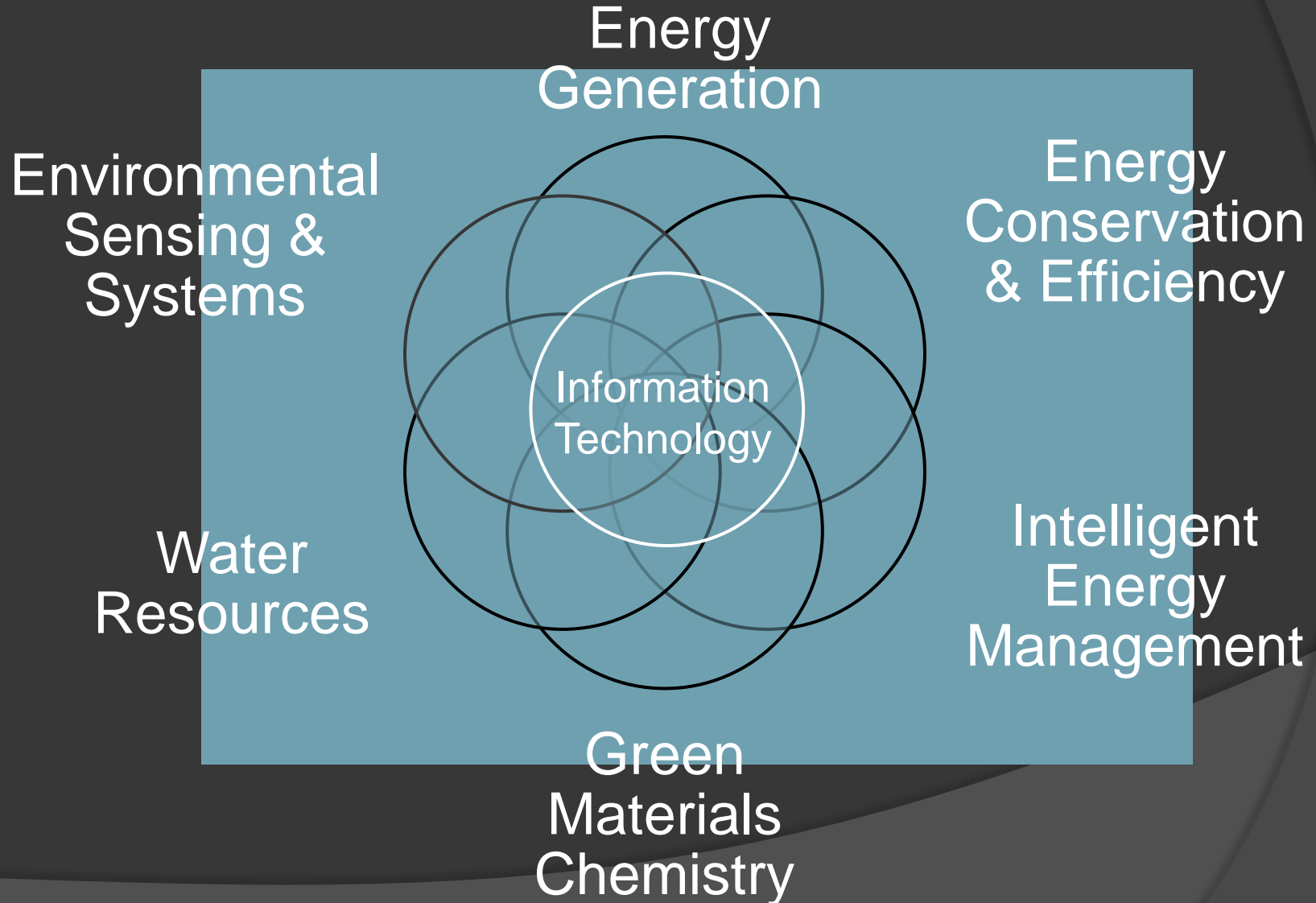


July 23, 2010

# ETIC FEDERAL STRATEGY

# Sustainable Engineering



# Target audiences

- ◎ Members of Oregon Delegation
  - Sen. Wyden
  - Sen. Merkley
  - Rep. Blumenauer
  - Rep. Schrader
  - Rep. Wu
  - Others
- ◎ White House
- ◎ Key Funding Agencies
  - Dept. of Energy
  - National Science Foundation
  - Defense Advanced Research Projects Agency

# Allies -- Emphasize Collaboration and Coordination

- Campus leadership – Office of the President and federal advisors
- Oregon Innovation Council
- Business Associations like AOI, OBA, SAO, TechAmerica
- Possibly others like Pacific Northwest Defense Coalition

# Process/Steps

- ① Prepare
- ② Research
- ③ Discover
- ④ Advocate

# Prepare

- ◎ Create initial “Story” based on ETIC Strategy
  - Sustainable Engineering
  - Neuro Engineering.
  - Connections to IT industry and CS research and education including computer security.
  - Explain how we intend to change the Oregon engineering education landscape.
- ◎ Initial Task Force Meeting
- ◎ Consult with Allies

# Research

- ① Priorities of target audiences
- ① Develop proposal summaries
- ① Consult with allies
- ① Adapt ask according to audience

# Discover

- ① Meet with target audiences
- ② Discover common ground
- ③ Consult with allies
- ④ Adjust proposals

# Advocate

- ① Meet again with target audiences to discuss proposals
- ② Submit proposals
- ③ Follow-up

# Open issues / opportunities

- ① Who will be Chancellor's Office Federal Advisor and when will our first meeting be?
- ① Best way to connect to campus president's and their federal staff
- ① Converging with our allies
- ① Should we join The Science Coalition?
- ① Order of connecting with target audiences