

Engineering Technology Industry Council

Meeting held September 27, 2002 at the CAPITAL Center

In Attendance:

Ron Adams	OSU
Norm Armour	LSI Logic
Phil Barrett	OHSU/OGI
Bob Broeg	WOU
Cynthia Brown	PSU
Bill Carter	OIT
Jim Chadney	WOU
Phil Creighton (<i>by phone</i>)	EOU
Joyce Cresswell	Saturday Academy
Diana Daggett	Intel
Bruce DeYoung	OSU Extension
Bob Dryden	OUS/PSU
Ron Geason	OUS/PSU
Joseph Graf	SOU
Ray Guenther	Intel
Richard Jarvis	OUS
Dave Johnson	UO
Jim Johnson	
Gary Kaleta	Gunderson
Bill Lewis	OIT
Gary Lietke	OUS
Richard Linton	UO
Dick Lytle	OMSE
Marc Manley	Rogue Wave Software
Jake Oken-Berg	Oregon Business Council
Janet Rash	Intel
Wally Rhines	Mentor Graphics
Skip Rung	New Economy Coalition
Bruce Schafer	OUS
Mark Tennant	Xerox
Ed Thompson	OHSU/OGI
Diane Vines	OUS
Michele Vitali	OUS
Michal Young	UO
Zia Yamayee	University of Portland

Wally Rhines, ETIC Chair, opened the meeting by asking for approval of the June 28, 2002 meeting minutes. Motion was made, seconded and approved.

The new Chancellor, Richard Jarvis, was introduced.

Bruce directed everyone to the new 'database' page on the ETIC website at <http://www.oregonetic.org/database/data.htm> where presentations, articles and links for use in marketing the ETIC strategy for the next biennium are being collected.

Bruce also distributed a draft of the Executive Summary for the Oregon Council for Knowledge and Economic Development (OCKED). Patricia Scruggs will give a brief presentation at the next ETIC meeting.

Scorecard Presentations

The following 2X Plan Scorecards as of 6/30/02 were presented and can be viewed at http://www.oregonetic.org/investment_indicators/investment_indicators.htm

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- OHSU/OGI – Ed Thompson
- OSU – Ron Adams
- PSU – Bob Dryden
- UO – Dave Johnson (MSI); Michal Young (CIS)
- Saturday Academy – Joyce Cresswell

Dave Johnson asked how private support for equipment donations should be reported. Bruce and Ron Geason will meet off-line to discuss an appropriate method and let the universities know.

Discussion of Commitment to 2X

Wally opened a discussion of ETIC’s commitment to the 2X goal. In the preparation and presentation of the ‘03-’05 Investment Plan, the data has revealed that we are not reaching our 2X goal of doubling the number of engineering and computer science undergraduates by 2006. Bruce presented the chart below that rolls up the forecasts through 2006 and 2009.

	ECS Undergrad Degrees										
	Forecast from 01-03 \$30M Plan			Forecast from 01-03 \$20M Plan			Forecast from 03-05 \$40M Plan				
	AY99 Baseline	AY05 Forecast	Gain	AY99 Baseline	AY05 Forecast	Gain	AY99 Baseline	AY06 Forecast	Gain	AY09 Forecast	Gain
OIT*	322	690	114%	148	517	249%	128	225	76%	225	76%
UO	59	117	98%	59	110	86%	58	112	93%	118	103%
OSU	389	622	60%	389	545	40%	389	575	48%	590	52%
PSU	157	289	84%	157	246	57%	157	236	50%	261	66%
SOU				34	95	179%	64	125	95%	140	119%
EOU*							0	25	#N/A	25	#N/A
WOU							40	46	15%	48	20%
Subtotal	927	1718	85%	787	1513	92%	836	1344	61%	1407	68%

* included regionals in earlier forecasts; AY09 forecast is plugged based on AY06

The chart above shows the undergraduate degree forecast in the current \$40M plan vs. the forecast in the \$30M plan that we submitted to the legislature in January 2002. (Some campuses may have submitted updated numbers since the ETIC plan was submitted to OSBHE on 7/8/02 that are not reflected in this table.)

Bruce pointed out that the \$30M 2001-2003 Plan forecasted a 1.85X increase in undergraduate degrees from AY 1999 to AY 2005. The current version of the \$40M plan only shows the UG degrees growing by a factor of 1.61X between AY 1999 and AY 2006. While the \$40M plan has multiple metrics, undergraduate degree growth remains key to our ability convince the legislature to allocate additional funds for the next biennium. We need to forecast when we will reach 2X system wide.

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Wally explained that if we stop achieving our goals it is increasingly difficult to credibly request additional funds from the legislature. He noted that while some variance is understandable, we need to be working both sides of the equation and produce measurable output, especially as the ETIC members are in this critical communication stage of speaking with our legislative leaders.

It was decided that a 2X Task Force made up of representatives from each campus would work with Bruce to:

1. Over the next week “scrub the numbers” to make sure the task force is working with the latest actuals and forecasts; and then
2. In about two weeks discuss findings and recommended courses of action.

While the original 2X goal was relative to undergraduate degrees, the group will also review graduate degree data. The task force will also compare the results of using AY97 instead of AY99 as the baseline year.

Presentation of Oregon Business Council’s *Oregon Business Plan*

Jake Oken-Berg from the OBC presented the Oregon Business Plan, located on their website at <http://www.oregonbusinessplan.org/pdf/BusinessPlanGuide.pdf>, representing a statewide effort to brief government policy makers on the needs and opportunities of the business community. Meetings and industry focus groups are being held around the state. The resulting draft plan will be presented as part of the Leadership Summit on December 9, 2002, where Senators Wyden and Smith and the new Governor will be in attendance. OBC is requesting that ETIC take the lead in presenting the engineering strategy for Oregon and has invited us to participate in the summit. Wally has agreed to represent ETIC at the summit.

Update on Meetings with Legislative Leaders

Wally briefed ETIC on the meetings that have taken place between the voting members and the legislative leaders to date as well as those planned:

- ✓ Kevin Mannix – August 15th
- ✓ Ted Kulongoski – September 23rd
- ✓ Governor Kitzhaber – September 27th

- Leadership Summit – December 9th
Senators Wyden, Smith and the new Governor

- Senate Leaders – *meeting times to be determined*
President: Gene Derfler, R-Salem
Majority Leader: David Nelson, R-Pendleton
Minority Leader: Kate Brown, D-Portland

- House Leaders – *meeting times to be determined*
Speaker: Mark Simmons, R-Elgin
Majority Leader: Karen Minnis, R-Wood Village
Minority Leader: Deborah Kafoury, D-Portland

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Wally commented that Mannix was generally supportive of the plan. Kulongoski said the budget he submitted to the legislature would include a line item for ETIC's recommendation but he didn't commit to a particular dollar amount. Governor Kitzhaber offered to advise ETIC on how to best work with legislative leaders during the next session. A follow-up meeting between the Governor and a few ETIC members is being scheduled.

Wally then ran through the presentation that had been given to Mannix and Kulongoski, which is located on the ETIC website http://www.oregonetic.org/meetings/tf_minutes/02-0923presentation.ppt. The presentation explains that an investment in engineering education is one of the best ways to assure future growth in Oregon's economy.

Comments were then solicited from the group:

- Bruce should verify the state tax numbers in the presentation materials.
- Ed Thompson suggested the addition of research dollar data and its impact on the economy to complement the data in the presentation.
- Jim Johnson asked whether there might be other ways to package our plan than just requesting general funds; perhaps by using bonding.
- Ray Guenther suggested leveraging some of the OECDD dollars. Bob Dryden and Jim Johnson were planning on meeting with the new director, Katy Coba, the following week.
- Wally would like other ETIC members and representatives to give the presentation in other communities and business groups. Bob Dryden mentioned that he is currently giving a similar presentation in various communities throughout Oregon that also includes the impact of the AeA scholarships and is being customized for the local community.
- The issue of the government's budgeting priorities was raised and it was agreed that we should stay away from the trade-off discussion of determining where cuts are to be made. Bruce relayed comments from the meeting with the Governor in which he challenged ETIC members to participate in developing public policy. Bruce suggested that we think of ways we can be considered allies by other constituencies such as K12 education.
- Richard Jarvis commented that our message should be "this is working and not just a theory." He suggested we back up our assertions about economic leverage with more detailed arguments and examples.
- Bob Dryden emphasized that it is important to remind the legislative leaders that we are five years into a 10-year plan.

Meeting Location Note

Several members have expressed an interest in holding some of future ETIC meetings at a more central location. Based on an informal poll of those present, it was decided that future meetings should alternate between the CAPITAL Center and Mentor Graphics in Wilsonville.

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The fall meeting schedule is currently as follows:

- Monday, October 21st 3-5 PM at CAPITAL Center
- Thursday, November 21st 3-5 PM at Mentor Graphics
- Wednesday, December 18th 3-5 PM at CAPITAL Center – IF NEEDED

There being no further business, the meeting was adjourned.