

Engineering Technology Industry Council
Meeting held January 23, 2004 at Mentor Graphics

In Attendance:

Morgan Anderson	Intel (by phone)
Norm Armour	LSI Logic
Gerhard Beenen	Network Elements
Bob Broeg	WOU
Cynthia Brown	PSU
Shirley Clark	OUS
Jim Craven	AeA
Joyce Cresswell	Saturday Academy
Bruce DeYoung	OSU Extension
Martha Anne Dow	OIT
Rich Duncombe	Hewlett Packard
Bob Dryden	PSU
Dick Fairley	OGI/OHSU
Ron Geason	PSU
Michelle Girts	CH2M Hill
Joe Graf	SOU
Ray Guenther	Intel (by phone)
Richard Jarvis	OUS
Dave Johnson	UO
Gary Kaleta	Gunderson
Gary Lietke	OUS
Richard Linton	UO
Gordon Reistad	OSU
Wally Rhines	Mentor Graphics
Skip Rung	
Bruce Schafer	OUS
Ed Thompson	OGI/OHSU
Michele Vitali	OUS
Dave Woodall	OIT

Wally Rhines, ETIC Chair, opened the meeting by asking for approval of the November 18, 2003 meeting minutes. Motion was made, seconded and approved.

2003-2005 Scorecard Template

Wally's term as ETIC chair completed at the end of 2003, but before handing the gavel to Michelle Girts some unfinished business regarding the 2003-2005 scorecard template was addressed.

Bruce presented the scorecard template recommended by the scorecard task force as a result of an earlier internal audit. The following additional items were discussed and Bruce will update the templates accordingly:

- A degree term represents an academic year summer through spring.
- Women and minority metrics should also include number of graduates as well as percentages.
- Licensing revenue and number of spin-off companies are possible additional metrics.
- Metrics surrounding ranking status and goals will be supplemental information.
- Norm Armour asked if there is a way to quantify self-funding levels for faculty and subsequent research dollars. Dave Johnson rephrased the question as, "If you didn't give funding to anyone next year, how many would file bankruptcy?" Bruce took on the action item of working with the campuses to capture ETIC faculty back to the beginning as a separate analysis from the metrics.
- Grants should be footnoted to clarify awarded vs. received vs. expended.

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ETIC Membership

Prior to reviewing the ETIC membership roster for the upcoming year, Wally took this time to recognize the ongoing work of Bruce Schafer and Michele Vitali, as well as two non-industry members that have contributed significant amounts of time to ETIC, Skip Rung and Jim Johnson. Wally expressed his gratitude for having the opportunity to serve as Chair. He then presented the updated roster of the voting members and turned the position of Chair over to Michelle Girts. Michelle introduced Norm Armour as the new Vice Chair.

Member	Affiliation	Term Expires
Norm Armour	LSI Logic	12/31/2005
Gerard Beenen	Network Elements	12/31/2007
Dave Brown	Tektronix	12/31/2007
Rich Duncombe	Hewlett-Packard	12/31/2005
Michelle Girts	CH2M Hill	12/31/2005
Ray Guenther	Intel	12/31/2007
Gary Kaleta	Gunderson	12/31/2005
Wally Rhines	Mentor Graphics	12/31/2007
Jim Rise	Xerox	12/31/2005

Richard Jarvis echoed his thanks toward the members. He also commented on the recently confirmed OSBHE. He feels that this Board will have an even broader business attention and more intense interest in ETIC and will be a Board that moves at a very quick pace. He will continue to keep ETIC updated.

Bruce also noted that he and Michelle Girts are in discussions with several individuals regarding ETIC membership. They have scheduled conference calls with Roy Vinyard from Asante Health System (SOU recommendation) and Craig Zemke of JELD-WEN (OIT recommendation) for following week. They are also working on recruiting other members.

ETIC 2004 Schedule

Michelle stated that we are in an implementation period now. The next biennium, 2007-2009, will be the last in the 10-year cycle and there is increasing attention on higher education.

Michelle reviewed the tentative schedule for 2004 below and noted potential additional meetings and task forces may take place during the year.

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Jan. 2004	Full Council : See today's agenda
Feb. 2004	Complete Board Appointments Strategic Retreat? Begin OSBHE, Partners, & Legislature Meetings TF: Develop '03-'05 RFP (2/23/04) VIP Tours Committee completes planning
Mar. 2004	Full Council : ½ scorecards; All campuses: '05-'07 proposals Continue OSBHE, Partners, & Legislature Meetings TF: Develop tentative allocation
Mar.-Apr.	ETIC VIP Days Continue OSBHE, Partners, & Legislature Meetings
April 2004	Full Council : ½ scorecards; Proposed allocation "Finalize" Partners, Legislation, and State Legislators Strategy; Implement
May 2004	Present proposal to OSBHE
June 2004	Full Council: Meet or cancel according to need
Aug. 2004	Full Council: ½ scorecards; Report on OSBHE Meeting
Oct. 2004	TF: Develop Legislative Strategy
Nov. 2004	Full Council: ½ scorecards; any changes to others Strategy report & adjustments

Strategic Retreat

The idea of an all-day strategic planning session was discussed. Michelle commented that as ETIC continues through mid-life, it would be beneficial to (1) set a clear understanding of the mission and champions, (2) strengthen the public/private partnership and create new ties, and (3) orient new members on the council. She asked all members to consider:

1. Would this be of value to you?
2. Operational issues – should we have a professional facilitator?
3. What issues should we explore?

Some ideas that were mentioned at this time included:

- Closure on 2x vs. Top Tier
- The evolution from SB-504
- The extent which ETIC investments become self-sustaining
- The use of operational vs. capital and how they complement each other
- A tutorial for new members and outreach to other companies
- ETIC's interaction with OCKED and the perceived overlap
- Alliances and collaborations with others
- Working with the new State Board of Higher Education

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Michelle surveyed the group asking for expectations and whether the outcome would justify the time commitment. She noted that the strategic planning session would be for voting and nonvoting members (or their delegates). The actual length of the meeting, date and time is to be determined.

VIP Campus Tours

Bruce updated the council on the planning for the ETIC VIP Campus Tours. It will be important to connect with the new Board and key legislators, enhancing their understanding of the impact of ETIC's investments. The goal is to hold a VIP tour of each of the eight ETIC campuses in the spring. We will limit attendance to no more than 15 guests per tour with media invited as described in a separate media plan. We will target legislative leadership relevant to ETIC but each campus should do additional recruiting, e.g. local legislators and legislators who are alumni.

Bruce requested the dean or equivalent from each campus send him the name of their campus liaison responsible for working out the details. There was some discussion of the best length of each tour. Jim Craven said he would assist in selecting legislative newcomers. SOU and OIT suggested they might collaborate on their tour dates.

Other Business

Michelle Girts clarified that a request from David Hackleman of OSU for an endorsement of a nanoscience institute has been withdrawn. Endorsements from Oregon could be confusing because of the parallel requests for federal funding from the new Multiscale Materials Development (MMD) Center. Endorsements for the nanoscience institute will come from California. Skip Rung offered to present more about MMD at a future ETIC meeting.

There being no further business, the meeting was adjourned.