



# Legislative Communications

Status and Plans

April 20, 2007

# ETIC Day – March 5, 2007

## Galleria Displays

- ✱ OIT Sponsored and Pre-College Programs / Graduation Really Achieves Dreams 2006
- ✱ OSU / SMILE-ME Partnership Senior Capstone Project
- ✱ OSU Extension / 4-H Technology Programs Central Oregon Podcasting Team
- ✱ OUS / Oregon Robotics Tournament & Outreach Program (ORTOP)
- ✱ PSU / Oregon MESA - Mathematics, Engineering Science Achievement
- ✱ Saturday Academy / Apprenticeships in Science and Engineering (ASE)
- ✱ OSU / TEKBOTS™ / Hands-On Learning at OSU Engineering
- ✱ OSU / ENERGY FROM OCEAN WAVES / New Jobs, Clean Power, A Brighter Oregon
- ✱ OSU ENGINEERING AMBASSADORS / Inspiring Oregon Students to Study Engineering
- ✱ HOME DIALYSIS PLUS, LTD. / OSU Technology Births New Oregon Company
- ✱ Portland State University / Maseeh College of Engineering & Computer Science
- ✱ University of Oregon / Materials Science Institute



# ETIC Day

## Meetings with Legislators

- ✦ Sen Frank Morse
- ✦ Sen Kate Brown
- ✦ Sen Vicki Walker
- ✦ Rep Phil Barnhart
- ✦ Sen Bruce Starr
- ✦ Sen Ryan Deckert
- ✦ Rep Bob Jenson
- ✦ Rep Mary Nolan
- ✦ Rep Susan Morgan
- ✦ Sen Margaret Carter
- ✦ Rep Dave Hunt

# Field Hearings & Equivalent

- ✱ 3/29: Ed Subcommittee, Portland: Dick Knight
- ✱ 4/4: Co-Chairs, Portland: Nick Konidaris
- ✱ 4/5: W&M, Oregon City: John Lee, Timbercon
- ✱ 4/6: W&M, Portland: Eileen Boerger, Agilis
- ✱ 4/10: W&M, Corvallis: Marcy Eastham, HP
- ✱ 4/6, 4/10, 4/12: MECOP Members

# Letter Writing

- ✦ PSU Engineering Advisory Board
  - ✦ Letter from Board
  - ✦ Letters and emails from members
- ✦ Wally Rhines, Mentor Graphics
- ✦ MECOP/CECOP Board
  - ✦ Letter from Board
  - ✦ Letters and written testimony from members



## Highlights from 4/15/07 *Oregonian* editorial “Higher education: Budget as if the future were coming”

For Intel, higher ed is not academic. It's what drives the company -- which, as the state's largest private employer, is a big part of what drives the Oregon economy. Except our higher ed system is not exactly driving it on all cylinders.

In 2005, Intel hired 450 Ph.D.s for its programs. Of that number, six came from Oregon universities.

“Oregon scientists are more likely to stay here and strengthen the state and system” -- a point made by Steve Pawlowski of Intel, who grew up in Medford, got degrees from Oregon Institute of Technology and Oregon Graduate Institute, and holds more than 50 patents.

## Editorial highlights, continued

If high tech is important to our state economy, beefing up our higher ed capacity is vital. At least, that's how high tech sees it. This is why Pawlowski represents Intel on [ETIC]. Over the past several years, it has helped increase faculty and research efforts, especially supporting OSU's drive to become a Top 25 engineering university.

The co-chairs cut the governor's higher education capital budget from \$400 million to \$56 million, ignoring all evidence that technology has anything to do with the future of the state. This matters only if you expect the Oregon economy to operate in the 21st century.



## Editorial highlights, continued

"We'd better make a choice here, because I think we're at a real dangerous fork in the road," says John von Schlegell, a Portland venture capitalist and member of the OSHBE. "The University of Washington just carried off a multibillion-dollar campaign that dwarfs anything here, and then there's our neighbors to the south. We don't want to be the state that's the service industry taking care of entrepreneurs from other places."

The governor argues we have ways of avoiding that future. It's a matter of looking at the Oregon University System and seeing the roots of Phil Knight and Tim Boyle and Steve Pawlowski -- and a lot of currently missing Ph.D.s in engineering.

# W&M Education Subcommittee

## 4/19/2007

### ☀ Meetings

- ☀ Sen. Frank Morse
  - ☀ Rep. Susan Morgan
  - ☀ Rep. Bob Jensen
- ☀ Testimony by Fred Ziari, ETIC Vice Chair and CEO, EZ Wireless



Shalini Prasad (left) with graduate assistant Ravi K. Reddy.

## Oregon's Engineering & Technology Industry Council (ETIC) *Serving Oregon Since 1997*



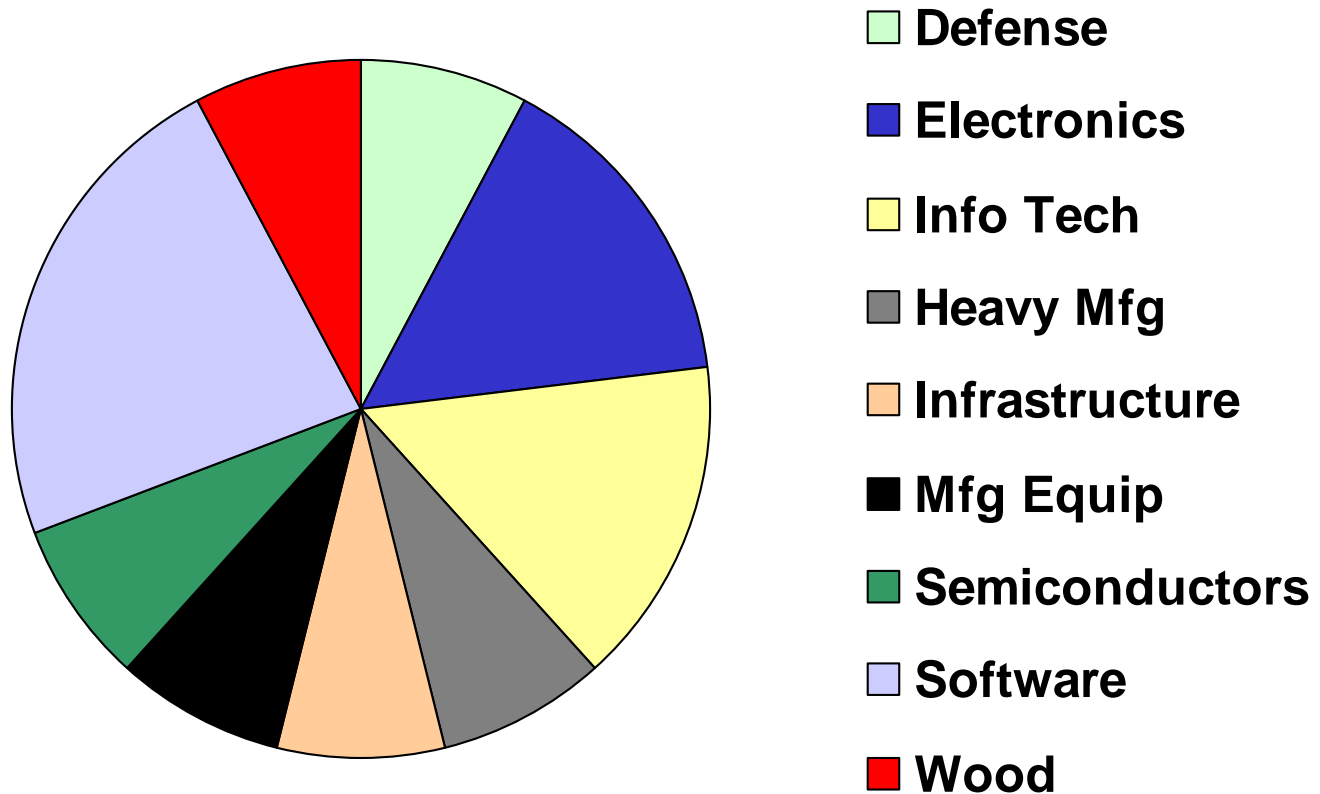
Fred Ziari, ETIC Vice Chair

President & CEO, EZ Wireless  
Hermiston and Portland, Oregon

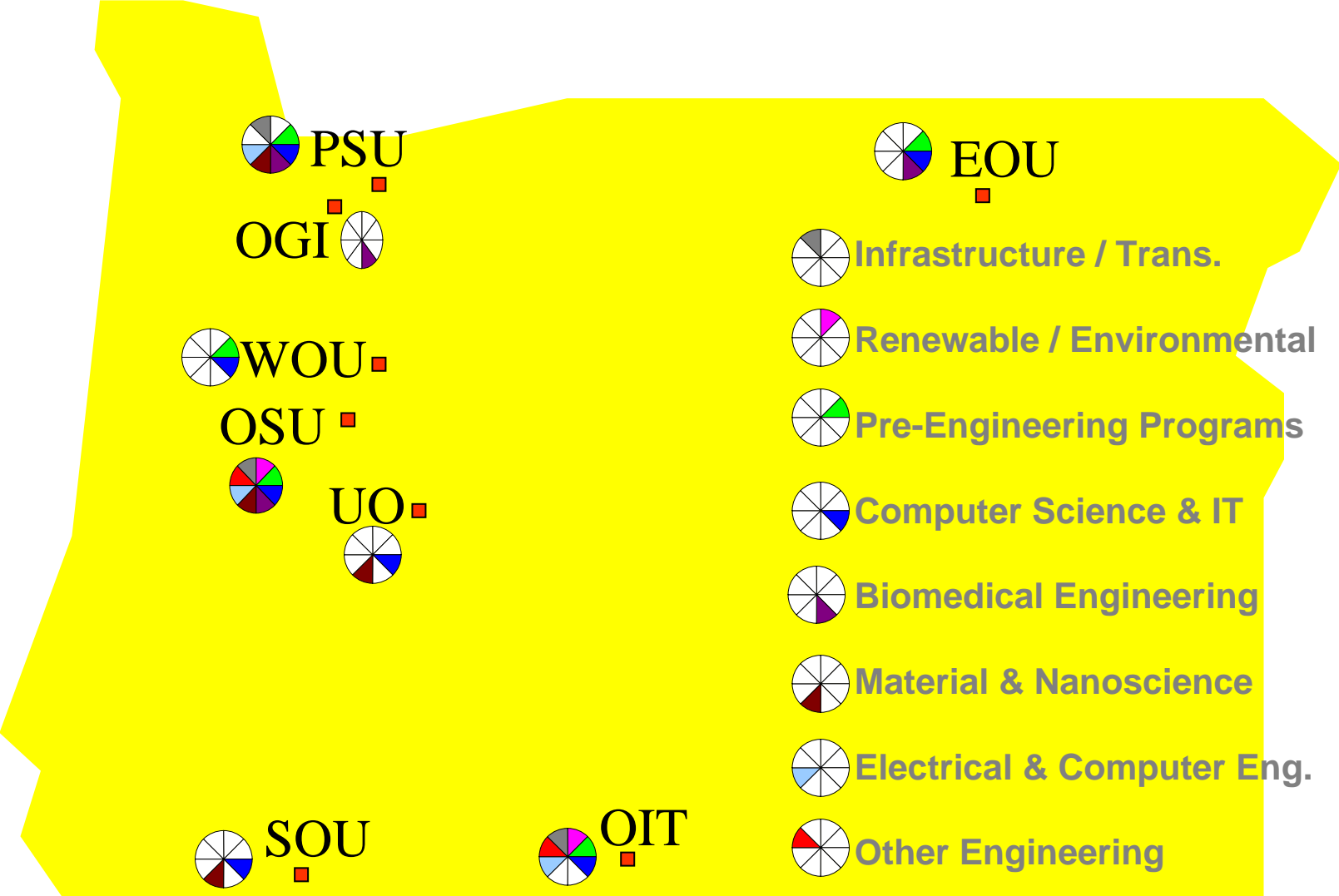


# ETIC represents diversity of Oregon industries

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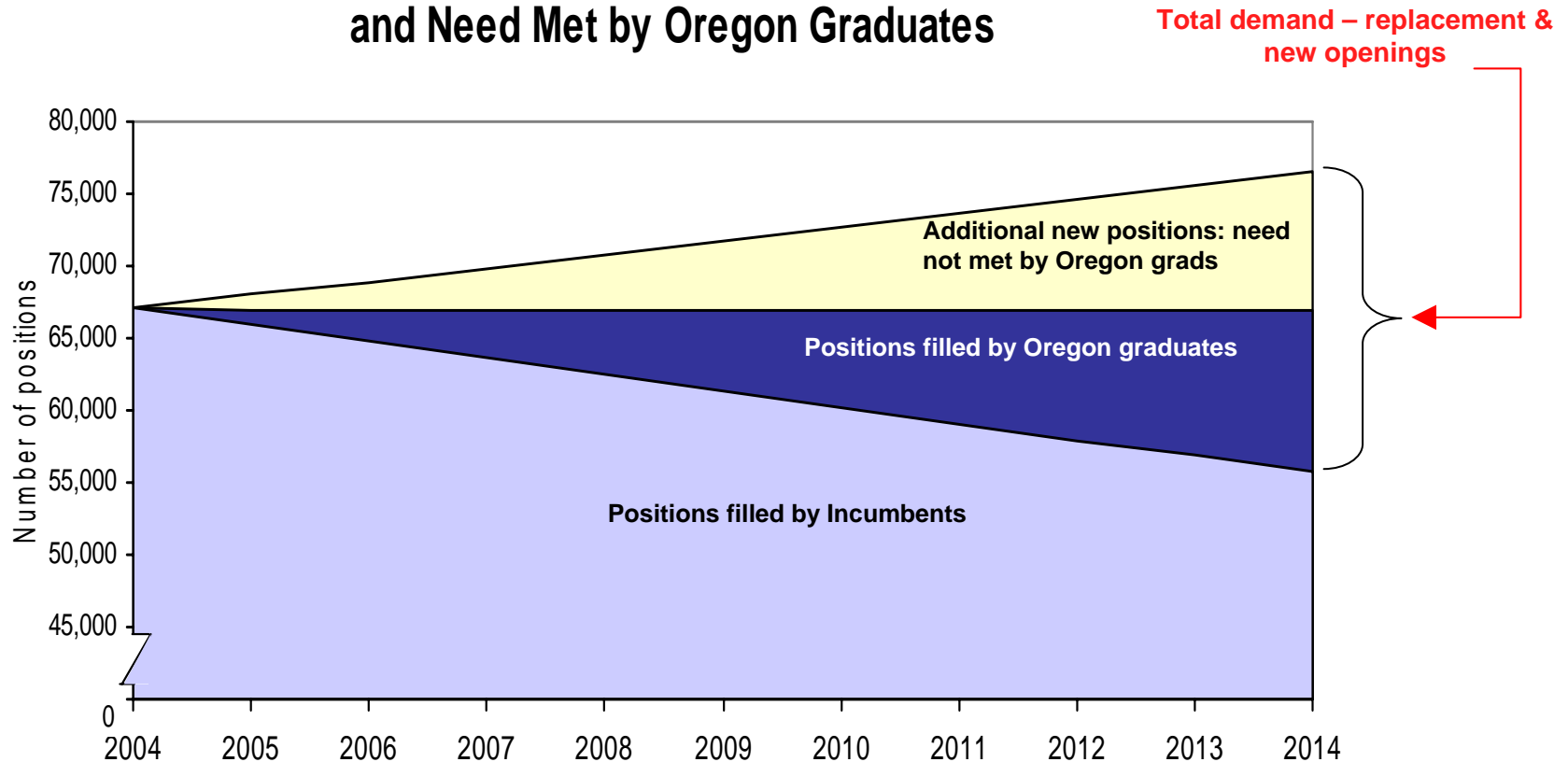


# ETIC funding provides benefits across Oregon



# The supply-demand gap is growing

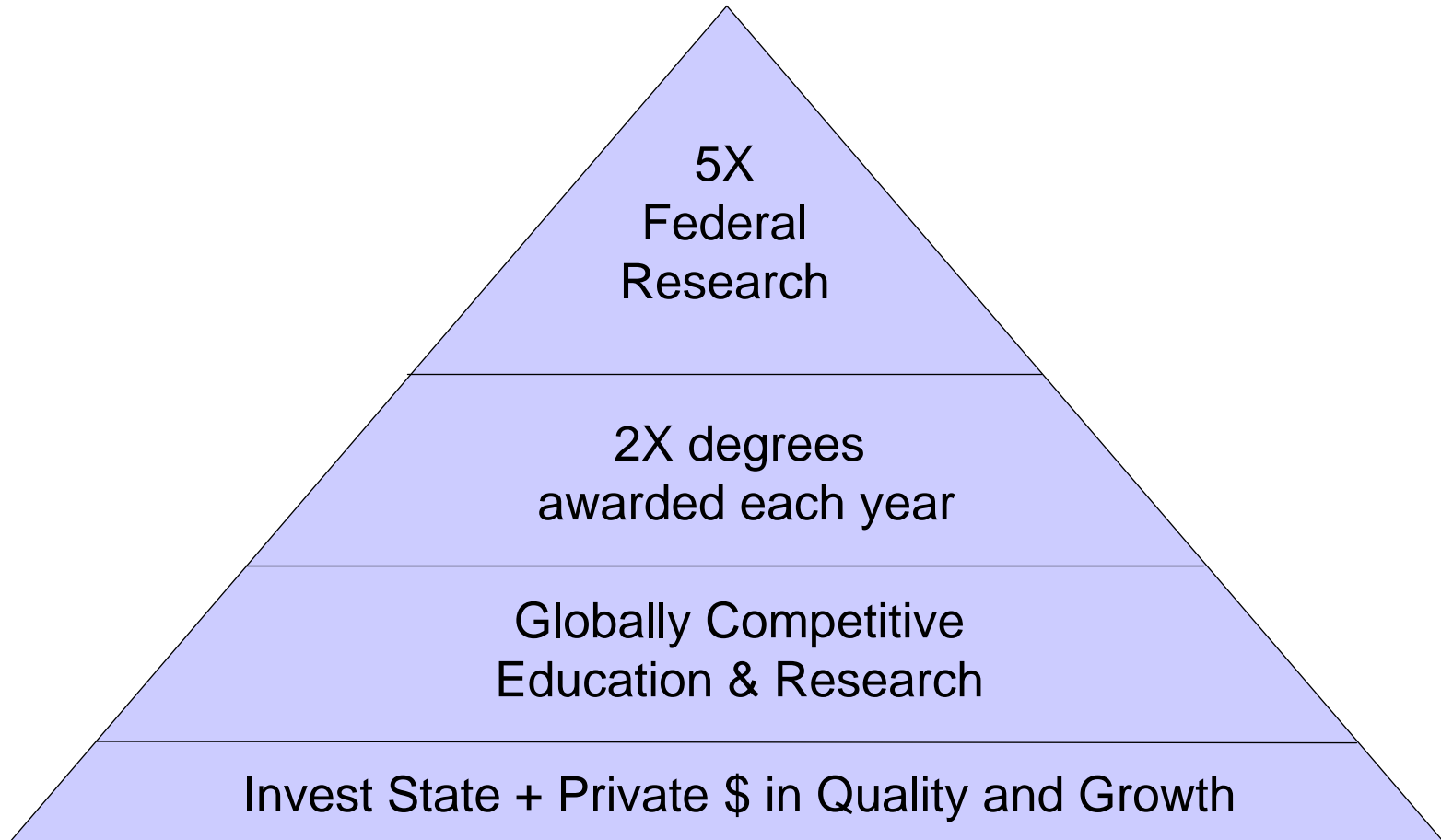
## Demand for Engineering & Technology Positions and Need Met by Oregon Graduates



Source: Oregon Employment Department

# ETIC strategy

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# ETIC invests in student opportunity and research capacity



*High school students demonstrate robot*



*PhD Student Quijano, participates in a Navy-sponsored Shallow Water Experiment.*



*Professor Pancake and colleagues analyze tsunami data*



*Group of graduate students participating in Master's Industrial Internship Program*



*Professors Bertini and Monsere monitor traffic flows.*



# ETIC pre-college affiliates



GET  
REAL



## The SMILE Program

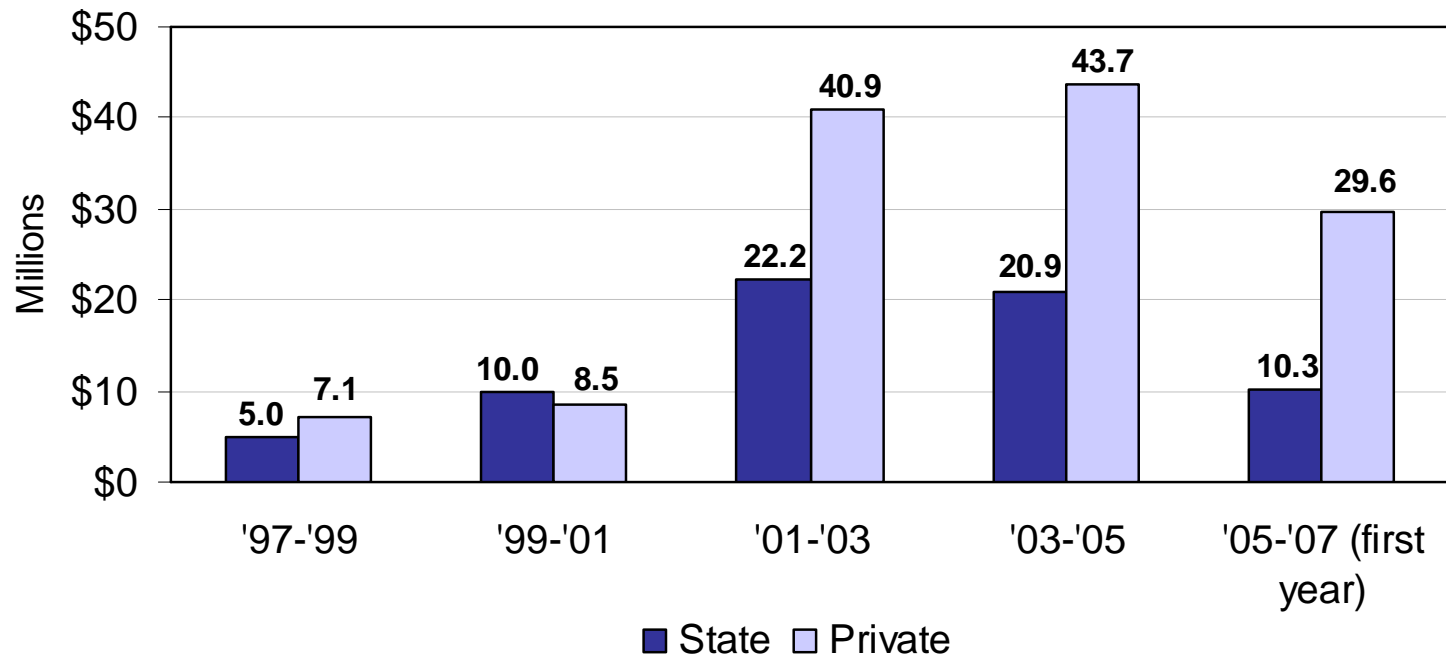
The Science & Math Investigative Learning Experiences Program



Oregon University System

# Successful public-private leverage

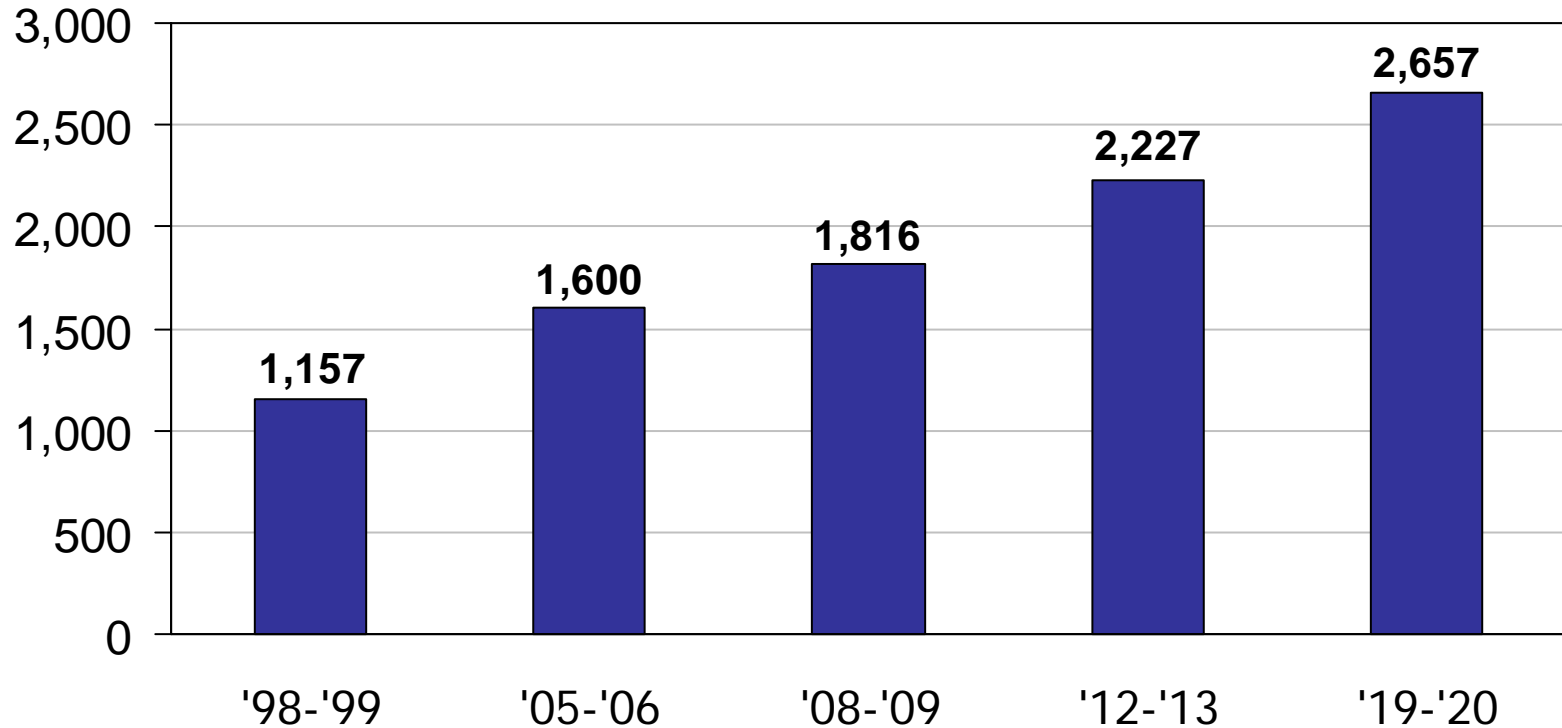
## ETIC Investments Since Inception



# 2x: Double the engineering graduates

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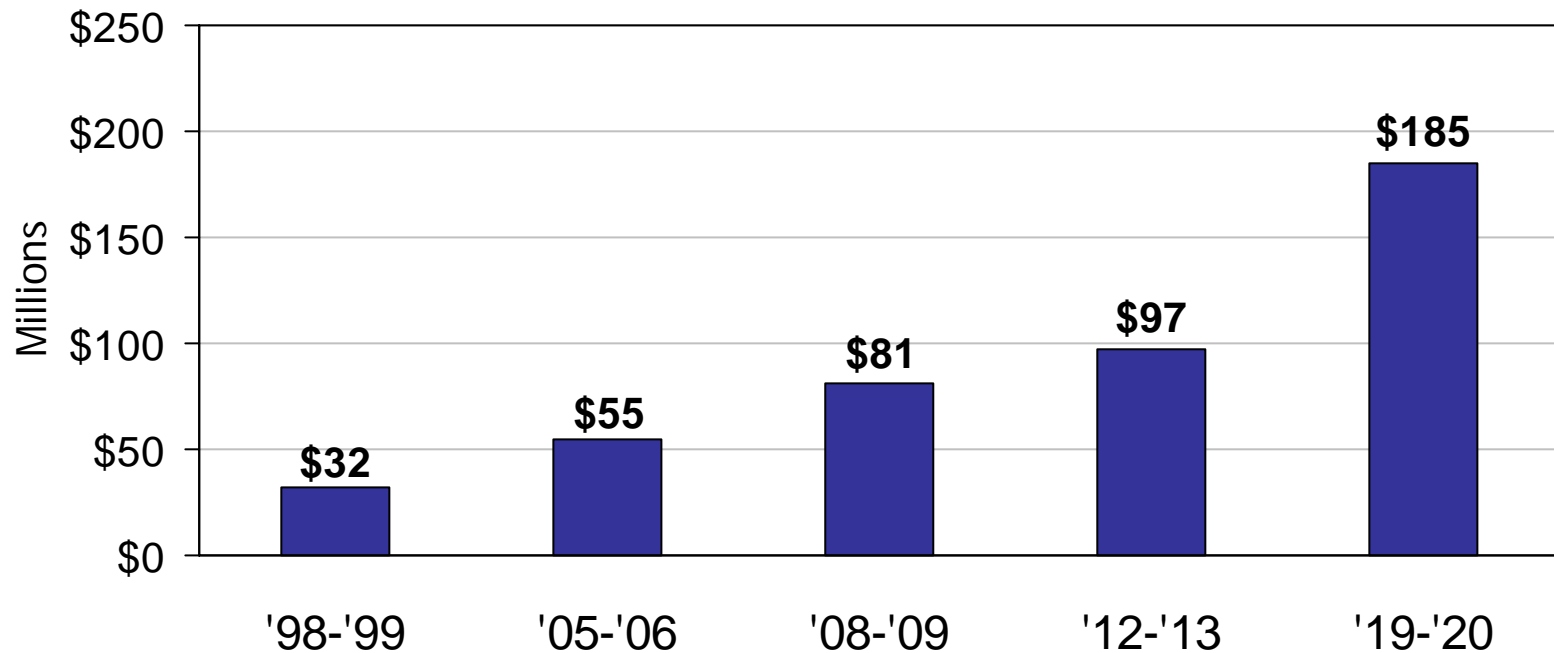
## Bachelor's, Master's, and Doctoral Degrees



# 5X: Grow Oregon's innovation capacity

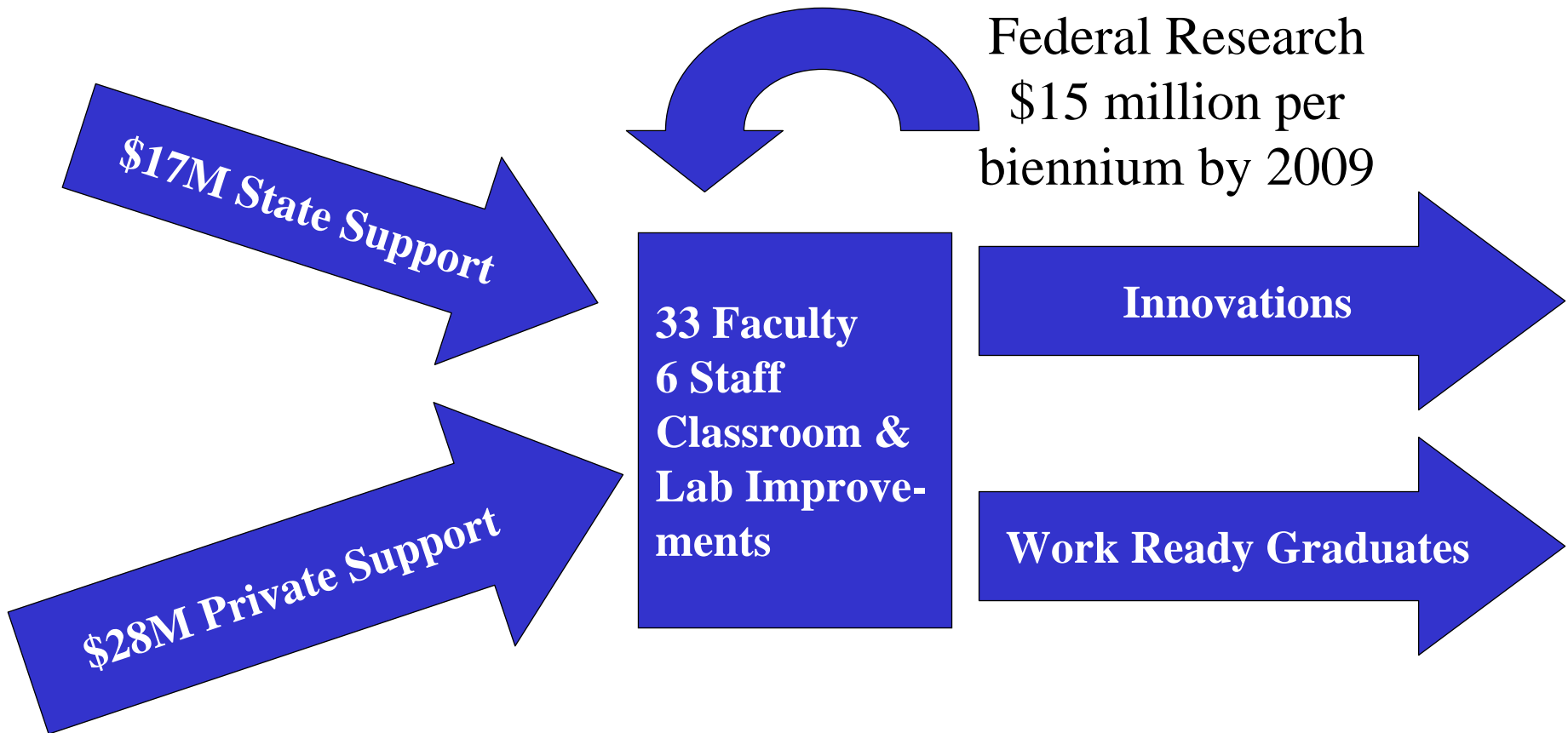
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**Research Dollars**  
(millions)



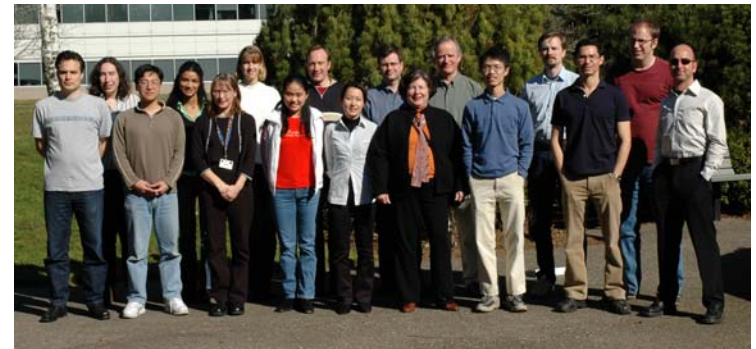
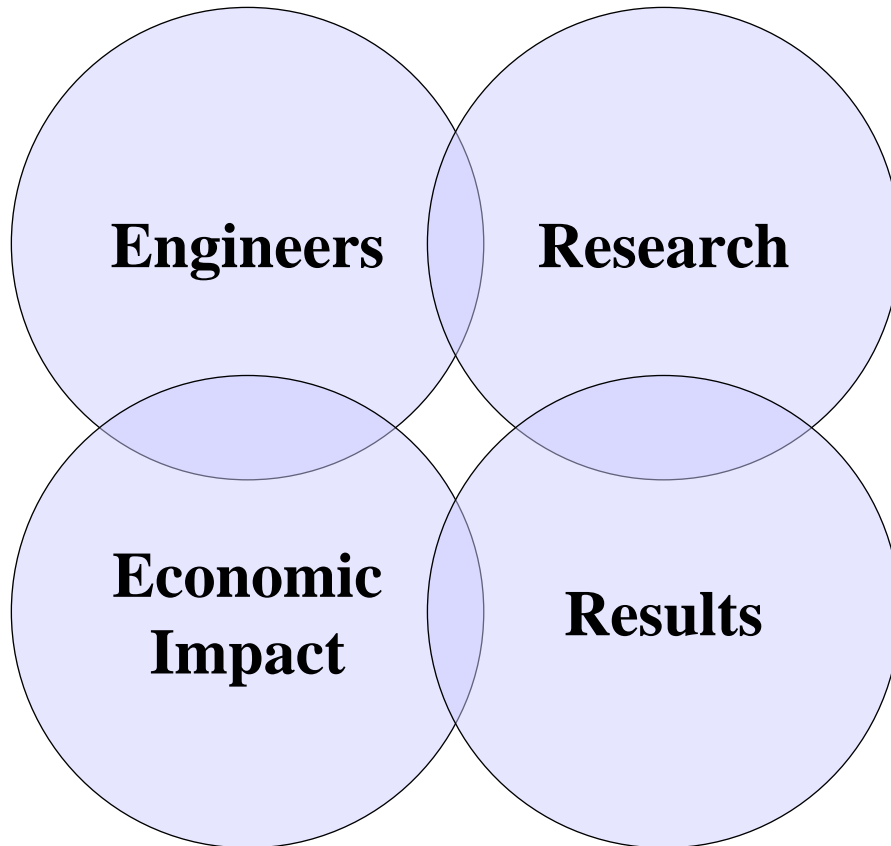
# Impact of ETIC budget increase

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# Summary: ETIC plan grows innovation capacity

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# Questions

## ★ Sen. Ryan Deckert:

- ★ Allocating across 8 campuses implies that tough choices haven't been made.
- ★ Should choose a couple goals like 2X and Top-25 and allocate resources accordingly

## ★ Rep. David Edwards

- ★ What is the impact of the \$7 million increase in Co-chairs budget vs. the \$17 million increase?
- ★ Are the effect on results linear on private support, research, and graduates?
- ★ How much would 2X be delayed?

# Answer to Edwards so far

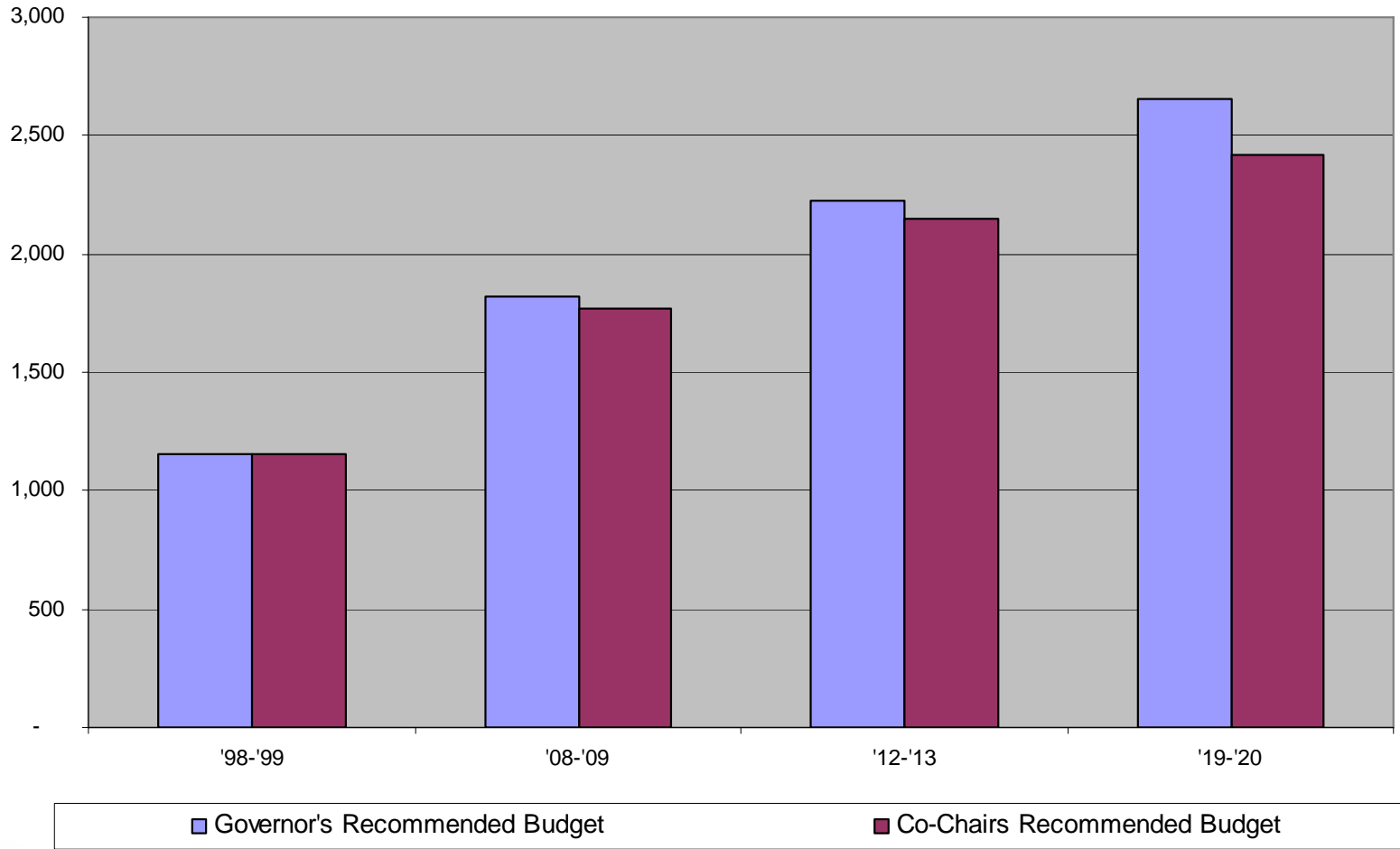
- ★ The \$7 million ETIC Allocation in the Co-Chairs' Recommended Budget represents \$10 million less than the amount recommended by the Governor's Budget.
- ★ The \$10 million decrease corresponds to a \$16 million decrease in matching private support.
- ★ The corresponding decrease in faculty hiring would mean 9 million fewer federal research dollars per biennium flowing to Oregon.

# Follow-up Info

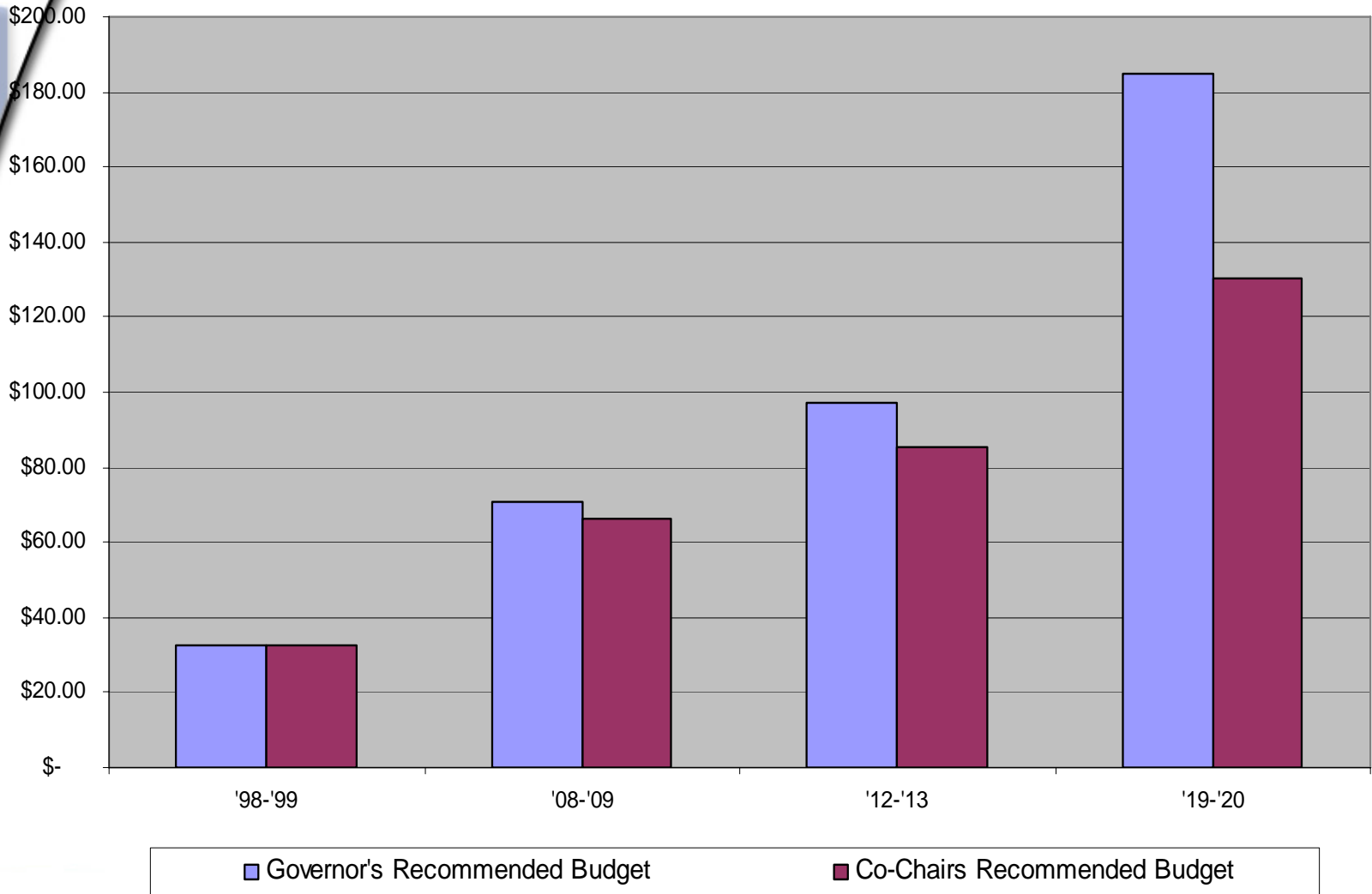
- ✦ More information on \$17 million increase
  - ✦ Allocation by campus
  - ✦ Results expected over EBL
    - Private support
    - Research
    - Degrees
- ✦ Impact of increasing \$7 million instead of \$17 million
  - ✦ Private support
  - ✦ Research
  - ✦ Degrees
  - ✦ Time to 2X degrees
  - ✦ Time to 5X research

# Degree Forecast Comparison – Rough Draft

Increase in Engineering Degrees



# Research \$ Comparison – Rough Draft



# W&M Education Subcommittee

## April 25, 2007

- ★ Meetings with Edwards, Devlin
- ★ Testimony: Steve Pawlowski, Intel
- ★ Appearances by
  - Jaynie Schonbrod, OSU
  - James Ayers, OSU
  - Ellen Porter, OSU
  - TBD, PSU
  - Olivia Bolles, DaVinci Middle School
  - Keegan Livermore, Winterhaven School



# W & M Education Subcommittee

## April 26, 2007

- ☀ Testimony and Meetings

# Other Communications Plans

- ✦ Letters from
  - ✦ ETIC Members on company stationary
  - ✦ Industry Associations
- ✦ Possible involvement in “end game”