

ETIC Computer Science Task Force
Meeting held October 31, 2005

In Attendance

Steve Aho	Mentor Graphics
Bob Broeg	WOU
Cindy Brown	PSU
John Tortorici	SAO
Jim Troisi	IBM
Di Saunders	OUS
Bruce Schafer	OUS
Michele Vitali	OUS
Michal Young	UO

Status Update on CS Marketing Plan

Student and alumni interviews are completed and in the process of being transcribed. Di Saunders is working on the script for the focus groups. We've asked our contacts at Hillsboro High and West Salem High School to recruit a diverse group of students, not just those in the CS program. We have a rough budget now. Bruce and Di will do further work to project the costs associated with conducting the first year of the campaign. Di and Bruce have the resources to provide web design and hosting. The amount allocated to printing will have a big impact on the final budget.

Our message includes the following:

- There is a diverse set of careers possible with a computer science degree.
- Industry is making strong statements about their need for computer science graduates.
- There are a variety of computer science program choices available here in Oregon.

John Tortorici stressed we need more than messages, we need a campaign plan. We need something identifiable and memorable to create excitement and should consider working with an ad agency, perhaps pro bono. Di agreed that we will need a full plan since we do have limited resources. It would be more appropriate to label this a pilot. John stressed it will also be important to have ways of measuring this, possibly for obtaining additional funding later. Our ultimate goal should be a campaign that will show up in every high school across the state.

Improving PreCollege Computer Science

Bruce followed up with Steve Day regarding the inquiry based model. In Oregon, the science standards have gravitated toward almost 100% focus on content with little emphasis on unifying concepts. Steve thinks the top-level concepts could be: the science inquiry model and the engineering problem solving model. There may be an opportunity to influence change; ODE is forming a new advisory panel for science standards.

The meeting then turned to a discussion of co-curricular programs. One of the OPAS recommendations was to create a council for resource coordination and statewide planning. There appears to be good support from the co-curricular and outreach organizations for such an approach. The vision is that 90% of Oregon students participating in these opportunities. This would be a great way to introduce computer science to these students. Obviously, this will be tough to accomplish without funding. ORTOP and Project Lead the WAY were mentioned as good examples of co-curricular/outreach programs.

The next meeting is scheduled for Tuesday, November 15th at 9am.