; capital proposals also approved

Communication Plan

Ideas for Discussion

July 24, 2006

Goal

- Full Funding of Biennium Proposal
- Endorsement by
 - Board of Higher Education – Done
 - UEE Budget Committee – August 2?
 - Oregon Innovation Council – September 7
 - Governor via December 2006 Budget
- Approval by Legislature in Spring 2007

Possible Objections

For Which We'll Have Responses

- High tech plan -- doesn't serve needs of rest of economy.
- Tech jobs are going to China and India
- Can't afford it.
- Doesn't serve the needs of rural Oregon.
- Others?

UEE Budget Committee

- UEE = Uniform Educational Enterprise
- Joint subcommittee of Board of Education and Board of Higher Education
- Goal: Create an overall budget priorities for K12, CCs, OUS
- Exact impact unclear
- First meeting on August 2nd
- Additional Meetings?
- Issue for ETIC: OUS budget does not prioritize but implies ETIC proposal comes after \$133M for Student Faculty Ratio improvement, enrollment growth, regional university support, faculty salaries, facilities maintenance

Oregon Innovation Council

- Present to June Meeting – Done
- Meeting between Dave Chen – Nick Konidaris – August 15
- Other ETIC members meet with other OInC Members – August
- Obtain endorsement at September 7th Meeting
- Follow up with joint meeting with Governor in September

Governor's Office

- Met with Pat Egan, Chief of Staff, June 7, 2006
- Met with James Sager, Higher Education Advisor
- To do: Letters
- Next: Schedule meeting with Governor

Sources vs. Uses of Funds

	Sources for Investments in 2007-2009 Biennium					
Categories	Direct Revenue			COPs	Bonds	
	Kick	LF	GF	GF	LF	GF
Science/engineering buildings & others					L	H*
Facility improvements & equipment for student and faculty labs.	L			H*	M	
Faculty salaries		L	H*			
Faculty "start-up" packages.		M	H*			
Applied research matching grant fund		M	L			
Pre-engineering & Applied Science			H*			

* H = High probability – In OSBHE Budget but subject to Governor's and Legislature's budget adjustment

Oregon Legislature

- Work with AeA, AOI, OBA
- Meet with individual members
 - Get advice from supporters
 - Inform those that have limited information
 - Address concerns of others
- Present to committees
- Need more data / analysis
 - Oregon Business Plan Competitive Index
 - Historic hiring patterns – Campus data?
 - Forecast of demand for engineers
 - Economic impact of investing in engineering

Media Plan

- Editorial Boards
- Op-Eds in Newspapers
- Press releases

Making Our Case

- ETIC Track Record
- Success Stories
 - Data, Anecdotes
 - Personalized
- Employer Survey: Historic hiring, expected needs, ...
- Survey of studies
 - Examples:
 - Bank of Boston Study on impact of licensing
 - Canadian Study: The Economic Impact of University Research
 - 2004 Literature Review of the Economic and Social Impact of Higher Education Research Funding
 - UW: Impact of Research University: An IT Perspective
 - May use contractor to develop survey report

Next Steps

- Prioritize
- Schedule
- Document
- Implement