



ETIC Process for Developing  
Strategy & Plan  
for  
2009-2011 Biennium

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ETIC Vision Statement



ETIC Strategy



Campus Goal Setting



Campus Plans  
for 2009-2011 Biennium



ETIC Review, Adjustments, Roll-up



ETIC Plan for 2009-2011

# Planning Milestones

	Milestone	Format
Oct	Strategy/Goals/Criteria*	PowerPoint
Nov	Campus Goals Prepared	PowerPoint
Dec	Review*	PowerPoint
Jan	Develop Campus Plans	Word
Feb	Approve*	Word
Mar	Present to OSBHE	PowerPoint/Word
Apr	Revise*	Word
May	OSBHE approval	Word

\* ETIC Meeting



# ETIC Vision Statement

Oregon's engineering & technology education and research programs are strategic assets for Oregon's economy and Oregon's residents by

- ✦ providing unique programs of the highest quality that meet the needs of Oregon's industry clusters;
- ✦ attracting resources to Oregon from throughout the world;
- ✦ doubling the number of bachelors, masters, and PhDs receiving a globally competitive engineering education
- ✦ performing innovative research that give existing and new businesses a competitive advantages in the global economy.

Needs of Oregon's  
Existing and Emerging Clusters



- State Dollars
- Well prepared students
- Research grants
- Donations
- Tuition
- Fees

Engineering & Technology  
Programs

- More top Faculty
- More top students
- More State-of-the-art Labs

- BSs
- MSs
- PhDs
- Research
- Patents
- 
- 
- 
- Ranking



Graduates and Innovations that  
Provide Competitive Advantages



# Needs/Strength Analysis

- ★ Review ETIC Vision/Mission Statement and consider how your campus can contribute to its realization
- ★ Identify needs of Oregon's clusters that match areas of existing and emerging strength of your campus/programs
- ★ Consider where you want to take your program consistent with ETIC vision and the needs of Oregon's economy
- ★ Consider what it will take to get there both in terms of intermediate steps and inputs



# Aspirational Peers

- ★ Definition: An aspirational peer is a program that has similarities to your program but represents a higher level of achievement. Each campus should choose one to three such programs.
- ★ Success Factors: Compare these other programs to yours and identify
  - ★ Objective measures that represents where your program would like to by 2020
  - ★ Objective measures that give early indication of progress towards these outcomes
  - ★ Inputs required to get started towards these goals



# Campus/Program Vision Mission Statement

★ Vision/Mission:

★ Aspirational Peers



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# Desired Outcomes in 2013/2020

- ★ % Increase in BS Degrees
  - \_\_\_ By 2013 \_\_\_ by 2020\*
- ★ % Increase in MS Degrees\*
- ★ % Increase in PhD Degrees\*
- ★ % Increase in externally funded research\*
- ★ % Increase in patent disclosures\*
- ★ % Increase in license revenue\*
- ★ % Increase in spin offs\*
- ★ National Ranking of \_\_\_\_\_ (college, department, or program)
- ★ Other desired outcomes
  - \_\_\_\_\_
  - \_\_\_\_\_

\* vs year ending June 1999

If any of the above are not applicable insert "N/A"

# Inputs required during 2009-2011 Biennium

- \$\_\_M in state investment
- \$\_\_M in private support
- Others

• \_\_\_\_\_  
• \_\_\_\_\_

# Early Indicators

(in addition to progress on outcome measures)

- ★ \_\_\_\_ faculty hired\*
- ★ \_\_\_\_% increase in undergraduate student credit hours\*
- ★ \_\_\_\_% increase graduate student credit hours\*
- ★ Improvements\* to labs: \_\_\_\_\_
- ★ Other early indicators\*
  - ★ \_\_\_\_\_
  - ★ \_\_\_\_\_

\* During 2009-2011 Biennium

# Meeting Schedule – Plan A

- ★ December 7, 2007: Review PowerPoint version of campus proposals / Review Communications Plan
- ★ February 8, 2008: Review Word version of campus proposals / Guest Speaker
- ★ **March 7, 2008: Present to OSBHE and seek approval**
- ★ April 4, 2008: Revise plan as necessary / possible Guest Speaker (might cancel if not needed)
- ★ **May 2, 2008: Present revised plan to OSBHE and receive approval/endorsement**
- ★ July 25, 2008: Review progress on communications, Scorecards / Guest Speaker
- ★ Oct. 24, 2008: Review progress on communications, Scorecards / Guest Speaker

# Meeting Schedule – Plan B

- ✦ January 11, 2008: Review PowerPoint version of campus proposals / Review Communications Plan
- ✦ February 15, 2008: Review Word version of campus proposals / Guest Speaker
- ✦ **March 7, 2008: Present to OSBHE and seek approval**
- ✦ April 4, 2008: Revise plan as necessary / possible Guest Speaker (might cancel if not needed)
- ✦ **May 2, 2008: Present revised plan to OSBHE and receive approval/endorsement**
- ✦ July 25, 2008: Review progress on communications, Scorecards / Guest Speaker
- ✦ Oct. 24, 2008: Review progress on communications, Scorecards / Guest Speaker